

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 G. Dushnitsky. “Mapping entrepreneurial inclusion across US neighborhoods: The case of low-code e-commerce entrepreneurship.” Forthcoming at *Strategic Management Journal*. <https://doi.org/10.1002/smj.3706>

Stroube, B.K., K. Vakili, and M. Bikard. “The misfit bias.” Forthcoming at *Organization Science*. <https://doi.org/10.1287/orsc.2023.17462>

Stroube, B.K. and A. Zavvalova. 2025. “The relative effects of a scandal on member engagement in rites of integration and rites of passage: Evidence from a child abuse scandal in the Catholic Archdiocese of Philadelphia.” *Organization Science*, 36(1): 213–239. <https://doi.org/10.1287/orsc.2022.16682>

Stroube, B.K. and D. M. Waguespack. 2024. “Status and consensus: Heterogeneity in audience evaluations of female- versus male-lead films.” *Strategic Management Journal*, 45(5): 994–1024. <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, e00251. <https://doi.org/10.1016/j.jbvi.2021.e00251>

WORKING PAPERS	[a paper about web technology data], w/ Gary Dushnitsky (<i>Under 2nd-round review at Strategic Management Journal</i>)
	Social information as a strategic tool, w/ Qiang Li and Bo Zhao
	Organizational rankings and polarization, w/ Aharon Mohliver and Olga Hawn
IN PROGRESS	Movies, race, and audience polarization, w/ David Waguespack
	Status and expected quality, w/ David Waguespack
	Project on language and LLMs, w/ Keyvan Vakili
	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 Harvard Business School Strategy Unit, 2024/10
	SMS Annual Meeting, Istanbul, 2024/10
	Academy of Management Annual Meeting, Chicago, 2024/08
	PDW co-organizer: Studying Technology Without Patent Data? Pushing the Frontiers Using the BuiltWith Database
	Pres: The misfit bias
	Junior Faculty Organizational Theory Conference, Harvard, 2024/08
	Pres: Movies, race, and evaluative consensus
	Seminar presentation at Catolica-Lisbon, School of Business and Economics, 2024/05
	INFORMS Organization Science Winter Conference, Zurich, 2024/03
	Pres: Mapping entrepreneurial inclusion across US neighborhoods: The case of low-code e-commerce entrepreneurship
	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 cate-

gory 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: [“Loosing 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, Administrative Science Quarterly, January 2025 to present
 Editorial Review Board, Organization Science, May 2021 to present
 Editorial Review Board, Strategic Management Journal, January 2017 to present
 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, 2018–2025
 London Executive MBA: Developing Entrepreneurial Opportunities, 2019–2024
 Dubai Executive MBA: Developing Entrepreneurial Opportunities, 2018
 MBA core: Developing Entrepreneurial Opportunities, 2016–2017
 PhD: Sociological Foundations of Strategy, co-instructor, 2024
 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