

YANBO SONG

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EDUCATION

INSEAD, France	2026 Jun (Exp.)
Doctorate in Management (Organisational Behaviour)	
INSEAD, France	2019–2021
Master in Management (Organisational Behaviour)	
University of Illinois at Urbana-Champaign, USA	2011–2012
Master in Human Resources and Industrial Relations	
Shandong University of Finance and Economics, China	2006–2010
Bachelor of Management	

RESEARCH INTERESTS

Topics: Creativity; Proactivity; Leadership; Entrepreneurship; Innovation

Dissertation: Idea co-creation and recognition: Evidence from the cultural industry

Committee: Spencer H. Harrison, Ella Miron-spektor, Sujin Jang, Jennifer Mueller

PUBLICATIONS

1. Harrison, S. H., Reilly, P., **Song, Y.**, and Kim, K.. Point Break? The Efficacy of Creative Differences as a Protective Label for Future Work. *In-print* in Academy of Management Journal.

Business Cases

2. Zhu, X., **Song, Y.**, & Ni, Y. (2018). 3DMed: An R&D Platform for Personalised Precision Anti-cancer Drugs. In *China's Technology Innovators*, (pp. 1–30). Singapore: Springer.

3. Zhu, X., Li, Y, Ren, Y., & **Song, Y.** (2018). Micro Platform, Major Innovation – WeChat-Based Ecosystem of Innovation. In *China's Technology Innovators*, (pp. 33–52). Singapore: Springer.

WORKS UNDER REVIEW

4. **Song, Y.** and Jiang, W. Y.. Inter-team competition and job crafting: Moderation of leadership orientation. [Title redacted for peer review]. *Conditionally Accepted* in a special issue of Journal of Business and Psychology.

WORKS IN PROGRESS

5. **Song, Y.**, Milovac, M., and Sanchez-Burks, J.. Divergence and distribution of positive effect among co-founders and early venture assessments. [Title redacted for peer review]. *Ready for Submission* to Strategic Management Journal.

6. **Song, Y.** Co-creative Incompleteness: Engage Early Users Through Idea Pitching. *In preparation for Submission (Job Market Paper)*.

7. **Song, Y.**, Harrison, S. H., and Kim, K. Do creative assessments change over time? Comparing Oscars, Razzies, and cult movies' audience evaluations. *Data Analyses*.

8. **Song, Y.**, Miron-Spektor, E., Lazer, M., and Stern, I. Do functionally diverse groups predict better? The mediation of cognitive evaluation and emotional attachment. *Data Analyses*.
9. **Song, Y.**, Liu, K.. Evaluators' Creativity Augmentation: A Field Study of Human-AI Co-evaluation in Patent Examination. *Data Collection*.
10. **Song, Y.**, Tang, M.. Do Novelty Creation and Recognition in Fashion Co-Branding. *Data Collection*.

SELECTED PRESENTATIONS

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|---|-----------------|
| 13th Creativity Collaboratorium , London | <i>Sep 2025</i> |
| Presenter: <i>Engaging Early Users in Co-creation Pitching</i> | |
| Poster Presenter: <i>Collaboration dynamics in fashion co-branding</i> | |
| 85th AOM Annual Meeting , Copenhagen | <i>Jul 2025</i> |
| Symposium Presenter: <i>Collaboration dynamics in fashion co-branding</i> | |
| Symposium Presenter: <i>A field study of human-AI co-evaluation in patent examination</i> | |
| 41th EGOS Colloquium , Athens | <i>Jul 2025</i> |
| Presenter: <i>Navigating novelty creation and recognition in co-branding design collaboration</i> | |
| Trans-Atlantic Doctoral Conference , London | <i>Jun 2025</i> |
| Presenter: <i>Early-access video game developers' feedback solicitation and vision communication</i> | |
| AI Plus Management Doctoral Consortium , London | <i>May 2025</i> |
| Presenter: <i>Human-AI co-evaluation in patent examination</i> | |
| INFORMS Organization Science Winter Conference , Los Angeles | <i>Feb 2025</i> |
| Poster Presenter: <i>Creative Assessments Change Over Time</i> | |
| Mallen Conference in Filmed Entertainment , Cambridge | <i>Sep 2024</i> |
| Presenter: <i>Dialing Emotions in Early-Access Pitching</i> | |
| 12th Creativity Collaboratorium , London | <i>Sep 2024</i> |
| Presenter: <i>Dialing Emotions in Early-Access Pitching</i> | |
| 84th AOM Annual Meeting , Chicago | <i>Aug 2024</i> |
| Symposium presenter: <i>Dialing Emotions in Early-Access Pitching</i> | |
| Paper session presenter: <i>Job Crafting in Competitive Contexts</i> | |
| 40th EGOS Colloquium , Milan | <i>Jul 2024</i> |
| Presenter: <i>Creative Assessments Change Over Time</i> | |
| 20th Workshop on Research Advances in OB-HRM , Paris | <i>May 2024</i> |
| Presenter: <i>Job Crafting in Competitive Contexts</i> | |
| INFORMS Organization Science Winter Conference , Zurich | <i>Feb 2024</i> |
| Poster Presenter: <i>Job Crafting in Competitive Contexts</i> | |
| DRUID Academy , Odense | <i>Jan 2024</i> |
| Presenter: <i>Dialing Emotions in Early-Access Pitching</i> | |
| 11th Creativity Collaboratorium , London | <i>Sep 2023</i> |
| Presenter: <i>Permanent versus transitory creative assessments? Comparing cult and award-winning films</i> | |
| 83rd AOM Annual Meeting , Boston | <i>Aug 2023</i> |
| Paper session moderator and presenter: <i>Entrepreneurial Incubation and Acceleration 2</i> | |
| Trans-Atlantic Doctoral Conference , London | <i>May 2023</i> |
| Presenter: <i>Creative leaders in collaborative breakdowns: Creative differences and creative vitrification</i> | |

East Coast Doctoral Conference , New York	<i>Apr 2023</i>
Presenter: <i>Creative differences and creative vitrification: Evidence from Hollywood</i>	
11th Wharton-INSEAD PhD Consortium , Philadelphia	<i>Oct 2022</i>
Presenter: <i>Forecasting venture funding through founders' positive affect heterogeneity</i>	
10th Creativity Collaboratorium , London	<i>Sep 2022</i>
Presenter: <i>Serious John and smiling Sherlock? Forecasting venture potential through founding team's heterogeneity in positive emotion</i>	
82nd AOM Annual Meeting , Seattle	<i>Aug 2022</i>
Symposium organizer and presenter: <i>Toward a Broader Understanding of Job Crafting and Proactive Career Behaviors</i>	
10th Wharton-INSEAD PhD Consortium , Fontainebleau	<i>Apr 2022</i>
Presenter: <i>Inter-team competition and job crafting</i>	
9th Wharton-INSEAD PhD Consortium , Philadelphia (Virtual)	<i>Nov 2020</i>
Presenter: <i>How creative differences shape creative careers</i>	
80th AOM Annual Meeting , Vancouver (Virtual)	<i>Aug 2020</i>
Symposium organizer and presenter: <i>Underlying Tensions in Creativity: Social and Temporal Factors</i>	

TEACHING EXPERIENCE

Negotiations , INSEAD	
MBA: Teaching assistant for Prof. Li Huang	<i>Sep-Oct 2025; Jan-Feb 2024/ 2023</i>
New Business Ventures , INSEAD	
MBA/ MiM: Teaching assistant for Prof. Melanie Milovac	<i>May-Jun 2025-2021; Jan-Feb 2025/2022</i>
Organisational Behavior I , INSEAD	
MBA: Teaching assistant for Prof. Ella Miron-Spektor	<i>Oct-Dec 2020</i>
Machine Learning and Causal Reference , INSEAD	
Ph.D. Camp: Session lecturer	<i>Jul-Aug 2020</i>
Capstone , INSEAD	
MBA: Teaching assistant for Prof. Xiaowei Rose Luo	<i>Nov 2019</i>

PROFESSIONAL ACTIVITIES

Ad-hoc Reviewing
 Academy of Management Annual Meeting: OB, EFE, and MOC divisions
 Wharton-INSEAD Doctoral Consortium: Management division
 Trans-Atlantic Doctoral Conference: OB area

Professional Affiliations
 Academy of Management, European Academy of Management, European Group for Organizational Studies, International Association for Chinese Management Research

INDUSTRIAL EXPERIENCE

China Europe International Business School , Shanghai China	<i>Aug 2012–Aug 2018</i>
Director of Online Training Course Development, <i>CEIBS Digital</i>	
Instructional Designer, <i>CEIBS Digital</i>	
Part-time Case Writer, <i>Case Development Center</i>	

SELECT HONORS AND AWARDS

OB Division Best Reviewer Award, <i>Academy of Management</i>	2024
Doctoral Fellowship, <i>INSEAD</i>	2019–2024
Best Employee of the Year, <i>CEIBS Digital</i>	2014
Excellent Bachelor Thesis of Shandong Province, <i>Shandong Academic Degree Committee</i>	2011
3rd Prize in the 30th Global Management Challenge Competition (China Area), <i>GMC</i>	2009

TECHNICAL SKILLS

Modeling and Analysis	R, Python, Julia
Software and Tools	Latex, Tableau, Articulate Storyline

PERSONAL PROFILE

Language	Mandarin Chinese native; English professional; French elementary
Hobbies	Photography; Fashion illustration; Hiking
Online Profile	Personal Website ; Google Scholar ; ResearchGate ; LinkedIn

REFERENCES

Spencer H. Harrison Professor of Organizational Behaviour INSEAD, France spencer.harrison@insead.edu	Ella Miron-Spektor Professor of Organizational Behaviour INSEAD, France ella.miron-spektor@insead.edu
Winnie Jiang Assistant Professor of Organizational Behaviour INSEAD, Singapore winnie.jiang@insead.edu	Li Huang Associate Professor of Organisational Behaviour INSEAD, France li.huang@insead.edu