

Tom Grad

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CONTACT INFORMATION	Ringertoften 4, 1.th 2400 Copenhagen NV Denmark	<i>E-mail:</i> tg.si@cbs.dk <i>www:</i> www.tomgrad.com <i>Phone:</i> +45 31660011
RESEARCH INTERESTS	Digital innovation strategy, platforms, competition, incentives, crowds & communities, artificial intelligence, computational social science	
APPOINTMENTS	Associate Professor (tenured) Copenhagen Business School, Department of Strategy and Innovation	July 2025 - today
	Tenure Track Assistant Professor Copenhagen Business School, Department of Strategy and Innovation	October 2019 - June 2025
EDUCATION	Ph.D.: Vienna University of Economics and Business (WU Vienna) Entrepreneurship & Innovation	2014 - 2019
	Network Science Institute, Northeastern University Visiting PhD Researcher	May - July 2017 & July - August 2019
	M.Sc.: University of Hamburg Business Administration Exchanges:	2011 - 2014
	University of California at Berkeley Lappeenranta University of Technology	June - August 2014 August 2012 - December 2012
	B.Sc.: University of Münster, Business Administration	2008 - 2011
PUBLICATIONS	[1] Grad, Tom, Christoph Riedl, Gavin Kilduff (2025): “<i>When rivalry backfires: How individual skill and risk of status loss moderate the effects of rivalry on performance</i>” Management Science, 72(3):2477-2496. Available at: https://doi.org/10.1287/mnsc.2023.00344 [2] Riedl, Christoph, Grad, Tom, and Lettl, Christopher (2024): “<i>Competition and Collaboration in Crowdsourcing Communities: What Happens When Peers Evaluate Each Other?</i>” Organization Science, 35(6), pp. 1957–1976. Available at: https://doi.org/10.1287/orsc.2021.15163 [3] Sen, Ananya, Grad, Tom, Ferreira, Pedro, and Claussen, Jörg (2023): “<i>(How) Does User Generated Content affect Content Produced by Professionals? Evidence from Local News</i>” Management Science, 70(9), pp. 6045–6068. Available at: https://doi.org/10.1287/mnsc.2023.4962	
CONTRIBUTIONS TO CROWDSOURCED RESEARCH PROJECTS	[1] Fišar, M., Greiner, B., Huber, C., Katok, E., Ozkes, A., and the Management Science Reproducibility Collaboration (2023). <i>Reproducibility in Management Science</i>. Management Science, 70(3), pp. 1343–1356. Available at: https://doi.org/10.1287/mnsc.2023.03556	
WORKING PAPER	[1] “Governance of Firm-Hosted Online Communities: A Natural Experiment with Performance Contingent Symbolic Awards” • together with Alexander Staub and Christopher Lettl • Status: Revising for submission to <i>Organization Science</i> • Proceedings Publication: Staub, Alexander, Grad, Tom, and Lettl, Christopher (2022) “Heavy Medal - The Consequences of Introducing Symbolic Awards on Contribution Behavior in Online Communities”. ICIS 2022 Proceedings. 18. Available here: https://aisel.aisnet.org/icis2022/user_behavior/user_behavior/18/	

- [2] “The Hidden Costs of the Sharing Economy: Tax Dishonesty by Airbnb Hosts”
 - together with Johannes Ross, Vera Rocha, and Jörg Claussen
 - Status: Preparing for submission to *Strategic Management Journal*
- [3] “The Love Effect in Platform Markets: How Platforms Orchestrate Users Through Attention Brokering”
 - together with Carmelo Cennamo, Michael Wessel, and Ioanna Constantiou
 - Status: Preparing for submission to *Strategic Management Journal*
- [4] “Diffusion of Free Innovation and Knowledge in Social Movements: A Study of Veganism”
 - together with Lars Bo Jeppesen and Sandro Kaulartz
 - Status: Preparing for submission to *Research Policy*

Early stage projects:

- [1] Multiplex Competition and Firm AI adoption (data collection)
- [2] Multiplex Rivalry and Performance in Competitions (data analyses)
- [3] Economic Conditions and Performance in Contests (data analyses)
- [4] Heterogeneous effects of competition on analyst forecasting performance (data analyses)

GRANTS

Co-PI: ROCKWOOL Foundation € ~380,000 (= DKK 2.8 million) together with Vera Rocha and Jörg Claussen, awarded for the project: “Tax (dis-)honesty in the digital economy”

Co-PI: OeNB Anniversary Fund Project € 110,000 (= DKK 820,000) together with Christopher Lettl and Christian Garaus, awarded for the project: “Contingency factors for the use of crowd evaluations”

WU Research Project Grant € 3,400 awarded for the dissertation project “Exploring Crowdevaluations”

High Potential Contact Week € 3,000 awarded for research visit to Boston (NBER Summer Institute & Northeastern University)

Doctoral Student Travel Grant € 2,000 awarded for research visit at Northeastern University

AWARDS

2020 Stephan Koren Dissertation Award awarded for the dissertation project “Investigating Self-Selection in the Crowd Evaluation of New Product Ideas”

PROFESSIONAL SERVICES

Reviewing	Strategic Management Journal, Organization Science, Management Science, Management Information Systems Quarterly, California Management Review, Research Policy, TIM Best Dissertation Award, TIM Best Paper Award, AoM Annual Meeting, SMS Annual Meeting
Other	Track organizer & chair OUI 2025, Track co-chair OUI 2021, Session chair OUI 2022

INVITED TALKS

- Workshop & Lecture Series on the Law & Economics of Innovation (joint ETH Zurich, University of Zurich and University of St. Gallen)
- Ludwig Maximilian University of Munich
- Max Planck Institute for Innovation and Competition
- Jönköping International Business School
- DRUID 2024 PDW: Rethinking People in Innovation, Entrepreneurship, and Strategy Research

TEACHING
EXPERIENCE AS
COURSE
INSTRUCTOR

Copenhagen Business School (instructor ratings from 1 to 5, 5 = best):

Winter 2025	<i>Master:</i>	Project Management and Product Development (4.4)
	<i>Master:</i>	Innovation and Knowledge (4.5)
Summer 2025	<i>MBA:</i>	Platform Strategy & Data-driven Entrepreneurship (4.3)
	<i>Master:</i>	New Product Development & Project Management (4.6)
	<i>Bachelor:</i>	Strategic Management (4.3)
Winter 2024	<i>Master:</i>	Project Management and Product Development (4.1)
	<i>Master:</i>	Innovation and Knowledge (4.3)
	<i>Master:</i>	Digital Markets and Strategy (4.0)
Summer 2024	<i>MBA:</i>	Platform Strategy & Data-driven Entrepreneurship (4.8)
	<i>Master:</i>	New Product Development & Project Management
	<i>Bachelor:</i>	Strategic Management (4.4)
Winter 2023	<i>Master:</i>	Project Management and Product Development (4.3)
	<i>Master:</i>	Innovation and Knowledge (4.4)
Summer 2023	<i>MBA:</i>	Platform Strategy & Data-driven Entrepreneurship (4.6)
	<i>Master:</i>	New Product Development & Project Management (4.3)
	<i>Bachelor:</i>	Strategic Management (4.5)
Winter 2022	<i>Master:</i>	Project Management and Product Development (4.5)
	<i>Master:</i>	Innovation and Strategy in the Digital Economy (4.1)
	<i>Master:</i>	Innovation and Knowledge (4.6)
Summer 2022	<i>MBA:</i>	Platform Strategy & Data-driven Entrepreneurship
	<i>Master:</i>	New Product Development & Project Management (4.3)
	<i>Bachelor:</i>	Strategic Management (4.6)
Winter 2021	<i>Master:</i>	Project Management and Product Development (4.4)
	<i>Master:</i>	Innovation and Strategy in the Digital Economy (4.3)
Summer 2021	<i>Bachelor:</i>	Strategic Management (4.1)
Winter 2020	<i>Master:</i>	Project Management and Product Development (4.3)
	<i>Master:</i>	Innovation and Strategy in the Digital Economy (4.1)
Summer 2020	<i>Bachelor:</i>	Strategic Management (3.6)

WU Vienna (instructor ratings from 1 to 6, 1 = best):

Summer 2019	<i>Bachelor:</i>	Design Thinking (1.02), Challenges of Open Innovation (1.04)
Winter 2018	<i>Bachelor:</i>	Build your own Startup (1.49), Challenges of Open Innovation (1.04)
Summer 2018	<i>Master:</i>	Advanced Innovation Management (1.07)
	<i>Bachelor:</i>	Design Thinking (1.02)
Winter 2017	<i>Master:</i>	Advanced Innovation Management (1.38)
	<i>Bachelor:</i>	Design Thinking (1.12)
Summer 2017	<i>Bachelor:</i>	Design Thinking (1.21)
Winter 2016	<i>Master:</i>	Personal Skills (1.21)
	<i>Bachelor:</i>	Design Thinking (1.04), Business Planning 1 (1.13), Business Planning 2 (1.03)
Summer 2016	<i>Master:</i>	Advanced Innovation Management (1.70)
	<i>Bachelor:</i>	Design Thinking (1.57)
Winter 2015	<i>Bachelor:</i>	Business Planning 1 (1.53), Business Planning 2 (1.45)
Summer 2015	<i>Bachelor:</i>	Business Model Innovation (1.94), Design Thinking (1.12)
Winter 2014	<i>Bachelor:</i>	Business Model Innovation (2.67)