

YOUNG HOU

Darden School of Business
100 Darden Boulevard
Charlottesville, VA 22903

houy@arden.virginia.edu
(434) 924-1668

APPOINTMENT

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

EDUCATION

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

Research Interests: Nonmarket Strategy, CEO Activism, Self-Regulation, Corporate Strategy, Competitive Strategy

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

RESEARCH

Publications

- [6] Hou, Young; Poliquin, Chris; Sakakibara, Mariko; Testoni, Marco “Using Smartphone Location Data for Strategy Research.” **Strategy Science**, forthcoming.
- [5] Poliquin, Christopher and Hou, Young. “Policymaker Responses to CEO Activism.” **Organization Science**, forthcoming.
- [4] Hou, Young and Poliquin, Christopher. “CEO Activism and Political Mobilization.” **Journal of Business Ethics**, (2024). <https://doi.org/10.1007/s10551-024-05901-x>
- [3] 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.
- [2] 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.

- [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.**

Under Revision or Review

- [4] Hou, Young; Lentzen, Lena and Poliquin, Chris. March 2025. "Beyond the Issues: Inferring CEO Ideology and Workplace Policies from CEO Activism."
- [3] Poliquin, Christopher and Hou, Young. "The Value of Corporate Political Donations: Evidence from the Capitol Riot."
- [2] Hou, Young and Poliquin, Christopher. "Values and Visibility: How CEO Activism Influences Private and Public Consumer Choices."
- Revise and Resubmit (**Strategic Management Journal**)
- [1] Hou, Young. "Manufacturer Dual Tracking and Forced Repositioning of Rivals."
- 3rd Revise and Resubmit (**Strategic Management Journal**)

Works in Progress

- [3] "CSR / ESG and Strategic Positioning" (*with Mike Lenox and Jared Harris*)
- [2] "Designing Self-regulation in the RTE Breakfast Cereal Industry." (*with Dennis Yao and Ana Antolin*)
- [1] "Imitation Strategy." (*with Dennis Yao*)

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

Darden Ideas to Action

- [3] "Does CEO Activism Make a Difference? Not so much," with Michael Blanding, January 27, 2025
- [2] "The Cost of Conviction: Consumer Response to CEO Activism," with Kathrine Bowers, March 15, 2024
- [1] "Take a Stand or Sit One Out? CEO Activism and Partisan Consumer Behavior," with Kathrine Bowers, October 20, 2022

PAPER PRESENTATIONS & CONFERENCES

Alliance for Research on Corporate Sustainability, HEC Paris, 2025
Strategy and the Business Environment (SBE) 24th Annual Research Conference, Darden, 2024[‡]
Strategy Science Research Conference, University of Michigan, 2024
Alliance for Research on Corporate Sustainability, UCLA, 2024
6th Greater Boston Corporate Governance Workshop, Northeastern University, 2024
Better Business Bureau National Programs Soft Law Summit, Washington DC, 2023[‡]
Harvard Business School Doctoral Alumni Conference, Harvard Business School, 2023[‡]
Academy of Management Conference, 2023*
Strategy and the Business Environment 23rd Annual Research Conference, Georgetown, 2023[‡]
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, University of Toronto, 2020
Strategy and the Business Environment (SBE) 19th Annual Research Conference, Stanford, 2019
Harvard Business School Strategy Unit Brown Bag Series, 2019
Strategic Management Society Annual Meeting, 2018

[‡]organizer, [‡]discussant, [‡]panelist

TEACHING

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

1st-Year MBA required course on core strategy

Fall 2021, Fall 2022, Fall 2023, Fall 2024

STRAT 8285: Corporate Strategy, Darden School of Business

2nd-Year MBA elective course on corporate strategy

Spring 2022, Spring 2023, Fall 2023, Fall 2024

MSBA 7201: Strategy and Analytics, Darden School of Business

1st-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

Case Studies and Teaching Notes

- [4] BBB National Programs' National Advertising Division: T-Mobile vs Comcast—The Battle Over "10G" (UVA-S-0469)
- [3] Walmart Inc., Amazon.com, And the Future of Retail (UVA-draft)

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

[1] Activist Investors and Corporate Strategy (UVA-draft)

ADVISING

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

ACADEMIC SERVICE

Ad-hoc reviewer for:

Strategic Management Journal

Organization Science

Strategy Science

Management 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

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