

# XUEGE CATHY LU

[xuegelu@umn.edu](mailto:xuegelu@umn.edu) • +1-443-253-7104 • [www.xuegelu.com](http://www.xuegelu.com)

## EMPLOYMENT

---

2022-Present     **UNIVERSITY OF MINNESOTA** *Carlson School of Management*  
▪     **Assistant Professor**, Strategic Management and Entrepreneurship

## EDUCATION

---

2016-2022     **CORNELL UNIVERSITY** *Johnson School of Management*  
**Ph.D. in Management and Organizations**

2011-2013     **JOHNS HOPKINS UNIVERSITY** *School of Arts and Sciences*  
**M.A. in Public Policy**

2007-2011     **FUDAN UNIVERSITY** *School of Journalism*  
**B.A. in Journalism** (with high honors)

## RESEARCH INTERESTS

---

Market Intermediaries, Classifications and Boundaries, Corporate Sustainability, Prosocial Jobs and Products

## PUBLICATIONS

---

1. **Xuege C. Lu**, Shinan Wang, & Letian Zhang. “Homophily, Setbacks, and the Dissolution of Heterogeneous Ties: Evidence from Professional Tennis” Forthcoming at *Sociological Science*
2. **Xuege C. Lu**, Hyeonsuh Lee, & Ryan Coles. “Move Fast and Break Things? The Contingent Nature of Product Acceleration in Nascent Markets” Forthcoming at *Strategy Science*

## MANUSCRIPTS UNDER REVIEW

---

3. Letian Zhang, **Xuege C. Lu**, & Laura Huang. [activism and gender discrimination] *Under Review*
4. **Xuege C. Lu**, Shipeng Yan, & Lisha Liu. [banks and firm environmental performance] *Under Review*
5. Letian Zhang, Shinan Wang, & **Xuege C. Lu**. [collaborative managers and inequality] *Under Review*
6. **Xuege C. Lu** and Letian Zhang. [corporate hiring for sustainability professionals] *Under Review*

## SELECTED WORKS IN PROGRESS

---

7. **Xuege C. Lu** and Heeyon Kim. “Old Wine in New Bottles but from Elsewhere? Market Intermediaries as Gatekeepers to Promote Domain Originality” *Preparing for Journal Submission*
8. **Xuege C. Lu**, Halil Sabanci, and Elizabeth McClean. “Gender-based Evaluations and Labor-Market Intermediaries” *Preparing for Manuscript*

## OTHER ACADEMIC WRITINGS

---

- Tiffany Darabi and **Xuege C. Lu**. “The story behind ‘Yan, Ferraro, & Almandoz (2018). The Rise of Socially Responsible Investment Funds: The Paradoxical Role of The Financial Logic” *ASQ Blog* [\[Link\]](#)
- **Xuege C. Lu** and Hui Sun. “The story behind ‘Ranganathan (2018). The Artisan and His Audience: Identification with Work and Price Setting In A Handicraft Cluster In Southern India” *ASQ Blog* [\[Link\]](#)
- **Xuege C. Lu** and Bjoern Mitzinneck. “The story behind ‘Short & Toffel (2010). Making Self-Regulation More Than Merely Symbolic: The Critical Role of the Legal Environment” *ASQ Blog* [\[Link\]](#)

## HONORS & AWARDS

---

2020/2021 – Bartholomew Family Charitable Fund Ph.D. Student Scholarship, Cornell Johnson School  
2020/2021 – Innovation, Entrepreneurship, and Technology Research Grant, Cornell Johnson College  
2019/2020 – Best Paper Award at 2019’ Ivey/ARCS Ph.D. Sustainability Academy  
2019/2020 – Best Paper Award at the ASAC Annual Conference for Social Responsibility Division  
2019/2020 – Best Paper Award at the ASAC Annual Conference for Organization Theory Division  
2018/2019 – Jeffrey Sean Lehman Fund Recipient, Cornell East Asia Studies Program  
2018/2019 – Byron E. Grote Johnson Professional Scholarship, Cornell Johnson School  
2011-2013 – P.E.O. International Peace Scholarship

## TEACHING EXPERIENCE

---

- **UNIVERSITY OF MINNESOTA** *Carlson School of Management*  
Lecturer/Instructor: **MGMT 3004 “Strategic Management”**
- **CORNELL UNIVERSITY** *Johnson School of Management*  
Lecturer/Instructor: **NCC 5540 “Managing and Leading in Organizations”**

## SELECTED PRESENTATIONS & CONFERENCES

---

- 2023: ARCS Annual Conference (Summer 2023, Virginia); AOM Annual Conference (Summer 2023, Boston)
- 2022: University of British Columbia (Fall 2022, Vancouver); Wharton People and Organization Conference (Fall 2022, Philadelphia); AOM Annual Conference (Summer 2022, Seattle)
- 2021: the University of Texas at Austin (Fall 2021, Austin); IESE (Fall 2021, Virtual); the University of Minnesota (Fall 2021, Minneapolis); ESADE (Fall 2021, Virtual); Wharton People and Organization Conference (Fall 2021, Virtual); Cornell Johnson M&O Research Camp (Summer 2021, Virtual); Non-Market Strategy Research Community Doctoral Conference (Summer 2021, Virtual); ARCS Annual Conference (Summer 2021, Virtual); EGOS (Summer 2021, Virtual); SMS Annual Conference (Fall 2021, Virtual); Cornell’s *Innovation, Entrepreneurship, and Technology* Workshop Series (Winter 2021, Virtual); AOM Annual Conference (Summer 2021, Virtual)
- 2020: ARCS Seminar Series (Fall 2020, Virtual); SMS Annual Conference (Fall 2020, Virtual); AOM Annual Conference (Summer 2022, Virtual)
- 2019: ASAC Annual Conference (Spring 2019, St. Catherine’s); SMS Special Conference (Summer 2019, Frankfurt); AOM Annual Conference (Summer 2019, Boston)
- 2018: ARCS Annual Conference (Summer 2018, Boston); Trans-Atlantic Doctoral Conference (Spring 2018, London Business School); Strategy and Business Environment Conference (Spring 2018, University of Pennsylvania); AOM Annual Conference (Summer 2022, Chicago)
- 2017: AOM Annual Conference (Summer 2022, Atlanta)

## **SYMPOSIUMS & WORKSHOPS ORGANIZED**

---

### **Symposium Organizer**

- AOM 2020 (Virtual) “Rethinking Technological Innovation: Where to Settle Between Material Space and Value Space?” Presenter Symposium Sponsored by OMT, STR & TIM (**Co-chair** with Elizabeth Pontikes)
- AOM 2019 (Boston). “The Value Underpinnings of Market Categories” Presenter Symposium Sponsored by OMT, STR & MOC (**Co-chair** with Rodolphe Durand)
- AOM 2018 (Chicago). “Crossing the Private-Public Boundary: Why, What and How?” Presenter Symposium Sponsored by OMT, STR & SIM (**Co-chair** with Christopher Marquis)
- AOM 2017 (Atlanta). “Risky Business: Institutional Strategies in Unpredictable Environments” Presenter Symposium Sponsored by OMT, STR & ONE (**Co-chair** with Glen Dowell and Christopher Marquis)

### **Workshop Organizer**

- University of Minnesota 2022- *Strategic Management and Entrepreneurship* Speaker Series Coordinator
- Cornell University 2017-2019. *Management and Organization* Workshop Series Coordinator

## **OTHER PEER-REVIEWED AND INVITED CONFERENCES**

---

2019 – Fellow: The 12<sup>th</sup> Ivey/ARCS Ph.D. Sustainability Academy. London, Canada.

2019 – Fellow: The 11<sup>th</sup> Medici Summer School. HEC Paris, France.

## **PROFESSIONAL ACTIVITIES AND SERVICES**

---

Ad-hoc Reviewer (Journal/Conference): *Strategic Management Journal*, *Strategy Science*, *Organization Science*, *Academy of Management Meetings*, *Strategic Management Society Annual Meetings*

## **SELECTED INDUSTRY EXPERIENCE**

---

- |           |   |
|-----------|---|
| 2014-2016 | <b>WORLD BANK GROUP, Washington D.C.</b><br>Community Manager (East Asia and Pacific Regional Support)<br>Consultant (Energy Sector Management Assistance Program; Carbon Finance Unit) |
| 2013-2014 | <b>WORLD RESOURCES INSTITUTE, Washington D.C.</b><br>Research Assistant (Global Energy Program)   |