

YANBO SONG

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EDUCATION

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

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

- Harrison, S. H., Reilly, P., **Song, Y.** (2026), and Kim, K.. Point break? The efficacy of creative differences as a protective label for future work. *Academy of Management Journal*. <https://doi.org/10.5465/amj.2023.0759>
- Song, Y.** and Jiang, W. Y.. (2026) Job crafting in competitive contexts: The influence of inter-team competition and leadership orientation. *Journal of Business and Psychology*. <https://doi.org/10.1007/s10869-026-10117-z>
- 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.
- 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 IN PROGRESS

- Song, Y.** and Harrison, S. H.. Co-creation incompleteness: Engage early users through idea pitching. *In preparation for submission*.
- Song, Y.**, Milovac, M., and Sanchez-Burks, J.. Divergence and distribution of positive affect among co-founders and early venture assessments. *In preparation for submission*.
- Song, Y.**, Harrison, S. H., and Kim, K. Temporal theory of evaluative sensemaking: Co-created legitimacy in cultural markets *Data Analyses*.
- Song, Y.** and Liu, K.. Bridging algorithmic silos: A field study of large language models and knowledge exchange in patent offices. *Data Analyses*.
- 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*.

10. Song, Y., Tang, M.. Novelty creation and recognition in fashion co-branding. *Data Collection*.

SELECTED PRESENTATIONS

- 4th GIIP Global Innovation and Intellectual Property Conference**, Beijing *May 2026*
Poster presenter: *Bridging algorithmic silos*
- 8th AMRC Asian Management Research Consortium**, Singapore *Apr 2026*
Presenter: *Engaging early users in co-creation pitching*
- OSWC Organization Science Winter Conference**, Paris *Feb 2026*
Poster presenter: *AI and knowledge sharing in patent office*
- 13th Creativity Collaboratorium**, London *Sep 2025*
Presenter: *Engaging early users in co-creation pitching*
Poster presenter: *Collaboration dynamics in fashion co-branding*
- 85th AOM Academy of Management Annual Meeting**, Copenhagen *Jul 2025*
Presenter: *Collaboration dynamics in fashion co-branding*
Presenter: *A field study of human-AI co-evaluation in patent examination*
- 41th EGOS European Group for Organizational Studies Colloquium**, Athens *Jul 2025*
Presenter: *Navigating novelty creation and recognition in co-branding design collaboration*
- TADC Trans-Atlantic Doctoral Conference**, London *Jun 2025*
Presenter: *Early-access video game developers' feedback sollicitation and vision communication*
- AI Plus Management Doctoral Consortium**, London *May 2025*
Presenter: *Human-AI co-evaluation in patent examination*
- OSWC Organization Science Winter Conference**, Los Angeles *Feb 2025*
Poster presenter: *Creative assessments change over time*
- Mallen Conference in Filmed Entertainment**, Cambridge *Sep 2024*
Presenter: *Dialing emotions in early-access pitching*
- 12th Creativity Collaboratorium**, London *Sep 2024*
Presenter: *Dialing emotions in early-access pitching*
- 84th AOM Academy of Management Annual Meeting**, Chicago *Aug 2024*
Presenter: *Dialing emotions in early-access pitching*
Presenter: *Job crafting in competitive contexts*
- 40th EGOS European Group for Organizational Studies Colloquium**, Milan *Jul 2024*
Presenter: *Creative assessments change over time*
- 20th Workshop on Research Advances in OB-HRM**, Paris *May 2024*
Presenter: *Job crafting in competitive contexts*
- OSWC Organization Science Winter Conference**, Zurich *Feb 2024*
Poster presenter: *Job crafting in competitive contexts*
- DRUID Academy**, Odense *Jan 2024*
Presenter: *Dialing emotions in early-access pitching*
- 11th Creativity Collaboratorium**, London *Sep 2023*
Presenter: *Permanent versus transitory creative assessments*
- 83rd AOM Academy of Management Annual Meeting**, Boston *Aug 2023*
Paper session moderator: *Entrepreneurial incubation and acceleration 2*
Presenter: *Dialing emotions in early-access pitching*

TADC Trans-Atlantic Doctoral Conference , London Presenter: <i>Creative leaders in collaborative breakdowns</i>	May 2023
ECDC East Coast Doctoral Conference , New York Presenter: <i>Creative differences and creative vitrification: Evidence from Hollywood</i>	Apr 2023
11th Wharton-INSEAD PhD Consortium , Philadelphia Presenter: <i>Forecasting venture funding through founders' positive affect heterogeneity</i>	Oct 2022
10th Creativity Collaboratorium , London Presenter: <i>Forecasting venture potential through founding team's heterogeneity in positive emotion</i>	Sep 2022
82nd AOM Academy of Management Annual Meeting , Seattle Symposium organizer: <i>Toward a broader understanding of job crafting and proactive career behaviors</i> Presenter: <i>Job crafting in competitive contexts</i>	Aug 2022
10th Wharton-INSEAD PhD Consortium , Fontainebleau Presenter: <i>Inter-team competition and job crafting</i>	Apr 2022
9th Wharton-INSEAD PhD Consortium , Philadelphia (Virtual) Presenter: <i>How creative differences shape creative careers</i>	Nov 2020
80th AOM Academy of Management Annual Meeting , Vancouver (Virtual) Symposium organizer: <i>Underlying tensions in creativity: Social and temporal factors</i> Presenter: <i>How creative differences shape creative careers</i>	Aug 2020

TEACHING EXPERIENCE

Organisational Behavior I , INSEAD MBA: <i>Teaching assistant for Prof. Winnie Y. Jiang; Prof. Marwan Sinaceur</i> MBA: <i>Teaching assistant for Prof. Ella Miron-Spektor</i>	2026 2020
Negotiations , INSEAD MBA: <i>Teaching assistant for Prof. Li Huang</i>	2023-2025
New Business Ventures , INSEAD MBA/ MiM: <i>Teaching assistant for Prof. Melanie Milovac</i>	2021-2022; 2025
Machine Learning and Causal Reference , INSEAD Ph.D. Camp: <i>Session lecturer</i>	2020
Capstone , INSEAD MBA: <i>Teaching assistant for Prof. Xiaowei Rose Luo</i>	2019

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 Director of Online Training Course Development, <i>CEIBS Digital</i>	Aug 2012–Aug 2018
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Instructional Designer, *CEIBS Digital*
Part-time Case Writer, *Case Development Center*

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

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