

London Business School
Regent's Park
London NW1 4SA
United Kingdom

phone: +44 (0)20 7000 8749
bstroube@london.edu
<http://www.bryanstroube.com>

BRYAN KAISER STROUBE

ACADEMIC POSITIONS

London Business School
Assistant Professor of Strategy & Entrepreneurship, 2015–present

EDUCATION

University of Maryland
Ph.D., Strategic Management & Entrepreneurship, 2015
Hong Kong University of Science & Technology
M.S., Economics, 2007
Purdue University
B.S., Electrical Engineering, 2006
B.A., English, 2006

PEER- REVIEWED ARTICLES

Stroube, B. K. and D. M. Waguespack. Forthcoming. “Status and consensus: Heterogeneity in audience evaluations of female- versus male-lead films.” *Strategic Management Journal*.
<https://doi.org/10.1002/smj.3575>
Stroube, B. K. 2022. “Economic consequences and the motive to discriminate.” *Administrative Science Quarterly*, 67(1): 207–236.
<https://doi.org/10.1177/00018392211029930>
Stroube, B. K. 2021. “Using allegations to understand selection bias in organizations: Misconduct in the Chicago Police Department.” *Organizational Behavior and Human Decision Processes*, 166: 149–165.
<https://doi.org/10.1016/j.obhdp.2020.03.003>
Dushnitsky, G. and B. K. Stroube. 2021. “Low-Code entrepreneurship: Shopify and the alternative path to growth.” *Journal of Business Venturing Insights*. 16.
<https://doi.org/10.1016/j.jbvi.2021.e00251>

WORKING PAPERS

[Title withheld], w/ Anastasiya Zavyalova (*under 3rd-round review at Organization Science*)
[Title withheld], w/ Keyvan Vakili and Michaël Bikard (*R&R at Organization Science*)
[Title withheld], w/ Gary Dushnitsky (*R&R at Strategic Management Journal*)
[Title withheld], w/ Gary Dushnitsky (*under review at Strategic Management Journal*)
[Title withheld], w/ Qiang Li and Bo Zhao (*under review at Journal of Applied Psychology*)
Organizational rankings and polarization, w/ Aharon Mohliver and Olga Hawn

- IN PROGRESS** Status and expected quality, w/ David Waguespack
 Alphabet homophily
 Oppositional market categories and the importance of audience preferences
 Motives for feedback in entrepreneurial communities, w/ Robert Vesco
- PRESENTATIONS & WORKSHOPS** Seminar presentation at University College London School of Management, 2024/01
 SMS Annual Meeting, Toronto, 2023
 Seminar presentation at INSEAD, Fontainebleau, 2023/09
 SEI Consortium, Warwick Business School, 2023/09
 Academy of Management Annual Meeting, Boston, 2023/08
 PDW co-organizer: [Studying Technology Without Patent Data? A PDW on the Promise & Perils of the BuiltWith Database](#)
 Junior Faculty Strategy Research Summer Camp, Dartmouth, 2023/08
[Values and Valuation Conference](#), Harvard Business School, 2023/03
 Pres: The Misfit Bias
 Seminar presentation at BI Norwegian Business School, 2022/10
 Pres: Status and Consensus: Heterogeneity in Audience Evaluations of Female-versus Male-Lead Films
 Strategic Management Society Annual Meeting, 2022/09
 Panel Session Co-organizer: [No-Code Entrepreneurship: The Case of Shopify](#)
 Oxford Reputation Symposium, 2022/08
 Pres: Status and Consensus: Heterogeneity in Audience Evaluations of Female-versus Male-Lead Films
 Academy of Management Annual Meeting, 2022/08
 Pres: Status and Consensus: Heterogeneity in Audience Evaluations of Female-versus Male-Lead Films
 Seminar presentation, University of Toronto (Health Services Systems and Policy Seminar Series), 2021/10
 Seminar presentation at Purdue University, 2021/9
 Pres: “Status and Consensus: Heterogeneity in Audience Evaluations of Female Lead Films”
 LBS Sumantra Ghoshal Conference, 2021/5
 Pres: “Status and Consensus: Audience Evaluations of Female Film Leads”
 Organization Science Special Issue Conference on “Experiments in Organization Theory”, 2020/5
 Pres: “Social Information as a Strategic Tool: Evidence from a Randomized Field Experiment”
 Junior Faculty Organizational Theory Conference, McGill University, 2019/10.
 Pres: “Discrimination by external audiences: Evidence from the film industry”

London 50 Conference, London Business School, 2019/5
 Pres: Discrimination by external audiences: Evidence from the film industry

University of Maryland Smith Entrepreneurship Research Conference, 2018/04
 Pres: Social Norms as a Strategic Tool

Seminar presentation at Imperial College London, 2017/11

Strategic Management Society, Annual Conference, Houston, 2017/10.
 Pres: “Social Norms as a Strategic Tool: Evidence from a Randomized Field Experiment”

Junior Faculty Organizational Theory Conference, Yale, 2017/09.
 Paper workshop for “On the role of allegations in the labeling of wrongdoers: Misconduct in the Chicago Police Department”

Academy of Management, Annual Meeting, Atlanta, 2017/08.
 Pres at symposium on: “Uncovering Crowds as Interstitial Spaces: Crowds that Influence and that Ought to be Influenced”
 Pres: “The Role of Allegations in the Labeling of Wrongdoers: Misconduct in the Chicago Police Department”
 Participant in ASQ Paper Development Workshop

Junior Faculty Strategy Research Summer Camp, Dartmouth, 2017/07

Prahalad Academic Conference on Global Strategy and Business in Emerging Markets, University of Michigan, June 2017
 Pres: “Heterogeneous motives, market identity, and the endogeneity of category performance”

College of Organization Science, Nashville, 2016/11
 Pres: “Losing the faith: How a child abuse scandal affected Catholic and non-Catholic churchgoer involvement in Philadelphia”

Academy of Management, Annual Meeting, Anaheim, 2016/08.
 Participant: “Beyond Kickstarter: Understanding The Platforms Behind Crowdfunding & Opportunities For Research”
 Pres at symposium on: “When do Social Movements Make Organizations Accountable?”
 Attendee: “BPS New Faculty Consortium”

Junior Faculty Strategy Research Summer Camp, Dartmouth, 2016/08

Strategic Management Society, Annual Conference, Denver, 2015/10.
 Panelist: “Crowdfunding Research: Present and Future”
 Pres: “Heterogeneous Motives in Crowdfunding Markets”

Strategic Management Society, Annual Conference, Madrid, 2014/09.
 Pres: “Biases in Peer-to-Peer Lending Markets: Tastes vs. Information”.

West Coast Research Symposium, U. Washington, 2014/09.
 Doctoral Consortium participant.

Academy of Management, Annual Meeting, Philadelphia, 2014/08.

Attendee: [BPS Dissertation Consortium](#).

[Consortium on Competitiveness and Cooperation \(“CCC”\)](#), Boston U., 2014/04.
 Pres: “Biases in Peer-to-Peer Lending Markets: Tastes vs. Information”.

[Haas Fraud & Misconduct Conference](#), UC Berkeley, 2013/10.
 Pres: “Losing the Faith: Stakeholder Reactions to Misconduct in the Catholic Church”.

[Strategic Management Society, China Special Conference](#), Guangzhou, China, 2012/12.
 Pres: “[Networks and Culture: Evidence From Microfinance Group Lending Programs](#)”.

[Academy of Management, Annual Meeting](#), Boston, 2012/08.
 Organizer: “[Field Experiments in Management](#)” professional dev workshop.
 Pres: “[Losing the Faith: Organizational Wrongdoing in the Catholic Church](#)”.
 Attendee: “[Working on the Dark Side](#)” PDW.

[Atlanta Competitive Advantage Conference](#), 2012/05.
 Selected participant: NSF-funded PhD research development workshop.

[NYU Stern Conference on Social Entrepreneurship](#), 2011/11.
 Pres: “Hybrid Identity Organizations and External Stakeholders: Lender Decision Making in Peer-to-peer Microfinance”.

[George Mason Entrepreneurship Research Conference](#), 2011/05 .
 Pres: “Progress Over Poverty: Lender Decision Making in Peer-to-peer Microfinance”.

[PhD Sustainability Academy](#), Ivey School of Business, U. Western Ontario, 2010/11.
 One of 15 students worldwide invited to 5-day PhD workshop on “Markets and Movements for Sustainability”.

[Academy of Management, Annual Meeting](#), San Antonio, 2011/08.
 Attendee: [OMT Dissertation Proposal Workshop](#).
 Attendee: [Cognition in the Rough Workshop](#), roundtable session.

OTHER TALKS

Panelist for Attorney General Alliance webinar on [Entrepreneurial Empowerment & Access](#), moderated by Nevada Attorney General, 2021/7

World Bank, infoDev brown-bag lunch presentation, 2014/11

Global Entrepreneurship Week event at U.S. Consulate, Guangzhou, China, 2012/12.
 Panelist: “Cultures of Innovation”.

Five lectures organized by the U.S. Consulate General, Guangzhou, at Jinan University, Xiamen University, and Fuzhou University. Lecture topics included social entrepreneurship and using field experiments to develop management knowledge, 2012/12.

[Dingman Center for Entrepreneurship, Research Luncheon](#), 2010/10.
 Pres: “Microfinance and Entrepreneur Characteristics”.

- SERVICE**
- Editorial Review Board, *Strategic Management Journal*, January 2017 to present
 - Editorial Review Board, *Organization Science*, May 2021 to present
 - Ad hoc reviewer for *Management Science*, *Administrative Science Quarterly*, *Strategic Entrepreneurship Journal*, *Organizational Behavior and Human Decision Processes*, and *Journal of Management Studies*
 - Co-organized the 2023 Junior Faculty Organizational Theory Conference held at London Business School, 2023/7.
 - Co-organized the 2022 [Sumantra Ghoshal Strategy Conference](#), London Business School
 - Dissertation committee of Musab Almutawa at IE Business School, 2021
 - Co-organizer of weekly LBS Strategy and Entrepreneurship Area seminar series, 2016–2017
 - Organizer of biweekly LBS Strategy and Entrepreneurship Area internal brownbag series, 2017–2018
- TEACHING**
- London Business School*
- MBA tailored core: Developing Entrepreneurial Opportunities, 2018–2024
 - London Executive MBA: Developing Entrepreneurial Opportunities, 2019–2023
 - Dubai Executive MBA: Developing Entrepreneurial Opportunities, 2018
 - MBA core: Developing Entrepreneurial Opportunities, 2016–2017
 - PhD: Research Design, co-instructor, 2016–2017
- University of Maryland*
- Business Policies (capstone undergraduate strategy course), 2014
 - Social Innovation Practicum (undergraduate), co-instructor, 2012
- TEACHING CASES**
- “Raising Capital for Financial Butler” three-part case, [LBS Case Study Ref: CS-17-007 \(English\)](#) and [CS-17-007_CN \(中文\)](#), w/ Ken Mark and Michaël Bikard
 - “Sofar Sounds: Charting the next stage of growth”, [LBS Case Study Ref: CS-18-014](#), w/ Julian Birkinshaw, David Mather, and Aharon Cohen Moliver, wrote 2020 update of original case.
- GRANTS & AWARDS**
- Deloitte Institute for Innovation and Entrepreneurship, London Business School 2016 Research grant, £3,000
 - Allan N. Nash Outstanding Doctoral Student Award, U Maryland, 2015
 - Center for International Business, University of Maryland 2014 Research Grant, \$4,000.
 - Fulbright Fellowship, U.S. State Department, 2012/07–2013/08. People’s Republic of China (Beijing and Harbin), affiliated with the Chinese Academy of Social Sciences. Included Critical Language Enhancement Award.
 - Dingman Center for Entrepreneurship Research Competition, 3rd place, 2011.

PhD Research Fellow, Dingman Center for Entrepreneurship, U Maryland, 2010.
Dingman Center for Entrepreneurship Research Competition, 2nd place, 2010.
Hong Kong University of Science & Technology M.S. Economics scholarship, 2006.
Lilly Endowment Scholar (equiv. four years full tuition), 2002–2006.
Indiana Resident Top Scholar Award (equiv. four years full tuition), 2002–2006.

INDUSTRY &
PRACTICE

FINCA International (microfinance)

Research and Strategic Initiatives Group, Washington D.C., summer 2010

ZS Associates (management consulting)

Business Associate, Evanston, IL, 2007–2009

Berkman Center for Internet & Society

Harvard University, summer 2006