

# FENG ZHU

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## ACADEMIC POSITIONS

**Assistant Professor of Strategy, Department of Management and Organization**

Marshall School of Business, University of Southern California, July 2008 –

## EDUCATION

**Harvard Business School and Graduate School of Arts and Sciences, Cambridge, MA**

Ph.D., Science, Technology and Management, June 2008

S.M., Computer Science, June 2005

**Williams College, Williamstown, MA**

B.A., Economics, Mathematics and with highest honors in Computer Science, June 2002

**California Institute of Technology, Pasadena, CA**

Exchange student, 2000-2001

## RESEARCH INTERESTS

Technology Strategy and Innovation in Platform-Based Markets

## PUBLICATIONS

“Is Wikipedia Biased?” with Shane Greenstein. Forthcoming. *American Economic Review (Papers and Proceedings)*. May 2012.

“Business Model Innovation and Competitive Imitation: The Case of Sponsor-Based Business Models” with Ramon Casadesus-Masanell. Forthcoming. *Strategic Management Journal*.

“Entry into Platform-Based Markets” with Marco Iansiti. 2012. *Strategic Management Journal* 33(1) 88-106. Earlier version won the *Best Student Paper Award* of the Technology and Innovation Management (TIM) Division at the 2007 Meeting of the Academy of Management.

“Group Size and Incentives to Contribute: A Natural Experiment at Chinese Wikipedia” with Michael Zhang. NET Institute Working Paper #07-22. 2011. *American Economic Review* 101(4) 1601–1615.

“Strategies to Fight Ad-Sponsored Rivals” with Ramon Casadesus-Masanell. NET Institute Working Paper #09-09. 2010. *Management Science* 56(7) 1484–1499.

“Impact of Online Consumer Reviews on Sales: The Moderating Role of Product and Consumer Characteristics” with Michael Zhang. 2010. *Journal of Marketing* 74(2) 133–148.

“What is the Impact of Software Patent Shifts? Evidence from *Lotus v. Borland*” with Josh Lerner. 2007. *International Journal of Industrial Organization* 25(3) 511–529.

## **WORKING PAPERS**

“Ad Revenue and Content Commercialization: Evidence from Blogs” with Monic Sun. NET Institute Working Paper #11-32. R&R at *Management Science*.

“Technology Shocks in Multi-Sided Markets: The Impact of Craigslist on Local Newspapers” with Robert Seamans. NET Institute Working Paper #10-11.

“Business Models and Compatibility Incentives.” NET Institute Working Paper #08-20.

“Collective Intelligence and Neutral Point of View: The Case of Wikipedia” with Shane Greenstein

“Dancing with the Devil: Value Capture for Complementors in Platform-Based Markets”

## **SELECTED WORKS IN PROGRESS**

“Market Shocks and Product Positioning: The Impact of Craigslist on Local Newspapers” with Robert Seamans

“Impact of Entry of Ad-Sponsored Rivals”

“To Belong or to Be Different? A Large-Scale Field Experiment in a Chinese Social Network”  
with Monic Sun and Michael Zhang

## **OTHER RESEARCH**

“A Stateless Network Architecture for Inter-Enterprise Authentication, Authorization and Accounting” with H. T. Kung and Marco Iansiti. 2003. Proceedings of *the 2003 International Conference on Web Services (ICWS'03)*.

“The Search for a Universal Tile.” 2002. Undergraduate honors thesis in Computer Science, Williams College.

## **FELLOWSHIPS AND AWARDS**

### **Marshall School of Business, University of Southern California**

Research Award from the Lloyd Greif Center for Entrepreneurial Studies, 2011

Marshall Golden Apple Award for Teaching Excellence, 2011

Dean’s Award for Research Excellence (one of the five recipients out of over 120 research faculty at Marshall), 2011

Department Award for Research Excellence, 2010

### **NET Institute Summer Research Grants**

“Ad Revenue and Content Commercialization: Evidence from Blogs” with Monic Sun, 2011

“Technology Shocks in Multi-Sided Markets: The Impact of Craigslist on Local Newspapers”  
with Robert Seamans, 2010

“Strategies to Fight Ad-Sponsored Rivals” with Ramon Casadesus-Masanell, 2009

“Business Models and Compatibility Incentives,” 2008

“Group Size and Incentives to Contribute: A Natural Experiment at Chinese Wikipedia” with  
Michael Zhang, 2007

### **Technology and Innovation Management (TIM) Division, Academy of Management**

Best Student Paper Award, 2007

### **Harvard Business School**

Graduate Fellowship, 2002-2007

Wyss Fellow, 2005-2007

### **Williams College**

Haystack/Bronfman/Milham Scholar, 1998-2002

Sigma Xi Research Society, June 2002 –

Phi Beta Kappa Society, September 2001 –

## **TEACHING EXPERIENCE**

### **Instructor**

Strategic Management, USC–Marshall School of Business. Spring 2011. Instructor Rating: 4.8/5.0, 4.9/5.0 and 4.9/5.0. Marshall Golden Apple Award for Teaching Excellence.

Research Methods (PhD seminar), USC–Marshall School of Business. Spring 2010. Instructor Rating: 5.0/5.0.

Strategic Management, USC–Marshall School of Business. Spring 2010. Instructor Rating: 4.8/5.0 and 5.0/5.0.

Strategic Management, USC–Marshall School of Business. Spring 2009. Instructor Rating: 4.8/5.0 and 4.8/5.0.

Research Frontiers in Economics of Information Technology, Harvard University. Spring 2007. Instructor Rating: 5.0/5.0. Nominated for the Joseph R. Levenson Memorial Teaching Prize.

Economics of Electronic Commerce and Internet Technologies, Harvard University. Spring 2006. Instructor Rating: 5.0/5.0.

### **Teaching Fellow**

Quantitative Methods in Economics (Econometrics), Harvard University. Spring 2005. Teaching Fellow Rating: 4.5/5.0.

## **INVITED SEMINARS**

University of Michigan, Ross School of Business, March 2012

Boston University, School of Management, March 2012

UC Irvine, Merage School of Business, February 2012

Harvard Business School, January 2012  
UCLA, Anderson School of Management, October 2011  
UCSD, Rady School of Management, May 2011  
USC, Department of Finance and Business Economics, March 2011  
University of British Columbia, Sauder School of Business, January 2011  
UC Davis, Graduate School of Management, January 2011  
Stanford University, SIEPR Social Science and Technology Seminar, December 2010  
Drexel University, LeBow College of Business, May 2009  
Job talks: Boston College, Carnegie Mellon University, Georgia Institute of Technology, Harvard University, HEC Paris, INSEAD, Singapore Management University, Stanford University, UC Irvine, and University of Southern California, December 2007 – February 2008

## **CONFERENCE PRESENTATIONS**

### **Ad Revenue and Content Commercialization: Evidence from Blogs**

NBER Conference on Economics of Digitization, February 2012; 9th ZEW Conference on the Economics of Information and Communication Technologies, Mannheim, June 2011; 6th Bi-annual Conference on the Economics of Intellectual Property, Software and the Internet, Toulouse, January 2011

### **Technology Shocks in Multi-Sided Markets: The Impact of Craigslist on Local Newspapers**

Strategic Management Society 31st Annual International Conference, November 2011; 9th West Coast Research Symposium on Technology Entrepreneurship, September 2011; 9th ZEW Conference on the Economics of Information and Communication Technologies, Mannheim, June 2011; 8th Annual Atlanta Competitive Advantage Conference, May 2011; Utah-BYU Winter Strategy Conference, February 2011; NET Institute Conference, November 2010; 2010 Meeting of the Academy of Management, August 2010

### **Group Size and Incentives to Contribute**

Wharton Technology Conference, April 2010; 5th Bi-annual Conference on the Economics of the Software and Internet Industries, Toulouse, January 2009; 2007 Workshop on Information Systems and Economics (WISE), December 2007

### **Entry into Platform-Based Markets**

6th Annual Atlanta Competitive Advantage Conference, May 2009; 2007 Meeting of the Academy of Management, August 2007

## **Business Models and Compatibility Incentives**

7th Annual International Industrial Organization Conference, April 2009

### **Discussant**

CRES Foundations of Business Strategy Conference, May 2010; Workshop on Information Systems and Economics, December 2009; NET Institute Conference, April 2008, May 2009, November 2010; 9th ZEW Conference on the Economics of Information and Communication Technologies, June 2011

## **PROFESSIONAL EXPERIENCE**

### **Microsoft Corp., Redmond, WA**

Software Engineer Intern, Summer 2000 and Summer 2001

## **DEPARTMENT AND SCHOOL SERVICES**

### **Committee member**

Department seminar series committee, 2010-2012

Department doctoral program committee, 2009-2010, 2011-2012

Department recruiting committee, 2009-2010

### **Dissertation committee member**

Timothy P. Derdenger (USC Economics Department; Initial Placement: Assistant Professor of Strategy at the Tepper School of Business at Carnegie Mellon University)

Joo Hee Oh (USC Information and Operations Management Department; Initial Placement: Post-Doctoral Fellow at MIT Sloan)

Eunice Rhee (USC Management and Organization Department, 5th year, in progress)

### **Advisor**

Mariam Krikorian (USC Management and Organization Department, 1st year, in progress)

USC Consulting Club

### **Judge**

USC MBA Class of 2013 case competition, July 2011

## **ACADEMIC SERVICES**

Referee for *Academy of Management Journal*, *Information Economics and Policy*, *Information Systems Research*, *Journal of Economics & Management Strategy*, *Journal of Marketing*, *Management Science*, *Review of Industrial Organization*, *Review of Network Economics*, *Strategic Management Journal*, *Annual Meetings of Academy of Management*, and *National Science Foundation Grant Proposals*.

Associate editor, *MISQ* Special Issue on “Digital Business Strategy: Toward a Next Generation of Insight,” 2010-2011.

Session chair, “Online Markets I,” the 9th ZEW Conference on the Economics of Information and Communication Technologies, Mannheim, June 2011

Session chair, “Geographic Proximity,” the 2011 DRUID Conference, June 2011.

Co-organizer, Symposium on “Competitive Dynamics in Platform-Based Markets,” the 2010 Meeting of Academy of Management, August 2010.

Session chair, “Industry Dynamics: Within & Between” and “Standards and Dominant Designs: the Role of Entry Timing and Complementors,” the 2009 Meeting of Academy of Management, August 2009.

Session chair, “Strategy, Technology and Innovation II,” the 2006 Meeting of Academy of Management, August 2006.

Co-organizer of Science, Technology and Management seminar series, Harvard University, Spring 2005.

## **MEDIA MENTIONS**

Miller-McCune, “Why Facebook Wants You to Have More Friends.” October 2010.

Financial Times, “Why Does Anyone Bother Contributing to Wikipedia?” September 2010.

BNET of CBS, “How Chinese Wikipedia Proved that Benefits, Not Size, Matter.” April 2010.

Press release, “In World of Wikipedia, Researchers Find Free Ride Not a Concern.” April 2010.

BNET of CBS, “Can the Wall Street Journal Compete in a World of Free News?” November 2009, invited interview.

BNET of CBS, "Can Your Business Win Against Ad-Sponsored Competitors." November 2009, invited interview.

Billboard of Nielsen, "Paper Outlines Business Model Strategies For Media Companies." October 2009.

Business Insider, "How To Compete With Free Products." September 2009.