

HONG LUO

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ACADEMIC POSITIONS

- 2017 – Present James Dinan and Elizabeth Miller Associate Professor of Business Administration, Harvard Business School
- 2011 – 2017 Assistant Professor, Harvard Business School
- 2014 – 2015 Visiting Assistant Professor, MIT Sloan School of Management

EDUCATION

- 2011 Ph.D., Economics, Stern School of Business, New York University
Dissertation committee: Luis Cabral (chair), Adam Brandenburger, John Asker, Robert Seamans
- 2005 M.A., Economics, Beijing University
- 2002 B.A., Finance, Renmin University of China

PUBLICATIONS

Peer-reviewed journals

- [1] “Scandal, Social Movement, and Change: Evidence from #MeToo in Hollywood,” with Laurina Zhang, *Management Science*, forthcoming.
- [2] “Judgement Aggregation in Creative Production: Evidence from the Movie Industry,” with Jeffrey Macher and Michael Wahlen, *Management Science*, forthcoming.
- [3] “Infringing Use as a Path to Legal Consumption: Evidence from a Field Experiment,” with Julie H. Mortimer, *Journal of Economics and Management Strategy*, forthcoming.
- [4] “Risk Mitigating Technology: the Case of Radiation Diagnostic Devices,” with Alberto Galasso, *Management Science*, forthcoming.
- [5] “Invest in Information or Wing It? A Model of Dynamic Pricing with Seller Learning,” with Guofang Huang and Jing Xia, *Management Science*, 2019.
- [6] “Slack Time and Innovation,” with Ajay Agarwal, Christian Catalini, and Avi Goldfarb, *Organization Science*, 2018.
- [7] “Patent Publication and the Market for Ideas,” with Deepak Hegde, *Management Science*, 2018.
- [8] “Tort Reform and Innovation,” with Alberto Galasso, *Journal of Law and Economics*, 2017.

[9] "Copyright Enforcement: Evidence from Two Field Experiments," with Julie H. Mortimer, *Journal of Economics and Management Strategy*, 2017.

[10] "When to Sell Your Idea: Theory and Evidence from the Movie Industry," *Management Science*, 2014.

Other publications

[11] "Risk Perception, Tort Liability, and Emerging Technologies," with Alberto Galasso, *Reimagining Modern-day Markets and Regulations Series*, the Brookings Institution, 2021.

[12] "Punishing Robots: Issues in the Economics of Tort Liability and Innovation in Artificial Intelligence," with Alberto Galasso, *The Economics of Artificial Intelligence: An Agenda*, Eds. A. Agarwal, J. Gans, and A. Goldfarb, 2019.

[13] "Copyright Infringement in the Market for Digital Images," with Julie H. Mortimer, *AER Papers and Proceedings*, 2016.

WORKING PAPERS

[14] "When Does Product Liability Chill Innovation? Evidence from Medical Implants," with Alberto Galasso, September 2020, R&R at *American Economic Journal: Economic Policy*.

[15] "Gender Orientation and Segregation of Ideas: #MeToo's Impact in Hollywood," with Laurina Zhang, March 2021.

[16] "Navigating Early-Stage Ideas: Certain Strategies for Uncertain Terrains," November 2020.

[17] "Show Me the Carfax: Information Disclosure and Market Outcomes," with Guofang Huang and Haiyan Liu, February 2018.

CASES AND TEACHING MATERIALS

[1] "Spotify's Audio-First Strategy," HBS Case, with Carol Lin

[2] "Universal During Covid: The Future of Theatrical Windows," HBS Case, with Henry McGee and Carol Lin

[3] "Innovate Safely: CT Scanners and Radiation Risk," HBS Case and Teaching Note, with Alberto Galasso

[4] "Market for Judgement: Creative Destruction Lab," HBS Case, with Karim Lakhani and Laura Katsnelson

[5] "Institutionalized Entrepreneurship: Flagship Pioneering," HBS Case, with Gary P. Pisano and Huafeng Yu

[6] "Redfin: Redefine Real Estate," HBS Case and Teaching Note, with Huafeng Yu

[7] "General Motors and Autonomous Vehicle Regulation," HBS Case, with Esther Yan and Taro Tan

- [8] "UFO Moviez: Gentle Disruption," HBS Case and Teaching Note, with Felix Oberholzer-Gee and Saloni Chaturvedi
- [9] "CarMax: Disrupting the Used Car Market," HBS Case and Teaching Note, with John Wells and Galen Danskin
- [10] "Getty Images," HBS Case and Teaching Note, with Andrei Hagiu

TEACHING EXPERIENCE

2018 – Present	HBS MBA Elective Curriculum: <i>Good Strategies in Flawed Markets</i>
2019	HBS Doctoral Course: <i>Research Development Course</i>
2018 – Present	Harvard (GSAS Business Club) Annual Mini-MBA: <i>Strategy</i>
2017 – Present	NEXT Canada: <i>Value-Based Strategy</i>
2017 – 2019	HBS Doctoral Course: <i>Foundations of Strategy</i>
2013 – 2017	HBS Executive Education: <i>Strategic IQ; IBM Custom Program</i>
2011 – 2017	HBS MBA Required Curriculum: <i>Strategy</i>
2009	NYU Stern Undergraduate: <i>Statistics for Business Control</i>

PROFESSIONAL ACTIVITIES

Editor: *Management Science* (Associate Editor)

Referee: *American Economic Journal-Applied Microeconomics, American Economic Review, Economic Journal, European Economic Review, International Journal of Industrial Organization, Journal of Economics & Management Strategy, Journal of Industrial Economics, Journal of Law, Economics and Organizations, Management Science, Proceedings of the National Academy of Sciences, Quarterly Journal of Economics, Rand Journal of Economics, Research Policy, Review of Economic Studies, Strategic Management Journal*

Department Responsibilities: Co-coordinator of Strategy doctoral program

Dissertation Committees: Joseph Ahn, Tina Tang, Sarah Wolfolds, Jing Xia

AWARDS AND HONORS

2010	Kauffman Dissertation Fellow, Ewing Marion Kauffman Foundation
2010	Best Student Paper, Roundtable for Engineering Entrepreneurship Research

NON-ACADEMIC EXPERIENCE

2005	Part-time Analyst, Boston Consulting Group, Beijing
2004	Summer Analyst, Deutsche Bank, Hong Kong
2001	Summer Analyst, Asian Development Bank, Beijing
1999-2001	Member of the Youth Council, United Nations Educational Scientific and Cultural Organization (UNESCO)