

SHIBO ZHOU

sz.si@cbs.dk

RESEARCH INTEREST

Innovation and NLP, Entrepreneurship and Individual Choice, Networks and Knowledge Flows

EMPLOYMENT

Postdoctoral Researcher 2023 - 2026
Copenhagen Business School

EDUCATION

Ph.D., Strategy and Innovation 2017- 2023
Scheller College of Business, Georgia Institute of Technology, Atlanta GA
Minor: Economics

M.Sc., Business Management 2015-2017
Rotterdam School of Management, Erasmus University Rotterdam, the Netherlands

B.Sc., Psychology 2010-2014
Peking University, China

WORKING PAPERS

Impact of User Reviews on Product Development: Do Producers Learn from Users? (Job Market Paper)

Conference Proceedings: Zhou, S. (2020). How Do Users' Reviews Matter for Corporate Innovation?. *Academy of Management Proceedings*. Vol. 2020, No. 1, p. 12700.

ABSTRACT Online user reviews are an important external information source for both consumers and producers. While the reviews' impact on consumer purchasing behaviors has drawn much attention in the literature, whether it can influence producers in terms of future product development remains unclear. In this paper, I examine the role of user reviews on product development and assess how the impact varies across different types of reviews. Analyzing textual data from a two-sided platform using the NLP technique, I evaluate the effect of review ratings on video game updates. The empirical results show that games with more design-related reviews have a higher probability of updates in the following month when users are not satisfied. Moreover, firms with more resources and capabilities can learn from reliability-related reviews for more complicated product development. The developed updates are positively correlated with the re-engagement of inactive users. My finding shows that producers learn from users to absorb ideas about subsequent product development, and the relationship is heterogeneous across different dimensions of the reviews and producers. I discuss the implications of the results for platform owners and producers for further development.

Novel and Novelty with Jiani Zhu (Ready to submit to *Organization Science*).

Conference Proceedings: Zhou, S., Zhu, J. (2021). A Longitudinal Study on How Status Gain Affects Individual Exploration. *Academy of Management Proceedings*. Vol. 2021, No. 1, p. 14043.

ABSTRACT We develop and test a model examining how status gain impacts individual novel knowledge adoption and subsequent performance. The model is tested using longitudinal data from a sample of authors in the largest book review platform. Results indicate that status gain, captured by significant literacy awards nomination and winning, is associated with a higher level of novelty adoption. The effect is more pronounced when the authors do not have other sources of income, suggesting the mechanism of resources and self-confidence. Moreover, adoption triggered by status gain is not reckless: it is positively associated with subsequent performance, measured by online ratings. And the authors are more likely to convince the conservative publishers, the industry's gatekeepers, of the promising success of the novelty-related books. This research contributes to knowledge management literature by demonstrating the unique effect of status gain on individual-level novelty adoption and adding evidence on how these two activities are present at the individual level.

Impact of Foreign Policy on Domestic Corporate Innovation - A Perspective of Knowledge Spillover with Kedong Chen and Xiaojin Liu

ABSTRACT In 2009, the Chinese government launched the "National Innovative cities" policy to support firms' innovation in selected regions. However, besides the explicit purpose of facilitating local innovation, the unintended consequence of the policy outside the country is unclear. *How does foreign government support influence domestic inventors who have collaborated with supported foreign firms before?* By employing the difference-in-differences (DiD) technique in the quasi-experimental setting, we examine the influence of foreign government (China) intervention on domestic partners (the US inventors). We find that domestic inventors who have established collaborative relationships with firms in selected Chinese cities experience an increase in new collaborators and innovations, compared to the US inventors who have collaborated with firms in unselected cities. We further show that inventors with less patent stock take better advantage of cross-border government support. Taken together, the findings of the study suggest a win-win outcome of the policy: foreign government support can facilitate unintended cross-border knowledge flows and strengthen the innovation performance of "treated" domestic inventors.

The Trajectories of Startup Learning: From Investors on *Kickstarter* to Customers on *Steam* (Work in Progress)

DALL-E2 and Pixiv: How AI Substitutes Human Labors in Creative Industries (Work in Progress)

CONFERENCE PRESENTATIONS

Impact of User Reviews on Product Development: Do Producers Learn from Users?

- Academy of Management, Virtual, August 2020
- KAIST 2nd CISP Bootcamp, Virtual, December 2020.
- Intellectual Property Innovation Seminar, Virtual, October 2021.

Novel and Novelty: A Longitudinal Study on How Status Gain Affects Individual Exploration.

- Academy of Management, Virtual, August 2021

CONFERENCE & WORKSHOP ATTENDANCE

Emerging Markets Theme - PhD Research Day, Cornell University, New York, NY, November 2022
TIM Doctoral Consortium, Academy of Management Annual Meeting, Seattle, WA, August 2022

Academy of Management, Seattle WA, August 2022
Advanced Causal Inference Workshop, Northwestern University, Chicago, IL, August 2022.
Platform Strategy Research Symposium, Boston University, Boston, MA, July 2022
Academy of Management, Virtual, August 2021
Academy of Management, Virtual, August 2020
Roundtable for Engineering Entrepreneurship Research (REER), Scheller College of Business, Georgia Institute of Technology, Atlanta, GA, November 2019
Allied Social Sciences Associations (ASSA) Annual Meeting, Atlanta, GA, January 2019
STR Doctoral Consortium, Academy of Management Annual Meeting, Boston, MA, August 2019
Roundtable for Engineering Entrepreneurship Research (REER), Scheller College of Business, Georgia Institute of Technology, Atlanta, GA, November 2018
Academy of Management, Chicago, IL, August 2018

TEACHING ASSISTANT EXPERIENCE

Scheller College of Business, Georgia Institute of Technology

2019 - 2021 *Strategy and Innovation* (Undergraduate, MBA, Evening MBA) for Marco Ceccagnoli

2020 *Foundation of Strategy* (Undergraduate) for Eunhee Sohn

SERVICE

Reviewer: Academy of Management Annual Meetings 2019-2022

Associate Editor: Academy of Management Annual Meetings TIM Division 2021-2022

TECHNICAL SKILLS

Stata, Python(Natural Language Processing), R, SPSS, LaTeX

OTHER PROFESSIONAL EXPERIENCE

Innovation Specialist

Liberty Global

2016- 2027

Amsterdam, the Netherlands

Research Assistant in Neurobiology

Institute of Neuroscience, Chinese Academy of Sciences

2014- 2015

Shanghai, China

REFERENCES

Dr. Peter Thompson (Chair)

Hal and John Smith Chair in Small Business and Entrepreneurship

Scheller College of Business, Georgia Institute of Technology

Email: peter.thompson@scheller.gatech.edu

Tel: 404-510-1592

For reference letter: send.Thompson.C9ABDAFE09@interfolio.com

Dr. Marco Ceccagnoli

Brady Family Professorship

Scheller College of Business, Georgia Institute of Technology

Email: marco.ceccagnoli@scheller.gatech.edu

Tel: 404-385-4965

For reference letter: send.Ceccagnoli.076CD58F42@interfolio.com

Dr. Alex Oettl

Associate Professor

Scheller College of Business, Georgia Institute of Technology

Email: alex.oettl@scheller.gatech.edu

Tel: 404-385-4570

For reference letter: send.Oettl.8332018422@interfolio.com