

# YOUNG HOU

Darden School of Business  
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## APPOINTMENT

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**Darden School of Business – University of Virginia**, Charlottesville, VA 2021–present  
Assistant Professor in Strategy, Ethics & Entrepreneurship

## EDUCATION

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**Harvard Business School** Boston, MA  
Ph.D. in Business Administration, Strategy  
Committee: Dennis A. Yao (Chair), Juan Alcacer, Jan Rivkin  
Dissertation Title: The Interplay of Firm Positioning and Firm Resources

**Harvard University** Cambridge, MA  
M.A. in Statistics, *AI, causal inference, designing experiments*

**Dartmouth College** Hanover, NH  
A.B. in Economics, Engineering, *magna cum laude, High Honors*  
Minor in Native American Studies

## RESEARCH AND TEACHING INTERESTS

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**Research Interests:** Competitive Strategy, Nonmarket Strategy, Corporate Strategy, Corporate Activism

**Teaching Interests:** Corporate Strategy, Core Strategy, Competitive Strategy, Nonmarket Strategy

## RESEARCH

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### Publications

- [1] Hou, Young and Yao, Dennis. "Pushed into a Crowd: Repositioning Costs, Resources, and Competition in the RTE Cereal Industry." **Strategic Management Journal** 43, no. 1 (January 2022): 3-29. **Lead Article.**
- [2] Hou, Young and Poliquin, Christopher. "The Effects of CEO Activism: Partisan Consumer Behavior and Its Duration." **Strategic Management Journal** 44, no. 3 (March 2023): 672-703.
- [3] Hou, Young and Poliquin, Christopher. "CEO Activism and Political Mobilization." **Journal of Business Ethics**, forthcoming.
- [4] Eroglu, C.; Hofer, C.; Hofer, A.; Hou, Y. "Cultural Inventories: How Dimensions of National Culture Moderate the Effect of Demand Unpredictability on Firm-Level Inventories." **International Journal of Production Economics** 264, (October 2023): 108984.

## Under Revision

- [1] Hou, Young. "Vertical Cooperation: Incentives and Impact."
  - 3<sup>rd</sup> Revise and Resubmit (**Strategic Management Journal**)
- [2] Hou, Young and Poliquin, Christopher. "CEO Activism and Consumer Behavior: Ideology or Signaling."
  - Revise and Resubmit (**Strategic Management Journal**)
- [3] Poliquin, Christopher and Hou, Young. "Policymaker Responses to CEO Activism."
  - Minor Revisions (**Organization Science**)
- [4] Hou, Y.; Poliquin, C.; Sakakibara, M.; Testoni, M. "Using Smartphone Location Data for Strategy Research."
  - Resubmitted (**Strategy Science**)

## Works in Progress

- [1] "Designing Self-regulation in the RTE Breakfast Cereal Industry." (*with Dennis Yao*)
- [2] "CSR / ESG and Strategic Positioning" (*with Mike Lenox and Jared Harris*)
- [3] "Imitation Strategy." (*with Dennis Yao*)
- [4] "The Value of Corporate Political Donations: Evidence from the Capitol Riot." (*with Chris Poliquin*)

## Other Publications

Hou, Young. "Statistical Analysis and Production Optimization of Vaccine Utilization in the United States with Logistic Regression, Markov Chain, and Linear Programming." Dartmouth College Rauner Special Collections Library, 2013

## MANAGERIAL PUBLICATIONS

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### Darden Ideas to Action

"The Cost of Conviction: Consumer Response to CEO Activism," with Kathrine Bowers, March 15, 2024

"Take a Stand or Sit One Out? CEO Activism and Partisan Consumer Behavior," with Kathrine Bowers, October 20, 2022

## PAPER PRESENTATIONS & CONFERENCES

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2024 Strategy and the Business Environment (SBE) 24<sup>th</sup> Annual Research Conference, Darden, 2024<sup>‡</sup>  
Strategy Science Research Conference, 2024  
Alliance for Research on Corporate Sustainability, 2024  
6<sup>th</sup> Greater Boston Corporate Governance Workshop, 2024  
Better Business Bureau National Programs Soft Law Summit, 2023<sup>ψ</sup>  
Harvard Business School Doctoral Alumni Conference, Boston, 2023<sup>‡</sup>  
Academy of Management Conference, 2023<sup>\*</sup>  
2023 Strategy and the Business Environment 23<sup>rd</sup> Annual Research Conference, Georgetown, 2023<sup>‡</sup>  
University of Utah Sundance Conference, 2022  
Alliance for Research on Corporate Sustainability, 2021  
Harvard Business School Strategy Doctoral Alumni Conference, 2020  
Harvard Business School Strategy Unit Seminar, 2020  
Consortium for Cooperation and Competition, 2020  
2019 Strategy and the Business Environment (SBE) 19<sup>th</sup> Annual Research Conference, Stanford, 2019  
Harvard Business School Strategy Unit Brown Bag Series, 2019  
Strategic Management Society Annual Meeting, 2018  
*‡organizer, †discussant, ψpanelist*

## TEACHING

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**STRAT 7400: Strategic Thinking and Action**, Darden School of Business

1<sup>st</sup>-Year MBA required course on core strategy  
Fall 2021, Fall 2022, Fall 2023, Fall 2024

**STRAT 8285: Corporate Strategy**, Darden School of Business

2<sup>nd</sup>-Year MBA elective course on corporate strategy  
Spring 2022, Spring 2023, Fall 2023, Fall 2024

**MSBA 7201: Strategy and Analytics**, Darden School of Business

1<sup>st</sup>-Year M.S. in business analytics required course  
Fall 2023, Fall 2024

**ECON 970: Strategy, Competition, and Nonmarket Strategy**, Harvard University

Recipient, Certificate of Distinction in Teaching  
Spring 2018

## TEACHING MATERIALS

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### Case Studies and Teaching Notes

BBB National Programs' National Advertising Division: T-Mobile vs Comcast—The Battle Over "10G" (UVA-draft)

Walmart Inc., Amazon.com, And the Future of Retail (UVA-draft)

What's Up with WhatsApp in 2024 (UVA-draft)

Activist Investors and Corporate Strategy (UVA-draft)

## ADVISING

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**Darden School of Business – University of Virginia**, Charlottesville, VA 2021–present  
Michael Biderman (MBA 2023)

## ACADEMIC SERVICE

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Ad-hoc reviewer for: *Strategic Management Journal*, *Organization Science*, *Strategy Science*  
Reviewer for Academy of Management Conference  
Reviewer for Strategic Management Society Annual Conference  
Selection Committee for HBS Wyss Doctoral Mentoring Award  
Member of Dartmouth College Alumni Council

## PROFESSIONAL EXPERIENCE

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**Better Business Bureau National Programs**, Washington DC 2024—present  
Center for Industry Self-Regulation Advisory Board Member

**Fidelity Investments**, Boston, MA 2012—2014  
Principal Bond Trader—Fixed income derivatives trading with PnL responsibilities  
FINRA Licenses: Series 7, 63