

University of Kentucky
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BRYAN KAISER STROUBE

ACADEMIC POSITIONS

University of Kentucky, Gatton College of Business and Economics
Assistant Professor of Management, 2025–present
London Business School
Assistant Professor of Strategy & Entrepreneurship, 2015–2025

EDUCATION

University of Maryland
Ph.D., Strategic Management & Entrepreneurship, 2015
Hong Kong University of Science & Technology
M.S., Economics, 2007
Purdue University
B.S., Electrical Engineering, 2006
B.A., English, 2006

PEER- REVIEWED ARTICLES

Stroube, B.K., K. Vakili, and M. Bikard. 2025. “The misfit bias.” *Organization Science*, 36(5):1676–1689. <https://doi.org/10.1287/orsc.2023.17462>

Stroube, B.K. and G. Dushnitsky. 2025. “Mapping entrepreneurial inclusion across US neighborhoods: The case of low-code e-commerce entrepreneurship.” *Strategic Management Journal*, 46(7): 1762–1789. <https://doi.org/10.1002/smj.3706>

Stroube, B.K. and A. Zavyalova. 2025. “The relative effects of a scandal on member engagement in rites of integration and rites of passage: Evidence from a child abuse scandal in the Catholic Archdiocese of Philadelphia.” *Organization Science*, 36(1): 213–239. <https://doi.org/10.1287/orsc.2022.16682>

Stroube, B.K. and D. M. Waguespack. 2024. “Status and consensus: Heterogeneity in audience evaluations of female- versus male-lead films.” *Strategic Management Journal*, 45(5): 994–1024. <https://doi.org/10.1002/smj.3575>

Stroube, B.K. 2022. “Economic consequences and the motive to discriminate.” *Administrative Science Quarterly*, 67(1): 207–236. <https://doi.org/10.1177/00018392211029930>

Stroube, B.K. 2021. “Using allegations to understand selection bias in organizations: Misconduct in the Chicago Police Department.” *Organizational Behavior and Human Decision Processes*, 166: 149–165. <https://doi.org/10.1016/j.obhdp.2020.03.003>

Dushnitsky, G. and B.K. Stroube. 2021. "Low-code entrepreneurship: Shopify and the alternative path to growth." *Journal of Business Venturing Insights*, 16, e00251. <https://doi.org/10.1016/j.jbvi.2021.e00251>

**WORKING
PAPERS**

[a paper about movies and race], w/ Dave Waguespack
[a paper about web technology data], w/ Gary Dushnitsky
[a paper about LLMs], w/ Keyvan Vakili
Information as governance: How information disclosure enhances incentive-based governance in digital platforms, w/ Qiang Li and Bo Zhao
Organizational rankings and polarization, w/ Aharon Mohliver and Olga Hawn

**PRESENTATIONS
& WORKSHOPS**

Junior Faculty Organizational Theory Conference, Wharton, 2025/09
Co-organizer of AOM symposium "Evaluative Heterogeneity: Causes, Consequences, and Future Directions", Copenhagen, 2025/07
Seminar presentation at INSEAD Organisational Behaviour Area, Fontainebleau, 2025/06
Seminar presentation at Harvard Business School Strategy Unit, 2024/10
SMS Annual Meeting, Istanbul, 2024/10
Academy of Management Annual Meeting, Chicago, 2024/08
PDW co-organizer: [Studying Technology Without Patent Data? Pushing the Frontiers Using the BuiltWith Database](#)
Pres: The misfit bias
Junior Faculty Organizational Theory Conference, Harvard, 2024/08
Pres: Movies, race, and evaluative consensus
Seminar presentation at Catolica-Lisbon, School of Business and Economics, 2024/05
INFORMS Organization Science Winter Conference, Zurich, 2024/03
Pres: Mapping entrepreneurial inclusion across US neighborhoods: The case of low-code e-commerce entrepreneurship
Seminar presentation at University College London School of Management, 2024/01
SMS Annual Meeting, Toronto, 2023
Seminar presentation at INSEAD, Fontainebleau, 2023/09
SEI Consortium, Warwick Business School, 2023/09
Academy of Management Annual Meeting, Boston, 2023/08
PDW co-organizer: [Studying Technology Without Patent Data? A PDW on the Promise & Perils of the BuiltWith Database](#)
Junior Faculty Strategy Research Summer Camp, Dartmouth, 2023/08
[Values and Valuation Conference](#), Harvard Business School, 2023/03
Pres: The Misfit Bias
Seminar presentation at BI Norwegian Business School, 2022/10
Pres: Status and Consensus: Heterogeneity in Audience Evaluations of Female-versus Male-Lead Films

Strategic Management Society Annual Meeting, 2022/09
 Panel Session Co-organizer: [No-Code Entrepreneurship: The Case of Shopify](#)

Oxford Reputation Symposium, 2022/08
 Pres: Status and Consensus: Heterogeneity in Audience Evaluations of Female-versus Male-Lead Films

Academy of Management Annual Meeting, 2022/08
 Pres: Status and Consensus: Heterogeneity in Audience Evaluations of Female-versus Male-Lead Films

Seminar presentation, University of Toronto (Health Services Systems and Policy Seminar Series), 2021/10

Seminar presentation at Purdue University, 2021/9
 Pres: “Status and Consensus: Heterogeneity in Audience Evaluations of Female Lead Films”

LBS Sumantra Ghoshal Conference, 2021/5
 Pres: “Status and Consensus: Audience Evaluations of Female Film Leads”

Organization Science Special Issue Conference on “Experiments in Organization Theory”, 2020/5
 Pres: “Social Information as a Strategic Tool: Evidence from a Randomized Field Experiment”

Junior Faculty Organizational Theory Conference, McGill University, 2019/10.
 Pres: “Discrimination by external audiences: Evidence from the film industry”

London 50 Conference, London Business School, 2019/5
 Pres: Discrimination by external audiences: Evidence from the film industry

University of Maryland Smith Entrepreneurship Research Conference, 2018/04
 Pres: Social Norms as a Strategic Tool

Seminar presentation at Imperial College London, 2017/11

Strategic Management Society, Annual Conference, Houston, 2017/10.
 Pres: [“Social Norms as a Strategic Tool: Evidence from a Randomized Field Experiment”](#)

Junior Faculty Organizational Theory Conference, Yale, 2017/09.
 Paper workshop for “On the role of allegations in the labeling of wrongdoers: Misconduct in the Chicago Police Department”

Academy of Management, Annual Meeting, Atlanta, 2017/08.
 Pres at symposium on: [“Uncovering Crowds as Interstitial Spaces: Crowds that Influence and that Ought to be Influenced”](#)
 Pres: [“The Role of Allegations in the Labeling of Wrongdoers: Misconduct in the Chicago Police Department”](#)
 Participant in ASQ Paper Development Workshop

Junior Faculty Strategy Research Summer Camp, Dartmouth, 2017/07

Prahalad Academic Conference on Global Strategy and Business in Emerging Markets, University of Michigan, June 2017
Pres: "Heterogeneous motives, market identity, and the endogeneity of category performance"

College of Organization Science, Nashville, 2016/11
Pres: "Losing the faith: How a child abuse scandal affected Catholic and non-Catholic churchgoer involvement in Philadelphia"

Academy of Management, Annual Meeting, Anaheim, 2016/08.
Participant: "Beyond Kickstarter: Understanding The Platforms Behind Crowdfunding & Opportunities For Research"
Pres at symposium on: "When do Social Movements Make Organizations Accountable?"
Attendee: "BPS New Faculty Consortium"

Junior Faculty Strategy Research Summer Camp, Dartmouth, 2016/08

Strategic Management Society, Annual Conference, Denver, 2015/10.
Panelist: "Crowdfunding Research: Present and Future"
Pres: "Heterogeneous Motives in Crowdfunding Markets"

Strategic Management Society, Annual Conference, Madrid, 2014/09.
Pres: "Biases in Peer-to-Peer Lending Markets: Tastes vs. Information".

West Coast Research Symposium, U. Washington, 2014/09.
Doctoral Consortium participant.

Academy of Management, Annual Meeting, Philadelphia, 2014/08.
Attendee: BPS Dissertation Consortium.

Consortium on Competitiveness and Cooperation ("CCC"), Boston U., 2014/04.
Pres: "Biases in Peer-to-Peer Lending Markets: Tastes vs. Information".

Haas Fraud & Misconduct Conference, UC Berkeley, 2013/10.
Pres: "Losing the Faith: Stakeholder Reactions to Misconduct in the Catholic Church".

Strategic Management Society, China Special Conference, Guangzhou, China, 2012/12.
Pres: "Networks and Culture: Evidence From Microfinance Group Lending Programs".

Academy of Management, Annual Meeting, Boston, 2012/08.
Organizer: "Field Experiments in Management" professional dev workshop.
Pres: "Loosing the Faith: Organizational Wrongdoing in the Catholic Church".
Attendee: "Working on the Dark Side" PDW.

Atlanta Competitive Advantage Conference, 2012/05.
Selected participant: NSF-funded PhD research development workshop.

NYU Stern Conference on Social Entrepreneurship, 2011/11.
Pres: "Hybrid Identity Organizations and External Stakeholders: Lender Decision Making in Peer-to-peer Microfinance".

George Mason Entrepreneurship Research Conference, 2011/05 .

Pres: "Progress Over Poverty: Lender Decision Making in Peer-to-peer Micro-finance".

PhD Sustainability Academy, Ivey School of Business, U. Western Ontario, 2010/11.

One of 15 students worldwide invited to 5-day PhD workshop on "Markets and Movements for Sustainability".

Academy of Management, Annual Meeting, San Antonio, 2011/08.

Attendee: [OMT Dissertation Proposal Workshop](#).

Attendee: [Cognition in the Rough Workshop](#), roundtable session.

OTHER TALKS

Panelist for Attorney General Alliance webinar on [Entrepreneurial Empowerment & Access](#), moderated by Nevada Attorney General, 2021/7

World Bank, infoDev brown-bag lunch presentation, 2014/11

Global Entrepreneurship Week event at U.S. Consulate, Guangzhou, China, 2012/12.

Panelist: "Cultures of Innovation".

Five lectures organized by the U.S. Consulate General, Guangzhou, at Jinan University, Xiamen University, and Fuzhou University. Lecture topics included social entrepreneurship and using field experiments to develop management knowledge, 2012/12.

Dingman Center for Entrepreneurship, Research Luncheon, 2010/10.

Pres: "Microfinance and Entrepreneur Characteristics".

SERVICE

Editorial Review Board, Administrative Science Quarterly, January 2025 to present

Editorial Review Board, Organization Science, May 2021 to present

Editorial Review Board, Strategic Management Journal, January 2017 to present

Co-organized the 2023 Junior Faculty Organizational Theory Conference held at London Business School, 2023/7.

Co-organized the 2022 [Sumantra Ghoshal Strategy Conference](#), London Business School

Dissertation committee of Musab Almutawa at IE Business School, 2021

Co-organizer of weekly LBS Strategy and Entrepreneurship Area seminar series, 2016–2017

Organizer of biweekly LBS Strategy and Entrepreneurship Area internal brownbag series, 2017–2018

TEACHING

University of Kentucky

Undergraduate Strategic Management, 2025

London Business School

MBA tailored core: Developing Entrepreneurial Opportunities, 2018–2025

London Executive MBA: Developing Entrepreneurial Opportunities, 2019–2025

Dubai Executive MBA: Developing Entrepreneurial Opportunities, 2018, 2025

MBA core: Developing Entrepreneurial Opportunities, 2016–2017

PhD: Sociological Foundations of Strategy, co-instructor, 2024

PhD: Research Design, co-instructor, 2016–2017

University of Maryland

Business Policies (capstone undergraduate strategy course), 2014

Social Innovation Practicum (undergraduate), co-instructor, 2012

TEACHING
CASES

“Raising Capital for Financial Butler” three-part case, [LBS Case Study Ref: CS-17-007 \(English\)](#) and [CS-17-007_CN \(中文\)](#), w/ Ken Mark and Michaël Bikard

“Sofar Sounds: Charting the next stage of growth”, [LBS Case Study Ref: CS-18-014](#), w/ Julian Birkinshaw, David Mather, and Aharon Cohen Moliver, wrote 2020 update of original case.

GRANTS &
AWARDS

2026 Gatton College Research Productivity Award

2026 finalist for the Bradford-Osborne Research Award (for the paper Stroube and Dushnitsky, 2025)

Deloitte Institute for Innovation and Entrepreneurship, London Business School
2016 Research grant, £3,000

Allan N. Nash Outstanding Doctoral Student Award, U Maryland, 2015

Center for International Business, University of Maryland
2014 Research Grant, \$4,000.

Fulbright Fellowship, U.S. State Department, 2012/07–2013/08.

People’s Republic of China (Beijing and Harbin), affiliated with the Chinese Academy of Social Sciences. Included Critical Language Enhancement Award.

Dingman Center for Entrepreneurship Research Competition, 3rd place, 2011.

PhD Research Fellow, Dingman Center for Entrepreneurship, U Maryland, 2010.

Dingman Center for Entrepreneurship Research Competition, 2nd place, 2010.

Hong Kong University of Science & Technology M.S. Economics scholarship, 2006.

Lilly Endowment Scholar (equiv. four years full tuition), 2002–2006.

Indiana Resident Top Scholar Award (equiv. four years full tuition), 2002–2006.

INDUSTRY &
PRACTICE

FINCA International (microfinance)

Research and Strategic Initiatives Group, Washington D.C., summer 2010

ZS Associates (management consulting)

Business Associate, Evanston, IL, 2007–2009

Berkman Center for Internet & Society

Harvard University, summer 2006