

WEN WEN

Department of Information, Risk and Operations Management
McCombs School of Business
The University of Texas at Austin
2110 Speedway Stop B6500, CBA 5.232
Austin, TX 78712

I. EDUCATION

- August 2012 Georgia Institute of Technology, Atlanta, GA
Ph.D., Information Technology Management
Thesis: The Implications of Incumbent Intellectual Property Strategies for Open Source Software Success and Commercialization
Advisor: Chris Forman
- May 2011 Georgia Institute of Technology, Atlanta, GA
M.S., Major: Statistics

II. ACADEMIC APPOINTMENT

- Sep. 2020 - University of Texas at Austin, Austin, TX
Associate Professor (with tenure), McCombs School of Business
- Aug. 2012 – Aug. 2020 University of Texas at Austin, Austin, TX
Assistant Professor, McCombs School of Business
(Maternity leave in 2016-2017, 2019-2020)

III. RESEARCH INTERESTS

IT Innovation and Commercialization, Intellectual Property, Platform Strategy, Entrepreneurship, Technology and Productivity

IV. SCHOLARLY ACCOMPLISHMENTS

A. Published Papers

1. Wen Wen, Feng Zhu. 2019. Threat of Platform-Owner Entry and Complementor Responses: Evidence from the Mobile App Market. *Strategic Management Journal*, 40(9) 1336-1367.
2. Samuel Bond, Stephen He, Wen Wen. 2019. Speaking for “Free”: Word of Mouth in Free- and Paid- Product Settings. *Journal of Marketing Research*, 56(2) 276-290.
3. Dan Breznitz, Chris Forman, Wen Wen. 2018. The Role of Venture Capital in the Formation of a New Technological Ecosystem: Evidence from the Cloud. *MIS Quarterly*, 42(4), 1143-1169.
4. Wen Wen, Marco Ceccagnoli, Chris Forman. 2016. Opening Up Intellectual Property Strategy: Implications for Open Source Software Entry by Start-up Firms. *Management Science*, 62(9), 2668-2691.

5. Wen Wen, Chris Forman. 2016. Do Patent Commons and Standards-Setting Organizations Help Navigate Patent Thickets? *Communications of the ACM*, 59(5).
6. Wen Wen, Chris Forman, Stuart Graham. 2013. The Impact of Intellectual Property Rights Enforcement on Open Source Software Project Success. *Information Systems Research*, 24(4), 1131-1146.

B. Selected Working Papers and Work in Progress

1. Peer Influence in the Workplace: Evidence from an Enterprise Digital Platform.
2. Technology Standards and the Impact on Patenting: Evidence from the IETF.
3. The Effects of Multi-sourcing on Technology Support and Customer Retention: Evidence from the Cloud.
4. The Impacts of Private Rewards on Public Knowledge Contribution.
5. Improving Healthcare Delivery and Resource Allocation through Telemedicine.
6. Pain of Payment for Digital Products and its Effects on Downstream Consumption.
7. Intellectual Property Rights, Uncertainty, and Standards-Setting at the 3GPP.

C. Fellowships, Grants, and Awards

1. Nominee for CBA Excellence Research Award, 2020, 2019
2. Fellow of UT Society for Teaching Excellence, 2018
3. NET (Networks, Electronic Commerce, and Telecommunications) Institute Grants, \$10,000, 2018, 2016, 2014
4. Trammell/CBA Foundation Teaching Award, 2017
5. McCombs School of Business URA Grants, 2017, 2015, 2013
6. Best Paper Award Nomination, INFORMS Conference on Information Systems and Technology (CIST), 2016
7. Best Paper Award, Workshop on Information Systems and Economics (WISE), 2015
8. McCombs Faculty Honor Roll, 2015
9. Marketing Science Institute (MSI) Research Competition Award on Social Interactions and Social Media Marketing, 2014
10. The Sloan Foundation Grant for the Research Program on the Economics of Knowledge Contribution and Distribution, \$10,000, 2014
11. Kauffman Dissertation Fellowship, \$20,000, 2012
12. National Bureau of Economic Research (NBER) Honorarium for the Study of Patents, Standards and Innovation, \$7,500, 2012
13. Recipient of Ashford Watson Stalnaker Memorial Prize, 2011
14. International Conference on Information Systems (ICIS) Doctoral Consortium Fellow, 2011
15. Kauffman/Georgia Research Alliance Grant for the Study of Entrepreneurship and Productivity, \$12,000, 2010

D. Papers in Refereed Conference Proceedings

1. Samuel Bond, Stephen He, Wen Wen, "Does Sharing Lead to Sharing? Evidence from Free Product Settings"
 - *Advances in Consumer Research*, vol. 43, K. Diehl and C. Yoon (eds.), New Orleans, LA: Association for Consumer Research, October 2015

2. Dan Breznitz, Chris Forman, Wen Wen, “The Role of Venture Capitalists in the Formation of New Technological Trajectories: Evidence from the Cloud”
 - *Proceedings of the 35th International Conference on Information Systems, E. Karahanna, A. Srinivasan and B. Tan (eds.), December 2014*
3. Wen Wen, Chris Forman, Stuart Graham, “The Impact of Intellectual Property Enforcement on Open Source Adoption”
 - *Proceedings of the 31st International Conference on Information Systems, December 2010*
 - *Proceedings of the Open Source Systems 2010 Doctoral Consortium, May 2010*

E. Conference and Workshop Presentations

1. Haoyuan Liu, Wen Wen, Andrew Whinston, “Peer Influence in the Workplace: Evidence from an Enterprise Collaboration Platform”
 - *The 28th Workshop on Information Systems and Economics (WISE), Seoul, Korea, December 2017*
 - *Conference on Information Systems and Technology (CIST), Phoenix, Arizona, November 2018*
 - *NET Institute Conference on Network Economics, Electronic Commerce, and Platform Competition, New York, December 2018*
 - *McCombs Research Colloquium, University of Texas at Austin, Texas, December 2018*
2. Wen Wen, Feng Zhu, “Threat of Platform-Owner Entry and Complementor Responses: Evidence from the Mobile App Market”
 - *Conference on Information Systems and Technology (CIST), Nashville, Tennessee, November 2016*
 - *NET Institute Conference on Network Economics, Electronic Commerce, and Platform Competition, New York, December 2016*
 - *The 3rd Workshop on Marketplace Innovation, Stanford, California, June 2017*
 - *The 8th Annual Searle Center Conference on Internet Commerce and Innovation, Chicago, Illinois, June 2017*
 - *Federal Communications Commission Economic Seminar, Washington, DC, June 2017*
 - *NBER Summer Institute 2017, Economics of Information Technology and Digitization Workshop, Cambridge, Massachusetts, July 2017*
 - *Competition Conference 2018, Boston, Massachusetts, July 2018*
3. Wen Wen, Chris Forman, Nicolas van Zeebroeck, “Intellectual Property Rights, Uncertainty, and Standards-Setting at the 3GPP”
 - *The 4th Annual Searle Roundtable on Technology Standards, Chicago, Illinois, May 2016*
4. Wen Wen, Chris Forman, Sirkka Jarvenpaa, “Standards, Intellectual Property Rights, and Strategic Patenting: Evidence from the IETF”
 - *NBER Productivity Seminar, Cambridge, Massachusetts, April 2015*
 - *The 8th Annual Searle Center Conference on Innovation Economics, Chicago, Illinois, June 2015*
 - *NBER Summer Institute 2015, Economics of Information Technology and Digitization Workshop, Cambridge, Massachusetts, July 2015*
 - *The 2015 Academy of Management Meeting, Vancouver, BC, Canada, August 2015*
 - *The 15th Annual Roundtable for Engineering Entrepreneurship Research (REER), Atlanta,*

- Georgia, November 2015*
- *The 26th Workshop on Information Systems and Economics (WISE), Dallas, Texas, December 2015*
5. Dan Breznitz, Chris Forman, Wen Wen, “The Role of Venture Capitalists in the Formation of New Technological Trajectories: Evidence from the Cloud”
 - *2012 Industry Studies Conference, Pittsburgh, Pennsylvania, May 2012*
 - *The 35th International Conference on Information Systems, Auckland, December 2014*
 - *Sandra A. Slaughter Software Conference, Atlanta, Georgia, May 2015*
 6. Sam Bond, Stephen X. He, Wen Wen, “Does Sharing Lead to Sharing? Evidence from Free Product Settings”
 - *The Economics of Knowledge Contribution and Distribution Workshop, Atlanta, November 2014*
 - *Association for Consumer Research, New Orleans, October 2015*
 - *2017 Society for Consumer Psychology Conference, San Francisco, February 2017*
 7. Wen Wen, Marco Ceccagnoli, Chris Forman, “Patent Commons, Thickets, and Open Source Software Entry by Start-up Firms”
 - *NBER Conference on Patents, Standards and Innovation, Cambridge, Massachusetts, May 2011*
 - *Conference on Information Systems and Technology (CIST), Charlotte, North Carolina, November 2011*
 - *The 11th Annual Roundtable for Engineering Entrepreneurship Research (REER), Atlanta, Georgia, November 2011*
 - *The 22th Workshop on Information Systems and Economics (WISE), Shanghai, China, December 2011*
 - *NBER Conference on Patents, Standards and Innovation, Cambridge, Massachusetts, January 2012*
 - *Symposium on “Managing innovation in the market for ideas: patent enforcement, open access and creativity.” Academy of Management Conference, Boston, Massachusetts, August 2012*
 - *The 2012 European Policy for Intellectual Property (EPIP) conference, Leuven, September 2012*
 - *Platform Strategy Research Symposium, Boston, Massachusetts, July 2013*
 8. Wen Wen, “The Implications of Incumbent Intellectual Property Strategies for Open Source Software Adoption and Commercialization”
 - *Kauffman Entrepreneurship Mentoring Workshop, Denver, Colorado, January 2011*
 9. Wen Wen, Chris Forman, Stuart Graham, “The Impact of Intellectual Property Enforcement on Open Source Adoption”
 - *The 31st International Conference on Information Systems, Saint Louis, Missouri, December 2010*
 - *Open and User Innovation Conference, Cambridge, Massachusetts, August 2010*
 - *Open Source Systems 2010 Doctoral Consortium, Notre Dame, Indiana, May 2010*
 10. Discussant for “Raising the Bar: Certification Thresholds and Market Outcomes”
 - *Platform Strategy Research Symposium, Boston, Massachusetts, July 2019*
 11. Discussant for “Joining Standards Organizations: The Role of R&D, Patents, and Product

Market Position”

- *First Annual Empirical Conference on Standardization, Chicago, Illinois, May 2019*
- 12. Discussant for “Review Rating-based Platform Screening and New Complementor Entry: Evidence from Natural Experiment and Machine Learning of a Sharing Economy”
 - *Platform Strategy Research Symposium, Boston, Massachusetts, July 2018*
- 13. Discussant for “How Essential Are Standard-Essential Patents?”
 - *The 6th Annual Empirical Patent Law Conference, Austin, Texas, May 2018*
- 14. Discussant for “The Online Channel, Trading Behavior, and Customer Profitability in Financial Services: Evidence from an Emerging Market”
 - *The 26th Workshop on Information Systems and Economics (WISE), Dallas, December 2015*
- 15. Discussant for “Entrepreneurial Adaptation and Social Networks: Evidence from a Randomized Experiment on a MOOC Platform”
 - *The 26th Workshop on Information Systems and Economics (WISE), Dallas, December 2015*
- 16. Discussant for “How the IT Workforce Affects Returns to IT Innovation: Evidence from Big Data Analytics”
 - *The 23rd Workshop on Information Systems and Economics (WISE), Orlando, December 2012*
- 17. Discussant for “Patent Value and Citations: Creative Destruction or Defensive Disruption?”
 - *Texas Law Review Symposium: Steps Toward Evidence-Based IP, Austin, January 2014*

F. Recent Invited Talks

1. Research seminar, Cornell University, 2019
2. Speaker for the McCombs Research Colloquium, 2018
3. Research seminar, University of California San Diego, 2018
4. Research seminar, Federal Communications Commission (FCC), 2017
5. Research seminar, Purdue University, 2017
6. Keynote speaker for the IM Advisory Council Meeting, University of Texas at Austin, 2016

V. TEACHING

A. Individual Student Guidance

1. PhD Students who have completed their dissertations
 - Dissertation Committee Member for Wei Yang (PhD-granting Institution: University of Texas at Austin, Graduation: May 2019), Assistant Professor of Management, George Mason University
 - Dissertation Committee Member for Yanzhen Chen (PhD-granting Institution: University of Texas at Austin, Graduation: June 2017), Assistant Professor of Information Systems, Hong Kong University of Science and Technology
 - Dissertation Committee Member for Shun-Yang Lee (PhD-granting Institution: University of Texas at Austin, Graduation: June 2016), Assistant Professor of Marketing, Northeastern University
 - Dissertation Committee Member for Qian Tang (PhD-granting Institution: University of

Texas at Austin, Graduation: June 2013), Assistant Professor of Information Systems, Singapore Management University

2. Current PhD Students

- Haoyuan Liu, University of Texas at Austin (Dissertation co-advisor)
- Swagatam Sinha, ETH Zürich (Dissertation Committee Member)

B. Courses Taught at the University of Texas at Austin

1. MIS 301 Introduction to Information Technology Management.

- Spring 2019. Section unique #04045, 65 students (rating: 4.9/5); Section unique #04055, 64 students (rating: 4.8/5).
- Spring 2018. Section unique #03575, 65 students (rating: 4.9/5); Section unique #03585, 64 students (rating: 4.7/5).
- Spring 2016. Section unique #03990, 60 students (rating: 4.9/5); Section unique #03970, 60 students (rating: 4.6/5).
- Spring 2015. Section unique #03780, 46 students (rating: 4.9/5); Section unique #03790, 65 students (rating: 4.8/5); Section unique #03800, 64 students (rating: 4.7/5).
- Spring 2014. Section unique #04065, 70 students (rating: 4.5/5); Section unique #04080, 72 students (rating: 4.5/5); Section unique #04090, 71 students (rating: 4.4/5).
- Fall 2012. Section unique #03945, 65 students (rating: 4.8/5); Section unique #03940, 65 students (rating: 4.5/5).

2. MIS 373.13/ OM 337.4 Information Technology for Supply Chains.

- Spring 2019. Section unique #04150, 62 students (rating: 4.5/5).
- Spring 2018. Section unique #03670, 61 students (rating: 4.7/5).

VI. PROFESSIONAL SERVICE

A. Journal Services

Referee: *Management Science*, *Information Systems Research*, *MIS Quarterly*, *Strategic Management Journal*, *Organization Science*, *Journal of Economics & Management Strategy*, etc.

B. Conference and Workshop Services

1. Co-chair (Editor)

- Digital Transformation, Strategic Management Society (SMS) Special Conference 2020, 2021

2. Associate Editor

- User Behavior, Engagement, and Consequences, International Conference on Information Systems (ICIS) 2021
- IoT and the Smart Connected World, International Conference on Information Systems (ICIS) 2020
- Governance, Strategy, and Value of IS, International Conference on Information Systems (ICIS) 2019

- Societal Impacts of IS and Future of Work, International Conference on Information Systems (ICIS) 2018
- IT and Social Change, International Conference on Information Systems (ICIS) 2017
- Social Media and Digital Collaboration, International Conference on Information Systems (ICIS) 2016
- IS Governance & Management, International Conference on Information Systems (ICIS) 2014

3. Program Committee Member and Referee: International Conference on Information Systems (ICIS) 2009-present; China Summer Workshop on Information Management (CSWIM) 2014-present; Conference on Information Systems and Technology (CIST), 2010-present; Pacific Asia Conference on Information Systems (PACIS) 2010-present

C. Campus Contributions at the University of Texas at Austin

1. Faculty Advisory Committee Member, McCombs School of Business, 2014-present
2. Executive Committee Member, IROM Department, 2014-2016, 2020-present
3. IM Research Seminar Series Coordinator, 2018-present
4. Course Coordinator for MIS 301, 2015-2020
5. Non-tenure-track (NTT) Faculty Promotion Committee Member, Information, Risk and Operations Management (IROM) Department, 2019, 2020
6. Peer Teaching Observation and Mentoring Committee Member, IROM Department, 2017
7. Business Analytics Course Review Committee Member, IROM Department, 2016
8. Faculty Judge for IROM Research Symposium, 2014, 2015, 2016
9. Post Tenure Review Committee Member, IROM Department, 2014
10. Non-tenure-track (NTT) Faculty Review Committee Member, IROM Department, 2014