

Xirong (Subrina) Shen

Hong Kong University of Science and Technology

Email: shensubrina@gmail.com

RESEARCH AREAS

Firm behavioral strategy, Organizational learning, Strategic management of multi-purpose technologies (AI), Digital experimentation, Team status dynamics

ACADEMIC POSITIONS

Assistant Professor Department of Management
Hong Kong University of Science and Technology
2025–Present

Assistant Professor Department of Management
McCombs School of Business, University of Texas at Austin
2021–2025
(2023-2024 Parental Leave)

EDUCATION

Ph.D.	Management and Organization, Cornell University	2018–2021
M.A.	Sociology, Cornell University (Obtained Master's Degree after fulfilling requirements for doctoral candidacy and transferred to Cornell SC Johnson College of Business)	2015–2017
M.Phil	Sociology, The Chinese University of Hong Kong	2012–2014
B.A.	Journalism and Communication, Tsinghua University Honor of Excellence Graduate	2008–2012

PEER-REVIEWED PUBLICATIONS

Xirong (Subrina) Shen, H. Li, and P. Tolbert. "Converging Tides Lift All Boats: Consensus in Evaluation Criteria Boosts Investments in Firms in Nascent Technology Sectors." *Organization Science* (2023).

Conference Theme Best Paper Award from International Association of Chinese Management Research, June 2021

Xirong (Subrina) Shen, H. Kim, and J. Li. "Funding Ventures Similar To One of Us: How Status Dynamics Impact Similarity Bias in Heterogeneous Investment Teams." *Strategic Management Journal* (2022).

Xirong (Subrina) Shen. “Negotiating Authorship in Chinese Universities: How Organizations Shape Cycles of Credit in Science.” *Science, Technology & Human Values* 41, no. 4 (2016): 660-685.

WORKING PAPERS

Xirong (Subrina) Shen. (Title Omitted for Blind Review), Topic: Multi-Purpose Technology and Firm Cumulative Invention Trajectories in the Context of Deep Learning. *2nd Revise and Resubmit at Strategic Management Journal* .

Y. Zhong, H. Li, **Xirong (Subrina) Shen**, N. Hays, and J. Li. (Title Omitted for Blind Review), Topic: Learning from Failure in Digital Experimentation. *Revise and Resubmit at Organization Science* .

Xirong (Subrina) Shen, C. Li, S. Hu, and J. Li. (Title Omitted for Blind Review), Topic: Surprise and Agenda-Setting in Digital Experimentation. *Under Review at Organization Science* .

Xirong (Subrina) Shen, C. Li, F. Polidoro, and J. Li. “Learning about Interdependence through Digital Experimentation: The Role of A/B Tests in Guiding Product Development ” Stage: Manuscript Ready. Target: *Strategic Management Journal* .

Nominated for the Strategic Management Society 2025 Annual Conference Best Paper Prize.

Xirong (Subrina) Shen and Pino Audia. “Learning about Interdependence.” Stage: Writing. Target: *Academy of Management Review* .

Y. Bai, **Xirong (Subrina) Shen**, and M. Chang. “Evaluation Criteria Framing and Evaluation of Novelty.” Stage: Data Analysis. Target: *Organization Science* .

T. Zou, J. Liu, **Xirong (Subrina) Shen**, and W. Coreynen. “Organizational Structure and Learning from Interdependence.” Stage: Data Collection. Target: *Academy of Management Journal* .

OTHER PUBLICATION

(*Book Review*) Wesley D. Sine and **Xirong (Subrina) Shen**. “Jason Owen-Smith: Research Universities and the Public Good: Discovery for an Uncertain Future.” *Administrative Science Quarterly*. (2020).

AWARDS, GRANTS, AND HONORS

2024	February	McCombs Research Excellence Grants (\$15,000)
2021	June	Conference Theme Best Paper Award from International Association of Chinese Management Research
2020	March	Innovation, Entrepreneurship, and Technology Theme Research Grant (\$15000) from Cornell University
2019	December	Bartholomew Family Ph.D. Scholarship (\$4000) from SC Johnson College of Business, Cornell University
2018	June	Best Paper Award from the International Conference on Innovation Studies
2017	July	Early Career Workshop Award from Society for the Advancement of Socio-Economics (\$900)
2017	May	Jeffrey S. Lehman Fund for Scholarly Exchange with China (\$15000) from Cornell University
2017	March	Lee Teng-hui Fellowship for East Asia Studies from Cornell University (tuition and stipend for one semester)
2014	June	The Hong Kong Special Administrative Region Government Reaching Out Award
2012	June	Excellent Graduate of Tsinghua University
2009	November	Scholarship of HSBC (highest-ranking general scholarship at Tsinghua University)

INVITED TALKS AND PRESENTATIONS

2024-2025	<p>Paper presented: "Hoping for A While Achieving B: How Positive Performance Spillovers Set the Agenda."</p> <ul style="list-style-type: none"> Academy of Management Annual Meeting, Chicago, IL. May 2024. Organization Science Winter Conference, Los Angeles, CA. Feb 2025 (Scheduled).
2024	<p>Paper presented: "Learning about Interdependence from Digital Experimentation: How A/B Tests Guide Product Innovation."</p> <ul style="list-style-type: none"> Tuck Strategy Speaker Series, Dartmouth University, Tuck Business School. May 2024. Carnegie School Organizational Learning Conference. May 2024.

- 2022-2023 Paper presented: "Serendipity and Conflict: How Cross-Departmental Goal Interdependencies Affect Department-Level Product Innovation Search."
- Entrepreneurship, Innovation, and Technology Theme Speaker Series, Cornell University. April 2022.
 - Carnegie School Organizational Learning Conference. August 2022.
 - INSEAD Strategy Conference, INSEAD. April 2023.
 - Smith Entrepreneurship Research Conference, Smith School of Management, University of Maryland. May 2023.
- 2020 Paper presented: "Winning Long and Far: The Impact of Publications on the Generative Value of Inventions for General-Purpose Technology Firms."
- Entrepreneurship, Innovation, and Technology Theme Brown Bag Series, Cornell University. April 2020.
- 2019-2020 Paper presented: "Converging Tides Lift All Boats: Consensus in Evaluation Criteria Boosts Investments in Firms in Emerging Technology Fields."
- (Conference Theme Best Paper Award) 2021 Biennial Conference of International Association of Chinese Management Research (Virtual), June 2021.
 - Academy of Management 80th Annual Meeting (Virtual), August 2020.
 - *Organization Science* Special Issue Conference on "Experiments in Organization Theory". May 2020.
 - Wharton Innovation Doctoral Symposium. October 2019.
 - Entrepreneurship, Innovation, and Technology Theme Brown Bag Series, Cornell University. September 2019.
 - Medici Summer School in Management Studies. June 2019.
- 2019-2020 Paper presented: "Funding Ventures that are Similar to One of Us: The Impact of Observed Similarity on Venture Funding Decisions in Investment Teams."
- Academy of Management 80th Annual Meeting (Virtual), August 2020.
 - Entrepreneurship, Innovation, and Technology Theme Brown Bag Series, Cornell University. February 2020.
 - Academy of Management 79th Annual Meeting, Boston, U.S. August 2019.
- 2018 Paper presented: "High-Status Nonconformity Revisited: Status Competition and University Technology Licensing in China: 2009–2016."
- Academy of Management 78th Annual Meeting, Chicago, US. August 2018.
 - (Best Paper Award) International Conference on Innovation Studies, Beijing, China. July 2018.

ORGANIZED CONFERENCES AND SESSIONS

- 2024 AOM Professional Development Workshop on Enabling Technologies
- 2022-2024 Austin Technology and Entrepreneurship Conference, University of Texas at Austin

- 2018-2020 Innovation, Entrepreneurship, and Technology Theme , Cornell University
- Organized Brown-Bag Series Talks.
 - Organized Johnson Innovation, Entrepreneurship, and Technology Conference.
- 2016-2018 Cornell East Asia Program
- Graduate Steering Committee member
 - Organized Brown-Bag Speaker Series Talks

CONFERENCE ACTIVITIES

- 2025 Organization Science Winter Conference (scheduled).
- 2024 Academy of Management 83th Annual Meeting.
- 2024 Carnegie School Organizational Learning Conference.
- 2023 Smith Entrepreneurship Research Conference.
- 2023 INSEAD Strategy Conference.
- 2022 Carnegie School Organizational Learning Conference.
- 2022 Academy of Management 81th Annual Meeting.
- 2021 Academy of Management 81th Annual Meeting (Virtual).
- 2020 Academy of Management 80th Annual Meeting (Virtual).
- 2019 Wharton Innovation Doctoral Symposium, Philadelphia, PA, U.S.
- 2019 Doctoral Consortium, West Coast Research Symposium on Entrepreneurship. Stanford, CA, U.S.
- 2019 Academy of Management 79th Annual Meeting, Boston, U.S.
- 2019 Medici Summer School in Management Studies. Paris, France.
- 2019 Smith Entrepreneurship Research Conference, University of Maryland, MD. U.S.
- 2018 Academy of Management 78th Annual Meeting, Chicago, U.S.
- 2018 International Conference on Innovation Studies, Beijing, China.
- 2017 Academy of Management 77th Annual Meeting, Atlanta, U.S.
- 2017 American Sociological Association's 112th Annual Meeting, Regular Session of Organization, Occupation, and Work, Montreal, Canada.
- 2017 Society for the Advancement of Socio-Economics 29th Annual Meeting, Lyon, France.
- 2016 TIM Doctoral Research Development Workshop, Academy of Management 76th Annual Meeting, Anaheim, U.S.

TEACHING EXPERIENCE

McCombs School of Business, University of Texas at Austin

2024-2025 **Entrepreneurship Minor Faculty Advisor**

Lead program design and curriculum reform for the entrepreneurship minor serving 800+ students and offering 54 courses

2023-2024 **Course Coordinator for Innovation and Entrepreneurship**

Responsible for on-boarding new instructors and maintaining course quality through 10+ sections

2021-2024 **Instructor for Innovation and Entrepreneurship**

SC Johnson College of Business, Cornell University

2020 **Instructor for Strategic Management of Technology and Innovation**

SERVICE

2025- Editorial Board Member for *Strategic Management Journal*,

2019- *Ad hoc* reviewer for *Organization Science*, *Strategic Management Journal*, *Industry and Corporate Change*, and *Strategic Entrepreneurship Journal*

2018-2024 Reviewer for the OMT, ENT, and TIM Division of Academy of Management Annual Meetings.

TECHNICAL SKILLS

Stata, Python, R, SPSS