

YOUNG HOU

Darden School of Business
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APPOINTMENT

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

EDUCATION

Harvard Business School 2016–2021
Ph.D. in Business Administration, Strategy Boston, MA
Committee: Dennis A. Yao (Chair), Juan Alcacer, Jan Rivkin
Dissertation Title: The Interplay of Firm Positioning and Firm Resources

Harvard University 2019–2021
M.A. in Statistics, *AI, causal inference, designing experiments* Cambridge, MA

Dartmouth College 2009–2013
A.B. in Economics, Engineering, *magna cum laude, High Honors* Hanover, NH
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

- [11] Hou, Young, and Poliquin, Christopher. “Values and Visibility: How CEO Activism Influences Private and Public Consumer Choices.” **Strategic Management Journal**, Articles in Advance, 1–29.
- [10] Hou, Young; Poliquin, Christopher; Sakakibara, Mariko, and Testoni, Marco. “Using Smartphone Location Data for Strategy Research.” **Strategy Science** 10, no. 4 (December 2025): 281–299. **Lead Article**.
- [9] Poliquin, Christopher, and Hou, Young. “Policymaker Responses to CEO Activism.” **Organization Science** 36, no. 6 (December 2025): 2416–2434.
- [8] Hou, Young, and Poliquin, Christopher. “CEO Activism and Political Mobilization.” **Journal of Business Ethics** 200, (2025): 269–285.

- [7] 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.
- [6] Eroglu, Cuneyt; Hofer, Christian; Hofer, Adriana, and Hou, Young. "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.
- [5] 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, Christopher. March 2025. "Beyond the Issues: Inferring CEO Ideology and Workplace Policies from CEO Activism."
 - Revise and Resubmit (**Organization Science**)
- [3] Hou, Young. "Manufacturer Dual Tracking and Forced Repositioning of Rivals."
 - 3rd Revise and Resubmit (**Strategic Management Journal**)
- [2] Hou, Young, and Poliquin, Christopher. "Information Intermediaries and Sociopolitical Involvement."
 - Revise and Resubmit (**Management Science**)
- [1] Antolin, Ana; Yao, Dennis, and Hou, Young. "Pulling Apart or Pulling Together: Product Positioning, Firm-Level Action, and Industry Self-Regulation."
 - Under Review (**Strategic Management Journal**)

Working Papers

- [6] Hou, Young; Harris, Jared, and Lenox, Michael. "Is Where You Sit, Where You Stand? Exploring Social Positioning and Strategic Differentiation."
- [5] Hou, Young; Li, Richard, and Poliquin, Christopher. "Corporate Diversification and Consumer Boycotts."
- [4] Greenblatt, Wesley; Hou, Young, and Kang, Sukhun. "Do biomedical researchers study topics related to their own ethnicity?: Evidence from the NIH."
- [3] Poliquin, Christopher, and Hou, Young. "The Value of Corporate Political Donations: Evidence from the Capitol Riot."

Works in Progress

- [2] "Inducing Self-Regulation with Asymmetric Firms." (*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

- [5] "Walmart vs. Amazon: Who Will Rule the Future of Retail," with Lauren Foster, August 4, 2025.
- [4] "Popeyes or Chick-fil-A? Your Cellphone Data Knows Who Won the Chicken Sandwich Wars," with Lauren Foster, September 10, 2025.
- [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.

INVITED TALKS

2026	Business, Government, and Society	University of Texas, McCombs School of Business
2026	Strategic Management	University of Illinois, Gies College of Business
2021	Strategy, Ethics, and Entrepreneurship	University of Virginia, Darden School of Business
2021	Strategy and Policy Department	National University of Singapore, Business School
2021	Management and Human Resources	University of Wisconsin, School of Business
2021	Strategy Department	Hong Kong University of Science and Technology
2021	Department of Management	Tulane University, Freeman School of Business
2021	Strategy Department	Hong Kong University, Business School
2020	Strategy Unit	Harvard University, Harvard Business School

PAPER PRESENTATIONS & CONFERENCES

Hong Kong, Strategic Management Society Special Conference, 2026*

Northeastern University, 8th Greater Boston Corporate Governance Workshop, 2026*

Wharton, Corporate Strategy and Innovation Conference, 2025
San Francisco, Strategic Management Society Conference, 2025
George Washington University, Soft Law Summit, 2025
HEC Paris, Alliance for Research on Corporate Sustainability Conference, 2025
Darden, Strategy and the Business Environment (SBE) 24th Annual Research Conference, 2024[‡]
University of Michigan, Strategy Science Research Conference, 2024
UCLA, Alliance for Research on Corporate Sustainability Conference, 2024
Northeastern University, 6th Greater Boston Corporate Governance Workshop, 2024
Darden, Better Business Bureau National Programs Soft Law Summit, 2023^ψ
Harvard Business School, Doctoral Alumni Conference, 2023[‡]
Academy of Management Conference, 2023*
Georgetown, Strategy and the Business Environment 23rd Annual Research Conference, 2023[‡]
University of Utah, Sundance Conference, 2022
Alliance for Research on Corporate Sustainability Conference, 2021
Harvard Business School, Strategy Doctoral Alumni Conference, 2020
Harvard Business School, Strategy Unit Seminar, 2020
University of Toronto, Consortium for Cooperation and Competition, 2020
Stanford, Strategy and the Business Environment (SBE) 19th Annual Research Conference, 2019
Harvard Business School, Strategy Unit Brown Bag Series, 2019
Paris, Strategic Management Society Annual Meeting, 2018
*‡organizer, †discussant, ψpanelist, *scheduled*

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, Fall 2025

STRAT 8285: Corporate Strategy, Darden School of Business

2nd-Year MBA elective course on corporate strategy
Spring 2022, Spring 2023, Fall 2023, Fall 2024, Fall 2025

MSBA 7201: Strategy and Analytics, Darden School of Business

1st-Year M.S. in business analytics required course
Fall 2023, Fall 2024, Fall 2025

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

- [3] BBB National Programs' National Advertising Division: T-Mobile vs Comcast—The Battle Over "10G" (UVA-S-0469)
- [2] Walmart Inc., Amazon.com, And the Future of Retail (UVA-S-0459)
- [1] Activist Investors and Corporate Strategy (UVA-S-0458)

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