

# YING-YING HSIEH

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My research takes an organization design lens to investigate extreme forms of decentralized coordination and governance among autonomous actors. Specifically, my research aspires to theory development on organizational innovations related to decentralized self-organization and decentralized platform ecosystem governance. The emergency of digital technologies enables novel solutions to universal problems of organizing—such as blockchain-based decentralized autonomous organizations (DAOs). As an extension, my recent research explores the adoption/diffusion and change of blockchain-based organizational systems and the interdependencies between decentralized infrastructure and start-up communities.

My empirical settings are grounded in the broader context of the financial technology (FinTech) industry, with a focus on blockchain such as cryptocurrency platforms, smart contracts, and decentralized applications (DApps). I engage with blockchain researchers, industry experts and community members to access first-hand insights of the blockchain phenomenon on a regular basis—as a part of my data collection effort and as an important means for validating my research ideas.

My teaching includes Innovation Management and *Management, Strategy and Innovation in FinTech*—an MSc course I developed from scratch and offered across programs offered by the Management and Finance Suites, with a focus on the strategic and organizational implications of FinTech.

## ACADEMIC POSITIONS

2018 – present	Assistant Professor of Innovation and Entrepreneurship, Imperial College Business School
2021 – present	Associate Centre Director, Associate Centre Director of the Centre for Cryptocurrency Research and Engineering, Imperial College London
2016 – Present	Research Fellow, the <a href="#">Scotiabank Digital Banking Lab</a> at Ivey Business School.
2016 – 2017	Chair of the Organizing Committee for <a href="#">the First Annual Toronto FinTech Conference</a> (October 20–21, 2017), sponsored by the Scotiabank Digital Banking Lab at Ivey Business School.
2014 – 2018	Researcher, <a href="#">Crypto Capitalism Center</a> .
2012 – 2013	Visiting Researcher, Fisher College of Business, The Ohio State University.

## RESEARCH PUBLICATIONS

Hsieh, Y. & Vergne, J.-P. 2023. The future of the Web? The coordination and early-stage growth of decentralized platforms. *Strategic Management Journal*. 44(3): 829-857

Hsieh, Y., & Andersen, J. 2023. Reorganization and participation in a decentralized platform ecosystem: Evidence from blockchain forking. Hawaii International Conference on System Sciences (HICCS-56): 5363-5371.

Hsieh, Y., & Wadhwa, A. 2022. Designing a glass organization: Boundary decisions for coordination and control based on generalized trust. *Academy of Management Best Paper Proceedings*. DOI: 10.5465/AMBPP.2022.210

Hsieh, Y., Vergne, J.-P., Anderson, P., Lakhani, K. & Reitzig, M. 2018. Bitcoin and the Rise of Decentralized Autonomous Organizations. *Journal of Organization Design*, 7: 14. <https://doi.org/10.1186/s41469-018-0038-1>. Invited by Dr. Phanish Puranam (INSEAD) & Dr. Dorte Døjbak Håkonsson (Aarhus University).

[Note: Since December 2017, this paper has been part of the Social Science Research Network's (SSRN's) top 10% download list in four distinct categories, including "Organizations & Markets: Formal & Informal Structures" and "Corporate Strategy & Business Policy".]

Hsieh, Y., Vergne, J.-P., & Wang, S. 2018. The Internal and External Governance of Blockchain-Based Organizations: Evidence from Cryptocurrencies. In Campbell-Verduyn, M. (ed.), *Bitcoin and Beyond: Blockchains and Global Governance*. RIPE/Routledge Series in Global Political Economy.

[Note: Since May 2017, this paper has been part of the Social Science Research Network's (SSRN's) top-ten download list in four distinct categories, including "Firm Structure, Purpose, Organization & Contracting"]

["First published in 2017, the book is now in the top four most downloaded books across all of the 26,000+ titles hosted on the OA book platform OAPEN ([OAPEN Foundation, Stakeholder Report 2022](#))."] In September 2023, this book is also identified as the [12 must-read OA books](#) on the Taylor and Francis OA book platform.]

Arjaliès, D. L., Hsieh, Y., & Vergne, J.-P. 2017. A reply to Cohen's "The Rise of Alternative Cryptocurrencies in Post-Capitalism." <http://www.socadms.org.uk/rise-alternative-currencies/>. Online commentary, *Journal of Management Studies*, January 17, 2017.

Chakravarty, D., Hsieh, Y., Schotter, A. P., & Beamish, P. W. 2017. Multinational Enterprise Regional Management Centres: Characteristics and Performance. *Journal of World Business*, 52(2): 296–311.

## WORKING PAPERS

[A short piece on DAOs]

[A paper on decentralized governance].

[A paper on organizational boundary decisions] (with [Anu Wadhwa](#))(under review at *Organization Science*).

[A paper on decentralized platform reorganization] (with [Jonas Valbjørn Andersen](#) and [Panos Constantinides](#)) (in preparation for submission).

How Do Algorithmic and Informal Governance Drive Governance Adaptions in Decentralize Organizations? (working paper with PhD student Xule Lin and Erkko Autio, accepted for SMS; nominated for two SMS awards: SMS Annual Conference Paper Prize and SMS Annual Conference Research Methods Paper Prize. Target submission by end of 2023)

The best of both worlds? Revisiting the private-collective model of innovation (accepted for SMS 2023, preparing the manuscript for journal submission).

Private-collective innovation (working project with [Sebastian Brenk](#))

Decentralized ecosystem governance. (Data collection in progress with [Erkko Autio](#))

## TEACHING CASE PUBLICATION

- 2023      [Maker DAO: Navigating the world of decentralized decision-making in the world of DeFi](#) (with Xule Lin). This is a data analytics component attached to my FinTech module aiming to simulate decision making in DAOs.
- 2017      [A Pathway for Scotiabank's Innovation: Leveraging FinTech Partnerships](#). Live case used in the 2017 Scotiabank International Case Competition. Ivey Publishing (case published with teaching note). Now used in undergraduate and Executive Education programs.

## AWARDS, HONORS, AND GRANTS

- 2024      SRF for the DREAM project (Co-I: Phanish Puranam)
- 2023      School Research Fund for DiO conference organization (Co-Is: Anu Wadhawa, Chris Tucci, and Paola Criscuolo)
- 2021-22      [Teaching Excellence Award: Inclusive Teaching](#). Imperial College Business School (nominated and voted for by students).
- 2020-21      [Teaching Excellence Award: Innovation in Teaching](#). Imperial College Business School (nominated and voted for by students).
- 2018      Nomination for the Governor General's Gold Medals (For more than 140 years, the award aims to recognize the outstanding scholastic achievements of students in Canada. The award goes to students who have achieved the highest academic standing in their degree programs.)
- 2018      The George E Connell Graduate Scholarship of \$10,000 (awarded annually to exceptional senior graduate students based on academic achievement and research excellence)
- 2017      Ranked in the top 10% of Authors on SSRN by total new downloads within the last year.
- 2018      Ivey PhD Thesis Proposal Funding of \$3,000
- 2018      Scotiabank Digital Banking Lab's research grant of \$ 3,500.
- 2013 – 2017      The Plan for Excellence Award of a four-year scholarship of \$38,149
- 2009      Travel Grant for Academy of Management and Academy of International Business conferences, National Science Council, Taiwan

## EDUCATION

- 2018      PhD in General Management, Ivey Business School  
Western University, London, Ontario, Canada  
Dissertation: *The Rise of Decentralized Autonomous Organizations: Coordination and Growth within Cryptocurrencies*

Certificate in International Business Administration (Spanish Course)  
International Trade Institute/CETRA, Hsinchu, Taiwan

Master of Science in Materials Science and Engineering,  
National Tsing-Hua University, Hsinchu, Taiwan

Bachelor of Science in Materials Science and Engineering,  
National Tsing-Hua University, Hsinchu, Taiwan

## PROFESSIONAL WORKSHOPS AND INVITED PRESENTATIONS

- 2024      Ph.D. Seminar guest speaker at Imperial College London (invited by Phanish Puranam)
- 2023      Ph.D. Seminar guest speaker at UC Irvine (invited by John Joseph)
- Decentralized Autonomous Organizations (DAOs): Implications for Organization Design. In “New Frontiers in Organization Design Research”. Invited panel presentation by Behavioral Strategy IG Chair John Joseph (with Dorte Haakonsson, Felipe Csaszar and Metin Sengul). (October 2023)
- Faculty Mentor at SMS Doctoral Workshop. Invited by Tobias Kretschmer and Maggie Zhou. (October 2023)
- Governing decentralized platforms: Collective ownership and distributed control. Invited presentation at UCL-USC Cross-disciplinary Conference on Digital Platforms, by Daniel Sokol and Bilal Gokpinar. (September 2023)
- Evolving a Decentralized Platform Ecosystem: Self-reorganization and Complementor Participation. Invited seminar presentation at University at St. Gallen. (May 2023)
- People and Organizations Hackathon, invited presenter at AOM 2023 (August 2023)
- Web3 Decentralization: Blockchain Technologies’ Impact on Modern Organizational Governance, invited panelist at AOM Symposium 2023 (August 2023)
- Blockchain as a General Purpose Technology: Applications, Promises, and Challenges, invited panelist at AOM Symposium 2023 (August 2023)
- Moderated the Web 3 and Decentralization panel at the UKFAN launch conference.
- Research presentation at the UK FinTech Academic Network (UKFAN) webinar.
- 2022      Evolving a Decentralized Platform Ecosystem: Self-reorganization and Complementor Participation. Invited seminar presentation at Alliance Manchester Business School
- Organization Design Community (ODC) Annual Conference: Panel on DAOs. (forthcoming)
- Digital Regulation Cooperation Forum (DRCF) at UCL.
- AOM Blockchain Symposium panelist
- Chatham House Panel Series: Global Technology Series: Crypto going global: what next for digital money? Invited by The Royal Institute of International Affairs.
- LMU Seminar Series at the Institute for Strategy, Technology and Organization.
- TUM Workshop on Blockchain and Smart Contracts.

- 2021 SMS Cooperative Strategies Dialogues on Digital Network Governance  
TUM Workshop on Blockchains and Smart Contracts: Collaboration in a Decentralized World  
Crypto and Blockchain Economics Research Forum (CBER) Symposium Series
- 2020 Decentralized organizations: How Coordination mechanisms shape early growth and decline.  
Strategic Management Society (SMS) Panel: Collaborative Strategies in the Age of Digitalization. London, UK (virtual conference).
- 2019 A Structural Approach to Strategic Changes in Ownerless Platforms: From Byzantium to Constantinople. Competition and Digital Platforms, Kings College London, UK.  
Reconceptualizing Organizational Governance: Evidence from Cryptocurrencies as Blockchain-based Decentralized Autonomous Organizations. Distributed Ledger Technology Governance Workshop, Digital Catapult, London UK.
- 2018 University of Ottawa, Canada; Tilburg University, The Netherlands.  
Blockchain Technology & Organizations Research Symposium (BTOR), University of Connecticut School of Business, Connecticut, USA.  
AOM Symposium (TIM Division): “Coordination, Governance, and Trust: The Impact of Blockchain on Organizations”. Chicago, USA.  
Blockchain-based Organizational Governance: Returns of Cryptocurrencies. Organization Science Winter Conference ([OSWC](#)), Park City, Utah, USA.
- 2017 Imperial College Business School, UK; Rotterdam School of Management, The Netherlands.  
College of Organization Science of the [INFORMS](#) Conference, Rice University, Houston, USA.  
The Consortium on Competitiveness and Cooperation ([CCC](#)), The Wharton School, University of Pennsylvania, USA.  
Israel Strategy Conference ([ISC](#)) Doctoral Consortium, Technion – Israel Institute of Technology, Israel.  
Academy of Management Journal ([AMI](#)) Special Issue: New Ways of Seeing, Ivey Business School, Canada.  
[Bitcoin and Beyond](#): Blockchains Globalization and Global Governance, Interdisciplinary Research Workshop, Balsillie School of International Affairs, University of Waterloo, Canada. (presentation entitled: “The Internal and External Governance of Blockchain-based Organizations: Evidence from Cryptocurrencies”)
- 2016 [Medici Summer School](#) HEC Paris, France. (presentation entitled “Trust and Inequality on “Trustless” Platforms: A Study of Cryptocurrencies”)

## CONFERENCE PRESENTATIONS

- 2023 Strategic Management Society (SMS) presentation

- Academy of Management (AOM).
- 2022 Academy of Management (AOM). Israel Strategy Conference (ISC).  
Strategic Management Society (SMS). Panel Session: Beyond hierarchy: Designing digital organizations. (with Chris Tucci. Participants: Phanish Puranam, Tobias Kretschmer, Jack du Rose, Robert Learney, and Vamsi Bodepudi)
- 2021 Academy of Management (AOM). Title: Diffusion of institutional technologies: The case of blockchain. (with Anu Wadhwa).  
Strategic Management Society (SMS), Toronto (virtual). Title: Distributing Ownership and Control: Governance in Blockchain-based Decentralized Platforms.
- 2020 Strategic Management Society (SMS), London (virtual). Title: What drives organizational change in DAOs? A behavioral perspective on forking decisions. (with Zeynep Gurguc, presented by co-author due to my role as the session chair)
- 2019 European Group of Organizational Studies (EGOS), Edinburgh UK.  
Reconceptualizing Organizational Governance: Evidence from Cryptocurrencies as Blockchain-based Decentralized Autonomous Organizations.
- 2018 Strategic Management Society (SMS) Conference. Reconceptualizing organizational governance: Evidence from cryptocurrencies as blockchain-based decentralized autonomous organizations.
- 2017 Israel Strategy Conference ([ISC](#)). The Rise of Decentralized Autonomous Organizations: An Exploratory Study of Task Coordination within Cryptocurrencies.  
European Group of Organizational Studies (EGOS). The Rise of Distributed Organizations: Coordination in Bitcoin and Cryptocurrencies. (with Jean-Philippe Vergne)
- 2016 Strategic Management Society (SMS) Conference. Trust on “Trustless” Platforms: A Study of Cryptocurrencies. (with Jean-Philippe Vergne)
- 2014 Academy of International Business (AIB). Title: The Emergence of Regional Management Centers: Integrating the Resource-Based and Institution-Based Views. (with Andreas Schotter)
- 2012 Academy of Management (AOM). From Process to Performance: Extending the OLI Perspective of R&D Internationalization. (with Yung-Ching Ho)  
Academy of International Business (AIB). The Depth and Breadth of International Innovation: The Roles of Technological Diversity and Degree of Innovativeness. (with Yung-Ching Ho)
- 2009 Taiwan Institution of Marketing Science (TIMS). The Global Market Entry and Strategic Management: A Case Study from a Multinational Corporation. (with Yung-Ching Ho)

## MEDIA COVERAGE

- 2022 Interviewed by The Times on the stability of cryptocurrency.  
2021 BBC News Documentary on Cryptocurrency.

- [Thomson Reuters Foundation](#) coverage on the socio and legal contexts of cryptocurrency. (also featured in the [WEF](#) and the [Express](#))
- 2021 Podcast and video interview with Cryptocurrencyteens (<https://lnkd.in/dm9vnxi9>; [https://lnkd.in/dcaga\\_VT](https://lnkd.in/dcaga_VT)). Invited by Abigail Li, Founder and CEO of Cryptocurrencyteens.
- 2020 Media coverage: “Leading Change: Transformation takes place across multiple levels and dimensions of an organization.” In BizEd <https://bized.aacsb.edu/articles/2020/january/leading-change>
- 2020 IB Knowledge: [Blockchain technology has the potential to improve the international response to COVID-19 and future healthcare crises](#)
- 2019 Faculti interview: <https://faculti.net/tag/ying-ying-hsieh/>
- 2019 BizEd <https://bized.aacsb.edu/articles/2020/january/leading-change>
- 2018 IB Knowledge: [Could Blockchain Replace Your Manager?](#)  
Imperial College interview: [Ten Questions About Blockchain](#)

## OTHER PROFESSIONAL ACTIVITIES

### Consortia and Short Courses

- 2021 International Teachers Programme, London Business School. UK (Module 2)
- 2020 International Teachers Programme, London Business School. UK (Module 1)
- 2019 Teaching with Cases, Harvard Business School, USA.
- 2019 Junior Faculty Consortium, Academy of Management TIM Division.
- 2019 Wharton Global Faculty Development Program. The Wharton School of the University of Pennsylvania, USA.
- 2018-2020 Imperial Educational Development Unit (EDU) workshops
- 2017 Business Policy and Strategy (BPS) Dissertation Consortium | Academy of Management, Atlanta, USA.  
Frontiers of Entrepreneurial Strategy | The Wharton School, University of Philadelphia, USA.
- 2016 Content Analysis, Consortium for the Advancement of Research Methods and Analysis (CARMA) | Detroit, USA.  
Advanced Qualitative Research Methods, CARMA | Detroit, USA.
- 2014 Multilevel Analysis, CARMA | Detroit, USA.  
Advanced Multilevel Analysis, CARMA | Detroit, USA.

## PROFESSIONAL AFFILIATIONS

Academy of Management (AOM) | Strategic Management Society (SMS) | Organization Design Community (ODC) | European Group of Organizational Studies (EGOS2017-2020) | Imperial College Centre for Cryptocurrency Research and Engineering | Scotiabank Digital Banking Lab at Ivey Business School | The Toronto Blockchain Revolution Meetup (2017) at MaRS.

## PROFESSIONAL SERVICE

- 2024 Co-organizer of the second DiO (with Vivianna He, Mike Lee, and Melissa Schilling) (forthcoming in June 2024)



2023	<p>Host and Co-organizer of the first Decentralization in Organizations (DiO) Conference (with Phanish Puranam, Mike Lee, and PK Toh).</p> <p>Co-leader of the Smart Society theme of the M&amp;E Conversations conference (with Erkkö Autio)</p> <p>One of the core first-generation founder-members of Mirro DAO (invited by Phanish Puranam, Vivianna He, and Aakanksha Mishra).</p>
2022	A founding member of the <a href="#">UK FinTech Academic Network</a> (UKFAN)
2022	<p>Session Chair, Social Impact Day—Rebuilding Trust: Impacting the Future. Ghandi Centre for Inclusive Innovation.</p> <p>Session Chair, DeFi and the Metaverse: What does a decentralized future look like?, ICBS Centre for Financial Technology Conference</p> <p>Reviewer for Journal of Organization Design   AOM conference   SMS conference</p>
2021	<p>Reviewer for MIT Press book “Blockchain Unbound”.</p> <p>Reviewer for Strategic Entrepreneurship Journal   Journal of Management Inquiry   Research Policy</p> <p>Reviewer for AoM and SMS conferences</p>
2020	<p>Reviewer for Strategic Management Journal   Strategic Entrepreneurship Journal   Journal of Management Studies   Journal of Business Venturing</p> <p>Reviewer for conferences   International Conference for Information Systems (ICIS) Conference; Academy of Management 2021; Strategic Management Society 2021.</p> <p>Session chair   Academy of Management and Strategic Management Society conferences.</p> <p>Program Committee   The Third Annual Toronto FinTech Conference</p>
2019	<p>Co-chair   Imperial College Business School annual conference, <a href="#">Digital Transformation: Reimagining Business for the Digital Age</a>.</p> <p>PhD interviewing committee, Innovation and Entrepreneurship Department, Imperial College Business School</p> <p>Hiring committee   TRA of Strategy and Organizational Behavior</p> <p>Program Committee   The Second Annual Toronto FinTech Conference</p>
2018	Reviewer   Journal of World Business; Mitacs Accelerate research proposals; M@n@gement Journal; Strategic Management Society Conference 2018 (Corporate Strategy Track); Academy of Management Conference 2018 (STR & OMT divisions);
2016	Coordinator   Ivey Strategy and Organization Research (iSTOR) Workshop



2015	Coordinator   Ivey PhD Association Lunch & Learn Sessions
2012-2014	Reviewer for AOM   AIB Conferences

## TEACHING

2018-	Innovation Management   Management, Strategy and Innovation in FinTech   Innovation and Strategy in FinTech (both are new FinTech courses I developed)
2016-2017	Teaching Assistant   Ivey HBA Course: The Dark Side of Capitalism: Pirates, Mavericks, and Industry Disruption
2016	Teaching Assistant   Ivey MSc Course: Internationalization
1996-1997	Teaching Assistant   National Tsing-Hua University, Taiwan

## The Bitcoin Crash Course

Worked on the development of the [Bitcoin Crash Course](http://www.cryptocapitalism.center/) for the CryptoCapitalismCenter (<http://www.cryptocapitalism.center/>), which has been viewed over 100,000 times.

## INDUSTRY PRESENTATIONS/ ENGAGEMENTS

2021-22	London Blockchain Labs   Imperial Blockchain Group
2020-	Mentor to <a href="#">Algorand Europe Accelerator</a> startups (through Eterna Capital)
2020	UBS Imperial College Virtual Autumn Series: FinTech. 29 September 2020. SSE Webinar on blockchain. 16 December 2020.

## INDUSTRY EXPERIENCE

2003 – 2006	Product Manager   BenQ UK Ltd., Hemel Hempstead, UK
2002 – 2003	Channel Sales Executive   Mitac, Telford, UK
2000 – 2002	Applications Engineer   KLA-Tencor Corporation (US headquartered), Taiwan

## MISCELLANEOUS

<b>Methods</b>	Fuzzy-set Qualitative Comparative Analysis (fsQCA)   Econometric modeling with time series data   Mixed method   Content analysis   Survey
<b>Software</b>	Fuzzy-set Qualitative Comparative Analysis (fsQCA)   R   Python   SPSS   PLS   AMOS   Stata   Principal Component Analysis (PCA)
<b>Empirics</b>	Bitcoin   Blockchain-based organizing   Cryptocurrencies   Decentralized autonomous organizations (DAO)   Financial technology (FinTech) innovation
<b>Languages</b>	English   Mandarin (native)   Taiwanese (native)   Spanish (intermediate level, certified by Diplomas de Español como Lengua Extranjera [DELE])