

## YOUNG HOU

Darden School of Business  
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Charlottesville, VA 22903

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(434) 924-1668

### 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:** Nonmarket Strategy, CEO Activism, Self-Regulation, Corporate Strategy, Competitive Strategy

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

### RESEARCH

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#### Publications

- [1] Poliquin, Christopher and Hou, Young. "Policymaker Responses to CEO Activism." **Organization Science**, forthcoming.
- [2] 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.
- [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.

- [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**

- [1] Hou, Young; Lentzen, Lena and Poliquin, Chris. March 2025. "Beyond the Issues: Inferring CEO Ideology and Workplace Policies from CEO Activism."
  - Under Review
- [2] Poliquin, Christopher and Hou, Young. "The Value of Corporate Political Donations: Evidence from the Capitol Riot."
  - Under Review
- [3] Hou, Young and Poliquin, Christopher. "Values and Visibility: How CEO Activism Influences Private and Public Consumer Choices."
  - Revise and Resubmit (**Strategic Management Journal**)
- [4] Hou, Young. "Manufacturer Dual Tracking and Forced Repositioning of Rivals."
  - 3<sup>rd</sup> Revise and Resubmit (**Strategic Management Journal**)
- [5] Hou, Y.; Poliquin, C.; Sakakibara, M.; Testoni, M. "Using Smartphone Location Data for Strategy Research."
  - Revise and Resubmit (**Strategy Science**)

### **Works in Progress**

- [1] "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*)
- [3] "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

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### Darden Ideas to Action

“Does CEO Activism Make a Difference? Not so much,” with Michael Blanding, January 27, 2025

“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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Alliance for Research on Corporate Sustainability, 2025

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

<sup>‡</sup>organizer, <sup>‡</sup>discussant, <sup>ψ</sup>panelist

### 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-S-0469)

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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| <b>Darden School of Business – University of Virginia</b> , 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*

*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

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| <b>Better Business Bureau National Programs</b> , Washington DC | 2024—present |
| Center for Industry Self-Regulation Advisory Board Member       |              |

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