

LAURA HUANG

Harvard Business School
Soldiers Field Road
Morgan Hall 343
Boston, MA 02163
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EDUCATION

- 2008-2013 **University of California, Irvine**
Ph.D., Management
Concentrations: Entrepreneurship, Organizational Behavior
- 2004-2005 **INSEAD**
MBA
- 2000-2001 **Duke University**
M.S., Engineering Management
- 1996-2000 **Duke University**
B.S.E., Electrical Engineering, Biomedical Engineering

ACADEMIC APPOINTMENTS

- 2018- **Harvard Business School**
Associate Professor of Business Administration
- 2013-2017 **University of Pennsylvania – Wharton School**
Assistant Professor of Management

RESEARCH INTERESTS

Entrepreneurship, investor decision making, micro-foundations of entrepreneurship, perceptions and cues in funding decisions, unconscious bias in decision making, field research methods

PUBLISHED OR FORTHCOMING RESEARCH ARTICLES

- [1] Huang, L. The Role of Investor Gut Feel in Managing Complexity and Extreme Risk. *Academy of Management Journal*, *Forthcoming*
- [2] Lee, M., and Huang, L. Gender Bias, Social Impact Framing, and Evaluation of Entrepreneurial Ventures. *Organization Science*, *Forthcoming*

- *Nominated, Best Paper Award*, Strategic Management Society Annual Meeting, 2016
 - *Runner-up, Best Paper Award*, R. H. Smith Entrepreneurship Conference, 2016
- [3] Kanze, D., Huang, L., Conley, M., and Higgins, E. We Ask Men to Win & Women Not to Lose: Closing the Gender Gap in Startup Funding. *Academy of Management Journal*, Forthcoming
- [4] Huang, L., and Knight, A. 2017. Resources and Relationships in Entrepreneurship: An Exchange Theory of the Development and Effects of the Entrepreneur-Investor Relationship. *Academy of Management Review*, 42(1): 80-102.
- [5] Huang, L., Gibson, C. B., Kirkman, B. L., and Shapiro, D. 2017. When Is Traditionalism an Asset and When Is It a Liability for Team Innovation? A Two-Study Empirical Examination. *Journal of International Business Studies*, 48(6): 693-715.
- [6] Cheng, M., Sriramulu, A., Muralidhar, S., Loo, B. T., Huang, L., & Loh, P. L. 2016. Collection, Exploration and Analysis of Crowdfunding Social Networks. *Proceedings of the Third International Workshop on Exploratory Search in Databases and the Web*: 25-30.
- [7] Huang, L., and Pearce, J. L. 2015. Managing the Unknowable: The Effectiveness of Early-Stage Investor Gut Feel in Entrepreneurial Investment Decisions. *Administrative Science Quarterly*, 60(4): 634-670.
- *Winner, Heizer Award for Best Dissertation in Entrepreneurship*, 2013
 - *Winner, Best Dissertation Award*, Academy of Management, Entrepreneurship Division, 2013
- [8] Brooks, A. W., Huang, L., Kearney, S. W., and Murray, F. E. 2014. Investors Prefer Entrepreneurial Ventures Pitched by Attractive Men. *Proceedings of the National Academy of Sciences*, 111(12): 4427-4431.
- [9] Gibson, C. B., Huang, L., Kirkman, B. L., and Shapiro, D. 2014. Where Global and Virtual Meet: The Value of Examining the Intersection of These Elements in Twenty-First-Century Teams. *Annual Review of Organizational Psychology and Organizational Behavior*, 1(1): 217-244.
- [10] Huang, L., Fridger, M., and Pearce, J. L. 2013. Political Skill: Explaining the Effects of Nonnative Accent on Managerial Hiring and Entrepreneurial Investment Decisions. *Journal of Applied Psychology*, 98(6): 1005-1017.
- [11] Klein, J.G., and Huang, L. 2007. After All Is Lost: Meeting the Material Needs of Adolescent Disaster Survivors. *Journal of Public Policy & Marketing*, 26(1): 54-59.

ARTICLES FOR PRACTITIONERS

- [12] Kanze, D., Huang, L., Conley, M., and Higgins, E. 2017. Male and Female Entrepreneurs Get Asked Different Questions by VCs - and It Affects How Much Funding They Get. *Harvard Business Review*.
- [13] Pearce, J. L., and Huang, L. 2016. Gut feeling plays an important role in early-stage investors' decisions. *LSE Business Review*.
- [14] Huang, L., Fridger, M., and Pearce, J. L. 2014. How Non-native Speakers Can Crack the Glass Ceiling. *Harvard Business Review*, 92(6): 27-28.
- [15] Autry, G., & Huang, L. 2014. An Analysis of the Competitive Advantage of the United States of America in Commercial Human Orbital Spaceflight Markets. *New Space*, 2(2): 83-110.
- [16] Pearce, J. L., and Huang, L. 2012. The Decreasing Value of Our Research to Management Education. *Academy of Management Learning and Education*, 11: 247-262.
 - *Finalist, AMLE Outstanding Article of the Year Award, 2013*
- [17] Pearce, J. L., and Huang, L. 2012. Toward an Understanding of What Actionable Research Is. *Academy of Management Learning and Education*, 11: 300-301.

RESEARCH PROFILES & MEDIA COVERAGE

- “Asian Americans Climb the Corporate Ladder, But Only So High,” Bloomberg, Nov 21, 2017
- “Women-owned businesses making strides. But too slowly?” Philadelphia Business Journal, Nov 16, 2017
- “What venture capitalists can learn from ‘racist’ rats,” Chicago Booth Review, Nov 14, 2017
- “Does Traditionalism Help or Hurt Innovation?” Knowledge@Wharton, Oct 20, 2017
- “Gut Feel in Angel Investing,” TWiStartups, June 13, 2017
- “Valuation, not regulation, is what held Silicon Valley IPOs back,” San Francisco Chronicle, Apr 22, 2017
- “Why we’re ditching Demo Days,” TechCrunch, Mar 4, 2017
- “What’s blocking corporate creativity?,” Knowledge@Wharton, Feb 20, 2017
- “Why early-stage investors tend to trust their gut,” Knowledge@Wharton, Jan 20, 2017
- “The final frontier: How entrepreneurs cracked the aerospace industry,” Knowledge@Wharton, Dec 1, 2016
- “When the way you speak holds you back”, Financial Times, Nov 3, 2016
- “The real problem facing women- and minority-owned tech startups,” The Wall Street Journal, Oct 7, 2016
- “The real reason women quit tech (and how to address it), Medium, Oct 3, 2016

- “When networking, being yourself really does work”, Harvard Business Review, Sept 7, 2016
- “Venture investors should embrace data over instinct”, San Francisco Chronicle, Sept 10, 2016
- “How do you compare to other angel investors?”, Forbes, June 29, 2016
- “Entrepreneur shows dive into reality TV shark tank”, USA Today, May 23, 2016
- “4 things to know about small-business accelerators”, Money Magazine, May 2, 2016
- “Why entrepreneurs bring benefits to corporate boards”, The Wall Street Journal, May 1, 2016
- “What it’s really like to risk it all in Silicon Valley”, The New York Times, Feb 27, 2016
- “Is it too late to reinvent Yahoo?” Knowledge@Wharton, Jan 4, 2016
- “If you hold my devastating good looks against me, you’ll be sorry,” Chicago Tribune, Dec 15, 2015
- “How Yahoo’s Marissa has more investors betting on women,” CNBC, Oct 8, 2015
- “Attractive entrepreneurs get more funding – but only if they’re male,” The Globe and Mail, Aug 14, 2015
- “Gender, looks hold sway in venture capital funding,” LiveMint, June 16, 2015
- “Why do investors give less money to female entrepreneurs?,” World Economic Forum, May 29, 2015
- “Want investor funding? Get Brad Pitt look-a-like to pitch,” BizNews, May 28, 2015
- “Who’s the Most Attractive Investment Opportunity of All? Good-looking Men,” Knowledge@Wharton, May 26, 2015
- “Mitigation not litigation will move women forward in tech,” Huffington Post, April 10, 2015
- “What’s Ellen Pao got to do with crowdfunding?” Forbes, April 1, 2015
- “Strategies: Sex, money and entrepreneurs,” USA Today, March 27, 2015
- “Are entrepreneurs different than the rest of us?,” The Wall Street Journal, November 3, 2014
- “For commercial crew, NASA goes back to the future,” Forbes, September 18, 2014
- “The Art of the Pitch,” Wharton Magazine, July 29, 2014
- “An attractive man has an advantage in business,” UPI, March 14, 2014
- “If you want funding for your business, you’re better off being male and hot,” Business Insider, March 11, 2014
- “In business as in science, prejudice holds women back,” Nature, March 10, 2014
- “Upping the Stakes,” CNN Money, December 2013
- “Houston, we have a market: Privatizing space launches pays off big,” Forbes, October 2, 2013
- “Is your accent holding you back?” Forbes, August 23, 2013
- “Hire slow, fire fast,” 720 Investor, May 19, 2013
- “Married to the business: What to watch out for” Dun & Bradstreet, Business Spectator, May 15, 2013
- “Finessing key start-up hires,” Wharton Entrepreneurship, February 28, 2013
- “From the altar to IPO: The highs and lows of married business partners”, Forbes, February 11, 2013

INVITED PRESENTATIONS

- 2017 Michigan – Ross School of Business
Stanford University – Graduate School of Business
Harvard Business School – OB Unit
University of Georgia – Terry College of Business
- 2016 Harvard Business School – OB Unit
University of Virginia – Darden School of Business
University of Maryland – Smith Entrepreneurship & Innovation Research Conference
University of Wisconsin-Madison School of Business
- 2015 Indiana University – Kelley School of Business
University of Southern California – Greif Center for Entrepreneurship
- 2014 University of Illinois at Urbana-Champaign
Cornell University – Institute for the Social Sciences
University of California-Irvine – Merage School of Business
- 2013 University of Pennsylvania – Wharton OB Conference
Duke University – Fuqua School of Business Strategy Conference
University of Washington – West Coast Research Symposium for Technology and Innovation
University of Maryland – Smith Entrepreneurship & Innovation Research Conference
- 2012 Wharton School, University of Pennsylvania – Department of Management
- 2011 London School of Economics – Employment Relations and Organisational Behaviour Group
Syracuse University – Department of Entrepreneurship and Emerging Enterprises

CONFERENCE PRESENTATIONS

- 2017 “We Ask Men to Win & Women Not to Lose: Closing the Gender Gap in Startup Funding.” Academy of Management, Atlanta, GA
“Mitigating Malicious Envy: Why Successful Individuals Should Reveal Their Failures.” Academy of Management, Atlanta, GA
“We Ask Men to Win & Women Not to Lose: Closing the Gender Gap in Startup Funding.” Diana International Research Conference; Ewing Marion Kauffman Foundation, Kansas City, MO
- 2016 “Gender Differences in Speech Abstraction: Implications for Women’s Success in Organizations.” Academy of Management, Anaheim, CA

- “Mental Model Change as a Driver of New Market Emergence.” Academy of Management, Anaheim, CA
- “To Be or Not to Be Your Authentic Self? Catering to Others’ Preferences Hinders Performance.” Academy of Management, Anaheim, CA
- 2015 “To Be or Not to Be Your Authentic Self? Catering to Others’ Preferences Hinders Performance.” Society for Judgment and Decision Making Annual Conference, Chicago, IL
- “Social Mission and Interpersonal Closeness in the Evaluation of Hybrid Social Ventures.” Academy of Management, Vancouver, BC
- “Is Traditionalism an Asset or Liability for Innovation in Teams? A Two-Study Empirical Examination.” Academy of Management, Vancouver, BC
- 2014 “Rebels With a Cause: Perceptions, Beliefs, and the Coopetitive Dynamics of Entrepreneurs in the Emergence of the New Space Industry” Babson College Entrepreneurship Research Conference, Ivey Business School, London, Ontario
- “Pushed Out and No One to Turn To? Entrepreneurial Mobility in a Tournament Model” Babson College Entrepreneurship Research Conference, Ivey Business School, London, Ontario
- 2013 “Innovation and Trends in Entrepreneurial Finance Research” Academy of Management, Orlando, FL
- “Abstract Communication: Messages, Symbols & Language” Academy of Management, Orlando, FL
- 2011 “Crossing East-West Boundaries: Expanding our Perspectives across Levels” Academy of Management, San Antonio, TX.
- “Foreign Funding of Chinese Entrepreneurial Firms: Complexities of Crossing Boundaries and Forming Collectivities” Academy of Management, San Antonio, TX.
- 2010 “Being Nationally Different and Geographically Far: Moderators of Negative Effects on Innovation” Academy of Management, Montreal, Canada.
- “What, Really, Do We Know about Managing Global Virtual Teams?” Society for Industrial & Organizational Psychology (SIOP), Atlanta, GA.
- 2006 “After All Is Lost: Meeting the Material Needs of Adolescent Disaster Survivors” Association for Consumer Research, Orlando, FL.

PROFESSIONAL & UNIVERSITY SERVICE

University of Pennsylvania

- President's Innovation Prize Selection Committee, 2015-16
- Penn Undergraduate Research Mentoring Program, 2013, 2016, 2017
- Penn Reading Project (PRP), Discussion Leader, 2014

Wharton School

- Management Department Seminar Committee, 2013-14, 2014-15, 2015-16, 2016-17
- Teaching And Curricular Innovation Award Selection Committee, 2015-2016, 2016-17
- Wharton School Faculty Survey Committee on Teaching Effectiveness, 2014-15
- Faculty Search Committee, Entrepreneurship Group, 2013-14

Advising

- Dissertation Committees
Andy Wu, Wharton School; Placement: Harvard Business School (2016)
Steven Gray, Washington University in St. Louis; Placement: UT-Austin (2017)
Nicholas Lobuglio, Wharton School, Management (current)
JiaYi Bao, Wharton School, Business Economics and Public Policy (current)
Bradley Bitterly, Wharton School, Operations, Information, and Decisions (current)
Polly Kang, Wharton School, Management (current)
- Faculty Advisor for Nathan Chiu, Penn Undergraduate Research Mentorship program, Summer 2017
- Faculty Advisor for Wharton/Lauder joint degree Global Knowledge Lab project: “Startup Ecosystems,” 2017-2018
- Faculty Advisor for Alexander Lee, Penn Undergraduate Research Mentorship program, Summer 2016
- Faculty Advisor for Wharton/Lauder joint degree Global Knowledge Lab project: “Entrepreneurship in Private Human Space Travel: First Mover Disadvantage?,” 2013-2014
- Faculty Advisor for Edgardo Bueser, Joseph Wharton Scholars program: “The Impact of Demographic Diversity on Team Performance,” 2013-2014
- Faculty Advisor for Alice King, Penn Undergraduate Research Mentorship program, Summer 2013

Academic Activities

- Reviewer, *Administrative Science Quarterly*, *Academy of Management Journal*, *Organization Science*, *Management Science*, *Strategic Management Journal*, *Strategy Science*, *Entrepreneurial Theory & Practice*, *Academy of Management Learning & Education*, *Journal of Management Education*

Community Activities

- Speaker, Keystone Strategy, “Bias, Diversity, and the Entrepreneurial Mindset” – Dec 2017
- Speaker, Militia Hill Ventures, “Fundraising” – Nov 2017
- Judge, Cross-Cultural Communication & Leadership Development Pitch Competition, Penn School of Arts & Sciences – Nov 2017
- Speaker, PACT Capital Conference, “Bias, Diversity, and the Entrepreneurial Mindset” – Nov 2017
- ADLink, “Uncertainty and Innovation” – Aug 2017

- Keynote Speaker, Eldridge Industries, “Maximum Innovation with Minimum Risk” – June 2017
- Judge, Entrepreneurship, Innovation & Leadership Development Pitch Competition, Penn School of Arts & Sciences – Feb 2017
- Judge, Electronic Science & Technology Pitch Competition, Penn School of Arts & Sciences – Nov 2016
- Speaker, BlackRock, “Perspectives on Decision Making Under Conditions of Uncertainty” – Nov 2016
- Speaker, Cross-Cultural Communication & Leadership Development Program, Penn School of Arts & Sciences – Oct 2016
- Facilitator, Shark Tank Auditions at The Wharton School, Wharton Entrepreneurship Student & Alumni Participants – June 2016
- Speaker, Angel Capital Association (ACA) Summit – May 2016
- Contributor, Google re:Work event – April 2016
- Presenter, Wharton People Analytics Conference – April 2015, April 2016
- Judge, Creative Ventures Entrepreneurial Journalism Pitch Competition – Dec 2015
- Speaker, Fast Forward Summit, “Executive Strategies for Digital Transformation” – Nov 2015
- Speaker, CareHer, “Women Entrepreneurship”, Oct 2015
- Contributor, Project Entrepreneur, Rent the Runway Foundation, with UBS Elevating Entrepreneurs Program – Sept 2015
- Speaker, Silicon Valley Community Foundation (SVCF), Kapor Center for Social Impact, and Google Convening on Hidden Bias Mitigation – Sept 2015
- Keynote Speaker, “Entrepreneurship and the Art of Asking Others for Time, Advice, and Money.” Alliance of Women Entrepreneurs – Nov 2014
- Judge, Whitney M. Young New Venture Competition – Nov 2014
- Presenter, Asian Spotlight Week, Wharton Asia Exchange, “The Early Stage Chinese Tech Ecosystem” – Oct 2014
- Presenter, Epoch Foundation, Taiwan, “The Entrepreneurial Ecosystem” – Aug 2014
- Presenter, Wharton Entrepreneurial Programs, “Investor Perceptions” – Apr 2014
- Judge, MIT-CHIEF Business Plan Contest – Aug 2013, Oct 2013, Aug 2014, Oct 2014
- Presenter, Wharton Entrepreneurial Programs, “Ethics and Entrepreneurship” – Apr 2013
- Judge, TAP-NY Entrepreneur Competition – Sept 2012

TEACHING

Wharton School

Executive Education:

Innovation – Wharton Open Enrollment Executive Education, June 2017

Management 801: Entrepreneurship

(Wharton – San Francisco, Executive MBA Program, June 2016, June 2017)

“Investor Bias and its Impact on the Entrepreneurial Mindset”

(Wharton Seminars for Business Journalists, June 2016)

“Building a Team: Human Capital”

(Penn Wharton Commercialization Workshop, May 2016)

Lifelong Learning Master Class - “Switching into Entrepreneurship”
 (Wharton MBA Reunion Weekend, May 2016, May 2014, May 2013)
 “Cultivating Talent in Tech Entrepreneurship”
 (Wharton Global Forum Kuala Lumpur, March 2016)
 “Thinking Like an Entrepreneur”
 (Wharton KWHS Educator Seminar, October 2015, December 2014; Wharton
 KWHS Global Young Leaders Academy, June 2015, June 2016)
 “Supporting the Growth of Entrepreneurship and Preparing for Viability”
 (Wharton Global Forum Beijing, June 2014)
 “Mind the Talent Gap: Why Some Startup Teams Succeed and Others Fail”
 (Wharton Global Forum Paris, Oct 2013)

Coursera:

Entrepreneurship 1: Developing the Opportunity, 2016
 Entrepreneurship 2: Launching your Start-Up, 2016
 Entrepreneurship 3: Growth Strategies, 2016
 Entrepreneurship 4: Financing and Profitability, 2016

MBA:

Management 801: Entrepreneurship - 2013, 2014, 2015, 2016, 2017

University of California, Irvine

Undergraduate:

Management 102: Managing Organizational Behavior – 2011

AWARDS, GRANTS, AND HONORS

- Kauffman Junior Faculty Fellowship (KJFF); 2016
- The 40 Best B-School Professors Under 40, Poets & Quants; 2016
- Angel Capital Association, The American Angel Project; 2016-17
- Kauffman Foundation Grant for Research in Women’s Entrepreneurship; 2015-17
- Rodney L. White Center for Financial Research Grant; 2015-16
- Mack Institute Research Fellowship; 2015-16
- Teaching Commitment and Curricular Innovation Award; 2014-2015
- Wharton-INSEAD Center for Global Research & Education Grant, with Matthew Lee; 2014-15
- Wharton Social Impact Initiative Grant; 2014-15
- Mack Institute Research Fellowship, with Anoop Menon; 2014-15
- Heizer Award for Best Dissertation in Entrepreneurship; 2013
- Best Dissertation Award, Academy of Management, Entrepreneurship Division; 2013
- Wharton Dean's Research Fund; 2013
- AMLE Outstanding Article of the Year Finalist; 2013
- Public Impact Distinguished Fellowship; 2012
- Ray Watson Doctoral Fellowship; 2011
- Center for Organizational Research Graduate Student Fellowship; 2011
- Regents Fellowship, University of California, Irvine; 2008

WORK EXPERIENCE

- 2005 – 2008 **Standard Chartered Bank, Singapore**
Associate Director, Sales & Trading
Capital Markets
- Standard Chartered Bank, Shanghai, China**
Senior Relationship Manager, Client Relationships
Multinational Corporates
- 2003 – 2005 **Johnson & Johnson, Brussels, Belgium; Miami, FL, USA; Warren, NJ, USA**
Sales & Marketing, Medical Devices
- 2000 – 2003 **IBM Global Services, Durham, NC, USA**
Lab Systems & Integration Engineer