

YANBO SONG

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EMPLOYMENT

Hong Kong Polytechnic University (PolyU), Hong Kong SAR, China *2026 Jul - present*
Assistant Professor of Management

EDUCATION

INSEAD, France *2026*
Doctorate in Management (Organisational Behaviour)

INSEAD, France *2021*
Master in Management (Organisational Behaviour)

University of Illinois at Urbana-Champaign, USA *2012*
Master in Human Resources and Industrial Relations

Shandong University of Finance and Economics, China *2010*
Bachelor of Management

RESEARCH INTERESTS

Topics: Creativity; Proactivity; Leadership; Entrepreneurship; Innovation

Industries: Creative Industries (e.g., Media and Entertainment, Design and Fashion, Technology and Digital); Healthcare; Robotics

PUBLICATIONS

1. 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>
2. **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>
3. 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.
4. 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

5. **Song, Y.** and Harrison, S. H.. Co-creation incompleteness: Engage early users through idea pitching. *In preparation for submission*.
6. **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*.
7. **Song, Y.**, Harrison, S. H., and Kim, K. Temporal theory of evaluative sensemaking: Co-created legitimacy in cultural markets *Data Analyses*.

8. **Song, Y.** and Liu, K.. Bridging algorithmic silos: A field study of large language Models and knowledge exchange in patent offices. *Data Analyses*.
9. **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

42th EGOS European Group for Organizational Studies Colloquium , Bergamo	<i>Jul 2026</i>
Presenter: <i>Trust in LLMs and Knowledge Exchange in Patent Office</i>	
4th GIIP Global Innovation and Intellectual Property Conference , Beijing	<i>May 2026</i>
Poster presenter: <i>Bridging algorithmic silos</i>	
8th AMRC Asian Management Research Consortium , Singapore	<i>Apr 2026</i>
Presenter: <i>Engaging early users in co-creation pitching</i>	
OSWC Organization Science Winter Conference , Paris	<i>Feb 2026</i>
Poster presenter: <i>AI and knowledge sharing in patent office</i>	
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 Academy of Management Annual Meeting , Copenhagen	<i>Jul 2025</i>
Presenter: <i>Collaboration dynamics in fashion co-branding</i>	
Presenter: <i>A field study of human-AI co-evaluation in patent examination</i>	
41th EGOS European Group for Organizational Studies Colloquium , Athens	<i>Jul 2025</i>
Presenter: <i>Navigating novelty creation and recognition in co-branding design collaboration</i>	
TADC 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>	
OSWC 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 Academy of Management Annual Meeting , Chicago	<i>Aug 2024</i>
Presenter: <i>Dialing emotions in early-access pitching</i>	
Presenter: <i>Job crafting in competitive contexts</i>	
40th EGOS European Group for Organizational Studies 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>	
OSWC 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</i>	
83rd AOM Academy of Management Annual Meeting , Boston	<i>Aug 2023</i>
Paper session moderator: <i>Entrepreneurial incubation and acceleration 2</i>	
Presenter: <i>Dialing emotions in early-access pitching</i>	
TADC Trans-Atlantic Doctoral Conference , London	<i>May 2023</i>
Presenter: <i>Creative leaders in collaborative breakdowns</i>	
ECDC 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>Forecasting venture potential through founding team's heterogeneity in positive emotion</i>	
82nd AOM Academy of Management Annual Meeting , Seattle	<i>Aug 2022</i>
Symposium organizer: <i>Toward a broader understanding of job crafting and proactive career behaviors</i>	
Presenter: <i>Job crafting in competitive contexts</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 Academy of Management Annual Meeting , Vancouver (Virtual)	<i>Aug 2020</i>
Symposium organizer: <i>Underlying tensions in creativity: Social and temporal factors</i>	
Presenter: <i>How creative differences shape creative careers</i>	

TEACHING EXPERIENCE

Organisational Behavior I , INSEAD	
MBA: Teaching assistant for Prof. Winnie Y. Jiang; Prof. Marwan Sinaceur	<i>2026</i>
MBA: Teaching assistant for Prof. Ella Miron-Spektor	<i>2020</i>
Negotiations , INSEAD	
MBA: Teaching assistant for Prof. Li Huang	<i>2023-2025</i>
New Business Ventures , INSEAD	
MBA/ MiM: Teaching assistant for Prof. Melanie Milovac	<i>2021-2022; 2025</i>
Machine Learning and Causal Reference , INSEAD	
Ph.D. Camp: Session lecturer	<i>2020</i>
Capstone , INSEAD	
MBA: Teaching assistant for Prof. Xiaowei Rose Luo	<i>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>	<i>2024</i>
Doctoral Fellowship, <i>INSEAD</i>	<i>2019–2024</i>
Best Employee of the Year, <i>CEIBS Digital</i>	<i>2014</i>
Excellent Bachelor Thesis of Shandong Province, <i>Shandong Academic Degree Committee</i>	<i>2011</i>

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; Swimming
Online Profile	Personal Website ; Google Scholar ; ResearchGate ; LinkedIn