

WEI (VIVIAN) GUO

China Europe International Business School (CEIBS)
Strategy & Entrepreneurship Department
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EDUCATION

- Ph.D. in Strategic Management, University of Maryland at College Park** 2012
- *Dissertation:* Words matter: Essays on the relationship between executive word choice and investor evaluations.
 - *Committee:* Rajshree Agarwal, Michele Gelfand, Brent Goldfarb (co-chair), Gerald Hoberg, David Kirsch (co-chair), Ken Smith
- M.B.A., Marshall University** 2007
- Business Administration
- B.S., Auckland University of Technology** 2005
- Marketing & International Business (double major)

ACADEMIC EXPERIENCES

- Assistant Professor, CEIBS** 2020-Current
- Strategy & Entrepreneurship Department
- Assistant Professor, Hong Kong Polytechnic University** 2012-2020
- Department of Management and Marketing

RESEARCH INTERESTS

Strategic Communication, Competitive Strategy, Interplay between Strategy and Finance

METHOD INTERESTS

- Natural Language Processing and Machine Learning with Text
- Structured Content Analysis
- Event Studies and Intraday Event Studies

PUBLICATIONS

- Guo, W. & Cannella, A. “No Need to Know It All: Implications of COVID-19 for Corporate Communication Research.” **Forthcoming, *Journal of Management Studies*.**
- Guo, W., Sengul, M., & Yu, T. “The Impact of Executive Verbal Communication on the Convergence of Investors’ Opinions.” **Forthcoming, *Academy of Management Journal*.***
- Yu, T., Guo, W., Gimeno, J., & Zhang, Y. “Glue or Gasoline? The Role of Interorganizational Relationships in the Spillover of Price Wars.” **Forthcoming, *Academy of Management Journal*.** (FT, UT Dallas)
- Featured in *Academy of Management Insights* “Strategic Allies Can Be Frenemies in Price Wars” May 27 2021: <https://journals.aom.org/doi/10.5465/amj.2019.0525.summary>
 - Featured in *INSEAD Knowledge* “The “Frenemy” Effect: When Strategic Alliances Go South” May 11, 2021: <https://knowledge.insead.edu/strategy/the-frenemy-effect-when-strategic-alliances-go-south-16591>
- Guo, W., Sengul, M., & Yu, T. (2020). “Rivals’ Negative Earnings Surprises, Language Signals, and Firms’ Competitive Actions.” ***Academy of Management Journal*, 63: 637-659***
- Lead article
 - Featured in ***Bloomberg Markets China Open*** on Nov 27, 2020
- Guo, W., Yu, T., & Gimeno, J. (2017). "Language and Competition: Communication Vagueness, Interpretation Difficulty, and Market Entry." ***Academy of Management Journal*, 60(6), p.2073-2098.**
- Guo, W., Yu, T., & Gimeno, J. (2014). "Language and Competition: Exploring the Antecedents and Consequences of Firm Verbal Signals." ***Academy of Management Best Paper Proceedings*** (Business Policy & Strategy Division).
- Guo, W. (2014). “Executives’ Use of Emotional Language and Investor Reactions.” In ***Communication and Language Analysis in the Corporate World***. R.P. Hart (Ed.). Hershey, PA: IGI Global, 198-215.
- Guo, W. (2011). Resources Acquisition During Initial Public Offering: Exploring the Rhetoric of Entrepreneurs. In ***Entrepreneurship Research @ Smith 2011***. Robert H. Smith School of Business, University of Maryland, College Park.

(* indicates the authors contributed equally)

WORKING PAPERS

- Guo, W., Yu, T.. “What Do Investors Really Want? A Comprehensive Review of the Antecedents and Consequences of Investor Evaluation”. *Proposal Accepted, **Journal of Management***.

Polidoro, F., **Guo, W.**, & Yu, T. “Introducing Something New: Firm Press Releases and Media Coverage and Control”. (*Data analysis*). In preparation for submission to *Organization Science* targeted by September, 2021.

Guo, W., Yu, T., & Gimeno, J. “Letting Go of the Past: Organizational Memory Decay and Firm Competitive Aggressiveness.” (*Data analysis*) In preparation for submission to *Academy of Management Journal*, targeted by November 2021.

Zhang, B. & **Guo, W.** “The Danger of CSR Report Clarity.” (*Writing*) In preparation for submission to *Organization Science*.

Guo, W. & Taiyuan, W. “To Be Remembered: The Relationship Between Leader Linguistic Style and Entrepreneurial Firm Resource Acquisition During IPO”. (*Data collection*). In preparation for submission to *Strategic Entrepreneurship Journal*.

Hsu, G., **Guo, W.**, & Yu, T. “Role Deviations and Rivalry in the U.S. Airline Industry, 1989-2010.” (*Writing*). In preparation for submission to *Strategic Management Journal*.

GRANTS AND FUNDED RESEARCH

External Grants

2019-2021 **Guo, W. (PI)**, Yu, T., & Gimeno, Y. “Letting Go of the Past: Organizational Memory Decay and Firm Competitive Aggressiveness.” Hong Kong Research Grant Council, **General Research Fund (GRF), (271,587 HKD)**

2015-2018 **Guo, W. (PI)**, “Language and Competition: Firm Language Use, Competitive Response, and Market Consequences.” Hong Kong Research Grant Council, Early Career Scheme, **General Research Fund (GRF), (580,721 HKD)**

Internal Grants

2020-2022 **Guo, W.** “The Coevolution of Market Categories and Interfirm Competitive Dynamics”, CEIBS, Faculty Research Grant. **(440,000 RMB)**

2017-2019 **Guo, W. (PI)**, “Performance Surprises, Competitive Action, and Relative Market Positions”, Hong Kong Polytechnic University, **Departmental GRF (45,000 HKD)** (*Competitive based*).

2014-2017 **Guo, W. (PI)**, “When Less Is More: Firm Verbal Market Signals and Competitors' Market Entry Decisions”, Hong Kong Polytechnic University, **University Central Research Grant (105,000 HKD)**(*Competitive based*).

2014-2017 **Guo, W. (PI)**, “Firm Strategic Disclosure and Competitors' Market Entry Decision”, Hong Kong Polytechnic University, **Departmental GRF (100,000 HKD)**(*Competitive based*).

2013-2017 **Guo, W. (PI)**, “Right Person, Right Place: CEO Personality, Attention, and Firm Innovation”, Hong Kong Polytechnic University, **Departmental GRF (50,000 HKD)**(*Competitive based*).

AWARDS & HONORS

- 2017 ***Faculty Prize for Outstanding Performance in Teaching, Awardee***, Faculty of Business, Hong Kong Polytechnic University.
- 2012 ***Best Conference PhD Paper Prize, Winner***, “Being Too Positive? The Effect of Positive Emotion on Stock Market Reactions”, Strategic Management Society 32nd Annual Conference, Prague.
- 2012 ***Distinguished Student Paper Award, Winner***, Business Policy & Strategy Division, “The Power of Plain Language: Executives’ Rhetoric and Stock Market Reaction,” Academy of Management Annual Meeting, Boston, MA.
- 2011 ***Best Conference Paper Prize, Finalist***, “The Economic Value of Memorable Language: Stock Market Reaction to Executives’ Use of Memorable Language in Presentations,” Strategic Management Society 31st Annual Conference, Miami, FL.
- 2011 ***Best Conference Paper Prize for Practice Implications, Nominee***, “The Economic Value of Memorable Language: Stock Market Reaction to Executives’ Use of Memorable Language in Presentation,” Strategic Management Society 31st Annual Conference, Miami, FL.
- 2011 ***Best Conference PhD Paper Prize, Nominee***, “The Economic Value of Memorable Language: Stock Market Reaction to Executives’ Use of Memorable Language in Presentation,” Strategic Management Society 31st Annual Conference, Miami, FL.
- 2010 ***Research Fellow***, Dingman Center for Entrepreneurship, University of Maryland
- 2008-2011 ***Dean’s Research Fellowship***, Robert H. Smith School of Business, University of Maryland

TEACHING EXPERIENCES

At CEIBS:

- MBA Core Strategy (STR062), average student rating: 4.29/5.0
- MBA Shenzhen Module (STR059), average student rating: 4.63/5.00
- GEMBA China Deep Dive Module, student rating: 4.74/5.00
- EMBA Opening Module with Business Simulation, student rating for the course 4.88/5 and Qilian mountain student rating of the faculty: 4.85/5.

- Developing a Strategic Mindset (Leadership Development Programme, Module 2), student rating: 4.62/5.

At Hong Kong Polytechnic University:

- MBA Courses (2018-2020), average student rating: 4.60/5.0 (consistently ranked in the top 25% in the school).
- Undergraduate Courses (2012-2020), average student rating: 4.53/5.0

At University of Maryland at College Park:

- Undergraduate courses (2008-2009), average student rating: 4.56/5.0

Teaching Award

- Faculty Prize for Outstanding Performance in Teaching, *Hong Kong Polytechnic University*, 2017

Teaching Materials Developed

- Baozun: Leading e-commerce Service in China (with Wang Qi and Iris Xue, *draft completed, writing in-progress*)
- Byte Dance: The communication of strategy through Lark (with Wenying Qian, *interview in-progress*)
- Man Wah (with Wenying Qian, *interview in-progress*)

SUPERVISION OF STUDENTS

Postgraduate Students at Hong Kong Polytechnic University

- **Chief-Supervisor**, Pang Xue, Ph.D., 2014-2019, Status: Completed
- **Co-Supervisor**, Renwei Zeng, 2017-2019, Doctor of Management (Dmgt), Status: Completed
- **Dissertation Proposal Committee Member** to the following students: Li Shuwen (Dmgt), Xu Xiaodong (Dmgt), Chen Haixiao (Dmgt), Wong Tiklun (Dmgt), Ke Xudong, Yang yanshan (Dmgt), Han Kai (Dmgt), Zhong Jingming (Dmgt), Zhou aiqin (Dmgt), Xue Jun (Dmgt), Li Wei(Dmgt), Zhang Fuli (Dmgt)

SERVICES ACTIVITIES

Service to the Institution

- **Committee Member**, *DBA Curriculum & Programme Design Committee (Phrase II)*, Feb 2021-Current
- **Committee Member**, *DBA Curriculum & Programme Design Committee (Phrase I)*, Nov 2020-Feb 2021
- **Departmental Research Seminar Series Coordinator**, Strategy and Entrepreneurship Area (2021- present)

- **Internal Selection Judge**, *MBA Roland Berger Case Competition*, Jan 2021
- **Faculty Media Coverage**, *Bloomberg TV*, Nov 2020
- **Committee Member**, *Departmental Research Committee*, Hong Kong Polytechnic University, 2016-2020
- **Committee Member**, *Departmental Staffing Committee*, Hong Kong Polytechnic University 2016-2018
- **Committee Member**, *HKMBA Board of Examiners*, Faculty of Business, 2019-present
- **Committee Member**, *DMGT Board of Examiners*, Faculty of Business, 2019-present
- **Master of Ceremonies**, Green economy luncheon, featuring Prof. Cheng Siwei, October 16, 2013
- **Master of Ceremonies**, PolyU 80th anniversary, global leader lecture series by Prof. Justin Yifu Lin, October 16, 2017
- **Master of Ceremonies**, Talk by Consul-General of the Russian Federation to Hong Kong SAR and Macau SAR, November 10, 2017
- **Master of Ceremonies**, FinTech Forum by AMTD FinTech Centre of PolyU Faculty of Business, October 29, 2018

Service to the Profession

- **Invited Reviewer** for *Academy of Management Journal*, *Strategic Management Journal*, *Organization Science*, *Management Science*, *Journal of Management*, *Journal of Management Studies*, *Strategic Entrepreneurship Journal*, *Strategy Science*.
- **Invited Reviewer** for Academy of Management annual meetings, Strategic Management Society annual conferences
- **Committee Member**, Membership Engagement Committee, Strategic Management Division (STR), Academy of Management, 2019-2022
- **Panel Co-Chair**, “New Directions in Competitive Dynamics Research: Theoretical and Methodological Opportunities,” Strategic Management Division, Academy of Management Annual Meeting, Chicago, IL, 2018.
- **Symposium Co-Chair**, “What Can We Learn From Organizational Communication? Listen Carefully.” Organization & Management Theory Division, Academy of Management Annual Meeting, Vancouver, Canada, 2015.
- **Invited Panelist**, “The Reflective Power of Words – Capturing Executive Cognition and Social Influence.” Organization & Management Theory Division, Academy of Management Annual Meeting, Philadelphia, PA, 2014.
- **Co-Chair**, the 8th Hong Kong Junior Faculty Macro Consortium, Hong Kong Polytechnic University, June 2013
 - University, June 2013

- **Programming Committee Member**, New Doctoral Student Consortium, Academy of Management Annual Meeting, 2009-2010

Professional Memberships

- Academy of Management, 2008-Current
- Strategic Management Society, 2008-Current
- International Association for Chinese Management Research, 2010-Current

CONFERENCES PRESENTATIONS

“To Be Remembered: The Relationship Between Leader Linguistic Style and Entrepreneurial Firm Resource Acquisition During IPO”, Academy of Management Virtual Conference, scheduled for August 2021.

“Letting Go of the Past: Organizational Memory Decay and Firm Competitive Aggressiveness”, Strategic Management Society Virtual Conference, 2020.

“Glue or Gasoline? The Role of Interorganizational Relationships in the Initiation and Spillover of Competitive Wars”, Academy of Management Annual Meeting, Strategic Management Division, Boston, MA, 2019.

“Glue or Gasoline? The Role of Interorganizational Relationships in the Initiation and Spillover of Competitive Wars”, The Future of Management Conference, Chinese University of Hong Kong, Hong Kong, May 2019.

“Be Prepared or Be Spontaneous: The Costs and Benefits of Top Managers’ Scripted Communication,” Strategic Management Society Annual Conference, Paris, France, 2018.

“Touncing the Weak: Rival Earnings Surprises, Language Signals, and Firm Competitive Action” Academy of Management Annual Meeting, Strategic Management Division, Chicago, IL, 2018.

“Historical Contingencies of Market Structure: Competitive Dynamics and Categorical Change in the US Airline Industry, 1979-2013.” Competitive Dynamics Conference, Smith School of Business, Queen’s University, Kingston, Ontario, June 2018.

“Microfoundations of Firm Competitive Behavior.” Competitive Dynamics Conference, Smith School of Business, Queen’s University, Kingston, Ontario, June 2018.

“Innovation at the Top: Proactive CEO, Top Executive Attention Focus, and Product Innovation.” Academy of Management Annual Meeting, Business Policy & Strategy Division, Atlanta, GA, 2017.

“What They Say They Do: Action Framing and Competitive Aggressiveness.” Academy of Management Annual Meeting, Organization & Management Theory Division, Vancouver, BC, Canada, 2015.

“Language and Competition: Dissuading Competitive Entry with Ambiguous Language.” Junior Faculty Macro Consortium, University of Hong Kong, June 7, 2014.

"Language and Competition: Dissuading Competitive Entry with Ambiguous Language." Academy of Management Annual Meeting, Business Policy & Strategy Division, Philadelphia, PA, 2014.

"Do Investors Care How You Feel? Executives' Use of Feeling Statements and Stock Market Reaction." Strategic Management Society Annual Conference, Prague, Czech Republic, 2012.

"Is All Talk Cheap?: Stock Market Reaction to Executives' Use of Realism." Academy of Management Annual Meeting, Business Policy & Strategy Division, Boston, MA, 2012.

"The Economic Value of Memorable Language: Stock Market Reaction to Executives' Use of Memorable Language in Presentations." Mid-Atlantic Strategy Colloquium, Chapel Hill, NC, 2011.

"The Economic Value of Memorable Language: Stock Market Reaction to Executives' Use of Memorable Language in Presentations." Strategic Management Society Annual Conference, Miami, FL, 2011.

"Why You See What You See: A Multilevel Investigation of Top Management Attention." Academy of Management Annual Meeting, Business Policy & Strategy Division, Montreal, Canada, 2010.

"Multimarket Contact and Performance under Imperfect Monitoring." Academy of Management Annual Meeting, Business Policy & Strategy Division, Montreal, Canada, 2010.

"Methods to Study the Cognitive Micro-foundations in Strategic Management: Computer Simulation and Games." Strategic Management Society Annual Conference, Washington, D.C., 2009.

Up-to-date as of May 2021