

SHAOHUA LU

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ACADEMIC POSITIONS

Leavey School of Business, Santa Clara University Management & Entrepreneurship Department Assistant Professor in Strategy	2017 – Present
A.B. Freeman School of Business, Tulane University Visiting Assistant Professor in Strategy	2015 – 2017

EDUCATION

Fisher College of Business, The Ohio State University Ph.D. in Management	2010 – 2015
Shanghai University of Finance and Economics, China M.A. in Strategic Management, minor areas in Economics, Operations Management	2004 – 2007

RESEARCH & PUBLICATIONS

Publications

- Blinded by the sun: The role of prosumers as niche actors in incumbent firms' adoption of solar power during sustainability transitions (with Carmen Weigelt and Cameron Verhaal). *Research Policy* forthcoming
- Resource characteristics and redeployment strategies: Toward a theoretical synthesis, 2016, (with Jay Anand and Hyunseob Kim), *Advances in Strategic Management*, 35: 155-184 edited by Timothy Folta, Constance Helfat, and Samina Karim.
- How firms capture value from their innovations, 2013, (with Sharon James and Michael Leiblein), *Journal of Management*, 39(5): 1123-1155.
- Imitability, 2013, (with Jay Barney). *The Palgrave Encyclopedia of Strategic Management*. Ed. by David Teece and Mie Augler.

Working Papers / Work-in-process

- Winds blowing through the utility industry: Complementary assets, policy, and how incumbents build on initial third-party agreements (with Carmen Weigelt and Douglas Miller).
- Sun Never Sets: Ecosystem Extension in the Electric Power Industry (with Tammy Madsen).
- How do firms respond to competitors' strategic decisions under various information scenarios?
- Effect of competitor investments on established firms' redeployment entry into nascent markets: Evidence from the U.S. electric utilities' adoption of solar energy.

CONFERENCE PRESENTATIONS

- Industry Studies Association Conference, (Nashville TN, May 2019). “Blinded by the sun: Demand-side legitimacy and incumbents’ barriers to new technology investments”.
- Strategy Science Conference, (Salt Lake City UT, May 2019), “Blinded by the sun: Demand-side legitimacy and incumbents’ barriers to new technology investments”.
- Academy of Management Annual Conference, (Boston MA, Aug 2019). “Blinded by the sun: Demand-side legitimacy and incumbents’ barriers to new technology investments”.
- Sustainability, Ethics & Entrepreneurship (SEE) Conference, (Miami FL, March 2018). “Market entry via ownership and purchasing: The drivers of electric utilities’ power purchase agreements for wind energy”.
- Industry Studies Association Conference, (Seattle WA, May 2018). “Market entry via ownership and purchasing: The drivers of electric utilities’ power purchase agreements for wind energy”.
- Academy of Management Annual Conference, (Atlanta GA, Aug 2017). “Customers’ distributed solar adoption and electric utilities’ green investments”.
- Strategic Management Society 37th Annual International Conference, (Huston TA, Oct 2017). “Customers’ distributed solar adoption and electric utilities’ green investments”.
- INFORMS Annual Meeting, (Nashville TN, Nov 2016). “Effect of Competitor Investments on Established Firms’ Entry into Nascent Market: Evidence form the U.S. Electric Utilities’ Adoption of Solar Energy”.
- Strategic Management Society 35th Annual International Conference, (Denver CO, Oct 2015). “Wait or Go: How Competitors’ Presence Affects Established Firms’ Entry into Emergent and Uncertain Markets”.
- Edward F. Hayes Graduate Research Forum, (Columbus OH, Feb 2015). “How Do Firms Respond to Competitors’ Investment Decision under Environmental Uncertainty”.
- SMS 34th Annual International Conference, (Madrid Spain, Oct 2014). “Information and Competition: The Dual Role of Rival Firms’ Choices under Uncertainty”.
- The 1st Management Theory Conference, (San Francisco CA, Sep 2013). “Strategic Choice and Competitive Advantage under Imperfect Information: Beyond Strategic Factor Markets”.
- Academy of Management Annual Conference, (Orlando FL, Aug 2013). “Beyond Strategic Factor Market: Competitive Advantage under Imperfect Information”; “From Value Creation to Value Capture: A Review of How Firms Appropriate Returns from Innovation”

GRANTS & AWARDS

- Strategic Management Society 35th Annual International Conference, 2015
Nominated for the Best Paper Award
- Santa Clara University, 2018
Research Grant, Faculty Summer Stipend
- Leavey School of Business, Santa Clara University, 2020
Leavey Research Grant