

# YANBO SONG

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## EDUCATION

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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

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**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

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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

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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

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

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

## TEACHING EXPERIENCE

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

## PROFESSIONAL ACTIVITIES

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**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

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<b>China Europe International Business School</b> , 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

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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	<a href="#">Personal Website</a> ; <a href="#">Google Scholar</a> ; <a href="#">ResearchGate</a> ; <a href="#">LinkedIn</a>

### REFERENCES

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