

# Lynn L. Wu

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## Academic Positions

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2020- Associate Professor  
The Wharton School, University of Pennsylvania, with the OID department

2012-2020 Assistant Professor,  
The Wharton School, University of Pennsylvania, with the OID department

2011-2012 Lecturer  
The Wharton School, University of Pennsylvania, with the OID department

2011- Research Affiliate,  
MIT Sloan School of Management

2008-2017 Research Scientist,  
IBM Research

## Education

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2011 MIT Sloan School of Management, Cambridge, Cambridge, MA.  
Ph.D., Management Science  
*Dissertation:* "Essays on Social Networks and Information Worker Productivity"  
*Chair:* Erik Brynjolfsson

2003 MIT, Cambridge, Cambridge, MA.  
Master of Engineering in Computer Science and Electrical Engineering

2003 MIT, Cambridge, Cambridge, MA.  
Bachelor of Science in Computer Science and Electrical Engineering

2002 MIT Sloan School of Management, Cambridge, Cambridge, MA.  
Bachelor of Science in Finance, Minor in Economics

## Awards/Honors/Grants

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2019 Kaufman Best Paper Award

2019 The Sandy Slaughter Early Career Award, *INFORMS Information System Society*

2019 Best Student Paper Runner up, CHITA

2019 Dean's Teaching Award

2018 AIS Early Career Award, AIS

2017 Best Paper Award finalist, CIST, Informs

2016 Winner, best PDW at Academy of Management

2014 Best Publication Award, *Association of Information Systems*

2014 Best Paper Nomination for IT Economics, *International Conference on Information Systems*

2014 Best Published Paper Award, *ISS/Information Systems Research*

2014 Kauffman Research Grant

2013 Best Paper Award at the 46th Hawaii International Conference on System Sciences (HICSS) in Internet and the Digital Economy Track

2008, 2010	Google Research Awards Program with Erik Brynjolfsson
2009	Research Grant – Army Research Labs, Center for Social and Cognitive Networks. (Team of 29 researchers from 11 institutions)
2008	HP Labs Innovation Research Program with Erik Brynjolfsson
2009	Best Paper Nominee in IT Economics, <i>International Conference on Information Systems</i>
2008	Best Paper Award, <i>International Conference on Information Systems</i> .
2005-2008	DuPont Presidential Fellowship

## Refereed Journal Publications

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1. **Wu, L.** and G. Kane (2020). “Network-biased Technical Change: How Modern Digital Collaboration Tools Overcome Some Biases and Exacerbate Others.” Forthcoming at Organization Science.
2. \*Eesley, C. and **L. Wu** (2020). “For Startups, Adaptability and Mentor Network Diversity can be Pivotal: Evidence from a Randomized Experiment on a MOOC Platform.” Management Information System Quarterly, 44(5), 661-697.  
**Winner, best PDW at Academy of Management.**
3. **Wu, L.**, Hitt, L. and B. Lou (2020). “Data Analytics, Innovation and Firm Productivity.” Management Science, 66(5), 1783-2290.
4. **Wu, L.**, Lou, B. and L. Hitt (2019). “Data Analytics Supports Decentralized Innovation Communities.” Management Science, 65(10), 4863-4877.  
**Finalist for the Best Paper Award at CIST, INFORMS.**
5. \*Li, X. and **L. Wu** (2018). “Herding and Social Media Word-Of-Mouth: Evidence from Groupon.” Management Information System Quarterly, 42(4), 1331-1351.  
**Best Paper Award at the 46th Hawaii International Conference on System Sciences (HICSS) in the Internet and the Digital Economy Track.**
6. **Wu, L.**, Jin, F. and L. Hitt (2018). “Are All Spillovers Created Equal? A Network Perspective on IT Labor Movements.” Management Science, 64(7), 3168–3186.
7. **Wu, L.** E. Brynjolfsson. (2014) "The Future of Prediction: How Google Searches Foreshadow Housing Prices and Sales", The Economics of Digitization: An Agenda, 2014
8. **Wu, L.** (2013). “Social Network Effects on Productivity and Job Security: Evidence from the Adoption of a Social Networking Tool.” Information Systems Research, 24(1), 30-51.  
**i. Best Published Paper Award, Information System Research.**  
**ii. Best Publication Award, Association of Information Systems.**
9. \*Aral, S., Brynjolfsson, E. and **L. Wu** (2012). “Three-Way Complementarities: Performance Pay, Human Resource Analytics, and Information Technology.” Management Science, 58(5), 913-931.
10. Lin, C. Y., **Wu, L.**, Wen, Z., Tong, H., Griffiths-Fisher, V., Shi, L., and D. Lubensky (2012). “Social network analysis in enterprise.” Proceedings of the IEEE, 100(9), 2759-2776.
11. Firat, A., **Wu, L.** and S. Madnick (2009). "General Strategy for Querying Web Sources in a Data Federation Environment." Journal of Database Management, 20(2), 1-18.

## Papers Under Review/Working Papers

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12. \*Dixon, J., Hong, B. and **L. Wu**. “The Employment Consequences of Robots: Firm-level Evidence.” *Invited for 2<sup>nd</sup> review* at Management Science.
13. \*Hitt, L. Jin, F. and **L. Wu**. “Data Analytics and the Value of Social Media.” *Invited for 4<sup>th</sup> review* at Information System Research.
14. **Wu, L.**, Lou, B. and L. Hitt. “Innovation Strategy After IPO: How Data Analytics Mitigates the Post-IPO Decline in Innovation.” *1<sup>st</sup> review* at Information System Research.

15. \*Hong, B. and **L. Wu**. “Information Technology, Organization Delaying, and Firm Productivity.” *1<sup>st</sup> review* at Information System Research.
16. \*Lou, B. and **L. Wu**. “Artificial Intelligence and Drug Innovation.” *1<sup>st</sup> review* at Management Information System Quarterly.
17. \*Wang, X. and **L. Wu**. “Can Social Media Alleviate Inequalities? Evidence from Venture Capital Financing.” Working paper.  
**Kauffman Best Paper Award**
18. **Wu, L.** Waber, B., Aral, S., Brynjolfsson, E. and S. Pentland. “Water Cooler Networks: Performance Implications of Informal Face-to-Face Interaction Structures in Information Intensive Work.” Working paper.  
**Best Paper Award, The 29<sup>th</sup> International Conference on Information Systems**
19. Waber, B., Olguin Olguin, D., Aral, S. and **Wu, L.**, Brynjolfsson, E. and S. Pentland. “Sociometric Badges: A New Tool for IS Research.” Working paper.

### **Refereed Conference Publications**

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1. \*Lou, B., **L. Wu**. “Artificial Intelligence and Drug Innovation.”  
*ICIS 2019*  
*CIST 2019*  
*CHITA 2019 (Best Student Paper Award Runner up)*
2. \*Wang, X., **L. Wu**. “Can Social Media Alleviate Inequalities? Evidence from Venture Capital Financing”  
*ICIS 2019*  
*CIST 2019*
3. Dixon, J., Hong, B., **L. Wu**. “The Employment Consequences of Robots: Firm-level Evidence”  
*NBER Summer Institute, 2019*  
*CIST 2019*
4. Dixon, J., Hong, B., **L. Wu**. “Robots, Employment, and Firm Productivity: Evidence from Canadian Microdata.”  
*WISE 2018*
5. Wu, L., Lou, B., L. Hitt. “Data Analytics, IPO and Firm Innovation.”  
*CIST 2018*
6. Wu, L., Lou, Bowen, L. Hitt. “Data Analytics Supports Decentralized Innovation Communities”,  
*WISE 2017,*  
*CIST 2017, (Finalist for the Best Paper Award)*  
*NBER Summer Institute, 2018*
7. Hong, B., L. Wu. “Information Technology, Organization Delaying, and Firm Productivity: Evidence from Broad Surveys of Canadian Firms”  
*CIST 2017*
8. Wu, L., Hitt, L., B. Lou. “Data Analytics Skills, Innovation and Firm Productivity”,  
*WISE, 2016*  
*CIST 2015*  
*NBER Summer Institute, 2016*

9. Wu, L., Hitt, L., B. Lou. "How Do Data Skills Affect Firm Productivity: Evidence from Process-driven vs. Innovation-driven Practices"  
*Proceedings of the 36th Annual International Conference on Information Systems, 2015*
10. Eesley, C., L. Wu "Visions, Entrepreneurial Adaptation and Social Networks: Evidence from a Randomized Experiment on a MOOC Platform"  
*Workshop on Information and Networks, 2015*  
*Academy of Management, 2015*  
*The Conference on Digital Experimentation @ MIT, 2014*  
*WISE, 2015*
11. Wu, L., Jin, F., L. Hitt. "Are All Spillovers Created Equal? A Network Perspective on IT Labor Movements"  
*Proceedings of the 35th Annual International Conference on Information Systems, 2014*  
**(Best Paper Nominee – IT Economics Track)**
12. Hitt, L., Jin, F., L. Wu. "Data Skills and Value of Social Media: Evidence from Large-Sample Firm Value Analysis"  
*WISE, 2014*
13. Wu, L. "Network-biased Technical Change: Evidence from the Adoption of Social Media in a Consulting Organization"  
*NBER Summer Institute on the Economics of Digitization, 2013*  
*Winter Conference on Business Intelligence, 2013*  
*Workshop on Information and Networks, 2012*
14. Li, X., L. Wu. "Observational Learning and Social-Network Word-of-Mouth: Evidence from Groupon"  
*WISE, 2012.*  
*Hawaii International Conference on System Sciences, 2013 (Best Paper Award)*
15. Wu, L. "Social Network Effects on Performance and Layoffs: Evidence from the Adoption of a Social Networking Tool"  
*Academy of Management, 2011*  
*Proceedings of the 32th Annual International Conference on Information Systems, 2011*  
*WISE, 2011*
16. Wu, L., E. Brynjolfsson. "The Future of Prediction: How Google Searches Foreshadow Housing Prices and Sales"  
*NBER Conference Technological Progress & Productivity Measurement, 2009*  
*Workshop on Information Systems and Economics, 2009*  
*Proceedings of the 30th Annual International Conference on Information Systems, 2009*
17. Aral, S., Brynjolfsson, E., L. Wu. "Three-Way Complementarities: Incentives, Monitoring and Information Technology"  
*NBER Summer Institute, 2009*  
*Proceedings of the 30th Annual International Conference on Information Systems, 2009*  
**(Best Paper Nominee – IT Economics Track)**
18. Wu, L., Aral, S., Brynjolfsson, E., C. Lin. "Network Structure and Information Worker Productivity: New Evidence from the Global Consulting Services Industry."  
*Winter Conference on Business Intelligence, 2009*

19. Wu, L., Waber, B., Aral, S., Brynjolfsson, E., S. Pentland. "Mining Face to Face Interaction Networks Using Sociometric Badges: Evidence Predicting Productivity in IT Configuration"  
*Proceedings of the 29th Annual International Conference on Information Systems, 2008*  
**(Best Paper Award)**  
*International Conference on Network Science, 2008*  
*Winter Conference on Business Intelligence, 2008*
20. Aral, S., Wu, L., V. Morabito. "Regional Economic Context and the Value of Firm-Level IT Investment"  
*WISE, 2007.*
21. Wu, L., Firat, A., Alatovic, T., Madnick, S. "Querying Web-Sources within a Data Federation."  
*Proceedings of the 27th Annual International Conference on Information System, 2007*
22. Wu, L. Prism—An Answer Projection System Master Thesis, Massachusetts Institute of Technology, 2003.
23. Oh, A., Tuchinda, R., L. Wu. Meeting Manager: A Collaborative Tool in the Intelligent Room.  
*Student Workshops, Massachusetts Institute of Technology, 2001*

### **Invited Talks**

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Wu, L. 2020	Innovation, Equity & Prosperity Program at CIFAR (scheduled)
Wu, L. 2020	Amazon (scheduled)
Wu, L. 2020	Drexel University(scheduled)
Wu, L. 2020	Cornell University (scheduled)
Wu, L. 2020	The World Bank
Wu, L. 2019	University of Maryland, College Park, Maryland, GA
Wu, L. 2019	Baylor University, Waco, TX
Wu, L. 2019	Georgia State University, Atlanta, GA
Wu, L. 2018	London Business School, London, UK
Wu, L. 2018	Emory University, Atlanta, GA
Wu, L. 2018	Boston College, Boston, MA
Wu, L. 2018	Purdue University, West Lafayette, IN
Wu, L. 2017	Duke Fuqua, NC
Wu, L. 2017	Harvard Business School, Boston, MA
Wu, L. 2017	Boston College, Boston, MA
Wu, L. 2016	Purdue University, West Lafayette, IN
Wu, L. 2016	Michigan State University, Lansing, MI
Wu, L. 2015	Princeton University, Princeton, NJ
Wu, L. 2015	Stanford University, Stanford, CA
Wu, L. 2014	Carnegie Mellon University, Tepper School of Business, Pittsburg, PA
Wu, L. 2014	University of Washington, Foster School of Business, Seattle, WA
Wu, L. 2012	University of Minnesoda, Carlson School of Business, MN
Wu, L. 2011	Stanford Graduate School of Business, Palo Alto, CA
Wu, L. 2011	University of Pennsylvania, The Wharton School, Philadelphia, PA
Wu, L. 2011	Georgia Tech, College of Management, Atlanta, GA
Wu, L. 2011	Boston University, School of Management, Boston, MA
Wu, L. 2011	National University of Singapore, Singapore, Singapore
Wu, L. 2011	Temple University Fox School of Business, Philadelphia, PA

Wu, L. 2011 University of Michigan, School of Information, Ann Harbor, MI  
Wu, L. 2011 Carnegie Mellon University, Heinz College, Pittsburgh, PA  
Wu, L. 2010 Emory University, Goizueta Business School, Atlanta, GA  
Wu, L. 2010 MIT, Center for Digital Business, Cambridge, MA  
Wu, L. 2009 SAP Research, Palo Alto, CA  
Wu, L. 2009 MIT, Center for Digital Business, Cambridge, MA  
Wu, L. 2008 IBM Research, Hawthorn, NY  
Wu, L. 2007 MIT, Center for Digital Business, Cambridge, MA

### **Selected Press Mentions**

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“How a Twitter Audience of One Can Drive Business,” Knowledge@Wharton, Aug 09, 2018  
“The CFO Imperative: Next-Gen Technology Drives Cost Optimization,” Knowledge@Wharton, Feb 13, 2017  
“How Data Skills Help Firms Create Social Media That Matters,” Knowledge@Wharton, Aug 25, 2016  
“Conversation Topics to Help You Keep Your Job,” *The Atlantic*, October 30, 2014  
“Engaging in Office Chit-chat May Help Protect You During Layoffs, a Study Found,” *The Wall Street Journal*, October 27, 2014  
“More Data Can Mean Less Guessing About the Economy,” *The New York Times*, September 7, 2013  
“Working From Home? Boss May Be Peeking Over Your Shoulder,” *CNBC*, June 19, 2013  
“When Working at Home Is Productive, and When It’s Not,” Knowledge@Wharton, March 13, 2013  
“Studies of Web Searches Offer Preview of Hiring Trends,” *The Wall Street Journal*, March 5, 2010  
“Putting a Price on Social Connections,” *Businessweek*, April 8, 2009  
“Deriving Real Value from the Social Graph,” *Nick Carr Blog*, April 8, 2009  
“Micromanagement: Every move you make,” *Economist*, August 20, 2008

### **Patent**

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Wu, L., Salmon, G., Smith, D., Fay, S. “User Interface for Conducting Chats Over a Network”,  
Disclosure: LOT92003-0002US1 Jan 24, 2003.

### **Professional Experience and Service Activities**

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**Committee Member:** *Computational Social Science @ Russel Sage Foundation*

**Editorial work:**

*Associate editor of Management Science*

*Associate editor of MISQ*

*Associate editor and senior editor for International Conference on Information Systems*

*Editorial board member of AIS Transactions on HCI*

*Editorial board member of Conference of Information Systems and Technology*

**Journal Reviewing:** *Management Science, MIS Quarterly, Information System Research, Journal of Economics & Management Strategy, British Journal of Industrial Relations*

**Conference Reviewing:** *International Conference on Information Systems, Conference of Information Systems and Technology*

**Co-Organizer:** *Reality Mining: Using Sociometric Badges for Automated Behavioral Data Collection. 2009 Academy of Management Annual Meeting Professional Development Workshop*

**Organizing Committee:** *People’s Analytics Conference at Wharton, 2015, Computation Social Science Initiatives at the Russell Sage Foundation, 2015*

### **Educational Activities**

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**Courses Taught:**

1. Enabling Technologies for MBAs and Undergraduates, Spring 2011, Fall 2012, Fall 2015, Fall 2016, Fall 2017
2. People Analytics, Executive Education at Wharton, Spring 2013, Spring 2014

**Advisees:**

Postdoctoral Candidate: Yina Lu (First Job: Goldman Sachs)

PhD (committee): Fujie Jin, (First job: Indiana University)

PhD in Progress (primary advisor): Bowen Lou, Xiaoning Wang

Undergraduate thesis: Tommy Fan (currently PhD at HBS), Alice Lee, Jason Lerner,  
Amitoj Singh, Wendy Jiang