

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] “Laboratory Safety and Research Productivity,” with Alberto Galasso and Brooklynn Zhu, *Research Policy*, forthcoming.
- [2] “Infringing Use as a Path to Legal Consumption: Evidence from a Field Experiment,” with Julie H. Mortimer, *Journal of Economics and Management Strategy*, forthcoming.
- [3] “When Does Product Liability Chill Innovation? Evidence from Medical Implants,” with Alberto Galasso, *American Economic Journal: Economic Policy*, May 2022.
- [4] “Scandal, Social Movement, and Change: Evidence from #MeToo in Hollywood,” with Laurina Zhang, *Management Science*, Feb 2022.
- [5] “Judgement Aggregation in Creative Production: Evidence from the Movie Industry,” with Jeffrey Macher and Michael Wahlen, *Management Science*, October 2021.
- [6] “Risk Mitigating Technology: the Case of Radiation Diagnostic Devices,” with Alberto Galasso, *Management Science*, May 2021.
- [7] “Invest in Information or Wing It? A Model of Dynamic Pricing with Seller Learning,” with Guofang Huang and Jing Xia, *Management Science*, December 2019.

- [8] "Slack Time and Innovation," with Ajay Agarwal, Christian Catalini, and Avi Goldfarb, *Organization Science*, November-December 2018.
- [9] "Patent Publication and the Market for Ideas," with Deepak Hegde, *Management Science*, February 2018.
- [10] "Tort Reform and Innovation," with Alberto Galasso, *Journal of Law and Economics*, August 2017.
- [11] "Copyright Enforcement: Evidence from Two Field Experiments," with Julie H. Mortimer, *Journal of Economics and Management Strategy*, Summer 2017.
- [12] "When to Sell Your Idea: Theory and Evidence from the Movie Industry," *Management Science*, December 2014.

Book chapters, proceedings, and other publications

- [13] "Managing medical device liability through innovation: a strategic approach," with Alberto Galasso, *Health Management, Policy and Innovation*, 2023.
- [14] "Measuring the Impact of #MeToo on Gender Equity in Hollywood," with Laurina Zhang, *Harvard Business Review* (digital) May 19, 2021.
- [15] "Risk Perception, Tort Liability, and Emerging Technologies," with Alberto Galasso, *Reimagining Modern-day Markets and Regulations Series*, the Brookings Institution, March 2021.
- [16] "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.
- [17] "Copyright Infringement in the Market for Digital Images," with Julie H. Mortimer, *AER Papers and Proceedings*, May 2016.

WORKING PAPERS

- [18] "Gender Inequality and the Direction of Ideas: Evidence from #MeToo," with Laurina Zhang, December 2022.
- [19] "Navigating Early-Stage Ideas: An Error Efficiency Frontier Framework," August 2021.
- [20] "Can You Judge a Car by Its History? Vehicle History Reports and the Efficiency of the Used-Car Retail Market," with Guofang Huang and Haiyan Liu, August 2021.

CASES AND TEACHING MATERIALS

- [1] "Market Imperfections and Strategy," Module Note for Instructors and for Students.
- [2] "Spotify's Audio-First Strategy," HBS Case and Teaching Note, with Carol Lin
- [3] "Universal During Covid: The Future of Theatrical Windows," HBS Case and Teaching Note, with Henry McGee and Carol Lin

- [4] "Innovate Safely: CT Scanners and Radiation Risk," HBS Case and Teaching Note, with Alberto Galasso
- [5] "Market for Judgement: Creative Destruction Lab," HBS Case and Teaching Note, with Karim Lakhani and Laura Katsnelson
- [6] "Institutionalized Entrepreneurship: Flagship Pioneering," HBS Case and Teaching Note, with Gary P. Pisano and Huafeng Yu
- [7] "Redfin: Redefine Real Estate," HBS Case and Teaching Note, with Huafeng Yu
- [8] "General Motors and Autonomous Vehicle Regulation," HBS Case and Teaching Note, with Esther Yan and Taro Tan
- [9] "UFO Moviez: Gentle Disruption," HBS Case and Teaching Note, with Felix Oberholzer-Gee and Saloni Chaturvedi
- [10] "CarMax: Disrupting the Used Car Market," HBS Case and Teaching Note, with John Wells and Galen Danskin
- [11] "Getty Images," HBS Case and Teaching Note, with Andrei Hagiu

TEACHING EXPERIENCE

2021 -	HBS Exec Ed <i>Program for Leadership Development (PLD)</i>
2018 - 2021	HBS MBA Elective Curriculum: <i>Good Strategies in Flawed Markets</i>
2019 - Present	HBS Doctoral Course: <i>Research Development Course</i>
2018 - Present	Harvard (GSAS Business Club) Annual Mini-MBA: <i>Strategy</i>
2017 - 2020	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

SEMINARS AND CONFERENCES

- 2023 AEA annual meeting, Hong Kong University
- 2022 AEA annual meeting, Queens University Organization Economics Conference
- 2021 Duke University, Michigan, Strategy Science Conference, The Role of Technological Change in Driving Health Trends Conference (U Chicago Economics), Strategy and the Business Environment Conference, NBER-AIEA Seminar, NBER Productivity Workshop, Virtual Digital Economy (VIDE) Seminar.
- 2020 Bocconi University, Boston University Technology Policy Initiative, NBER-AIEA Conference, WashU in St. Louis
- 2019 American Law and Economics Association Annual Conference, IESE Business School, International Industrial Organization Conference, London Business School, NBER Productivity Workshop, NBER Summer Institute, Northeastern University, Purdue University, Rutgers University, Strategy Science Conference
- 2018 AEA annual meeting, Columbia Business School, Kellogg, Searle Conference on Innovation Economics, University of Toronto (Rotman), IFN Stockholm Entrepreneurship and Innovation Conference, Temple University, Strategic Research Forum, University of Minnesota (Carlson), Advances with Field Experiments Conference
- 2017 Economics of Entrepreneurship and Innovation at Queens University, Maryland Smith, Society for Institutional & Organizational Economics, National University of Singapore, Northeastern Economics, American Law and Economics Association Annual Conference, Harvard Law School
- 2016 New York University School of Law, HBS Digital Seminar, Duke University, Searle Conference on Innovation Economics, American Law and Economics Association Annual Meeting, NYU Stern Economics of Strategy Conference, Advances in Field Experiments Conference
- 2015 AEA annual meeting, EARIE, Duke Strategy Conference, FSU, NBER Economics of Digitization Conference, NYU Stern, NYU Law, REER, Stanford, WashU in St Louis
- 2014 Canadian Conference on the Economics of Innovation and Entrepreneurship, MIT Sloan, Munich Conference on Competition and Innovation, NBER Productivity Lunch, Strategic Research Forum

- 2013 Northwestern University (Kellogg), Northeastern University, Hong Kong University, NBER Intellectual Property Policy & Innovation, International Industrial Organization Conference
- 2012 UBC Sanders, UCLA Anderson, NBER Intellectual Property Policy & Innovation, Roundtable for Engineering Entrepreneurship Research
- 2011 Harvard Business School, MIT Sloan, Northwestern University, Purdue University, Southern Methodist University, University of Maryland, University of Michigan, University of Southern California, University of Toronto, CRES Foundations of Business Strategy Conference
- 2010 Bocconi University, European School of Management and Technology, International Industrial Organization Conference, 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)