

Yi Dragon Jiang

Professional address

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RESEARCH INTERESTS:

I am passionate in exploring how people make decisions under uncertainty. I work with high tech entrepreneurs, refugee entrepreneurs, and immigrant entrepreneurs to better understand their decision-making processes when unexpected events occur. Through these insights, I aim to enhance the overall quality of decision making in extreme contexts. I actively apply theories such as Effectuation, Causation, and Disinhibited behavior. My core research skills are theory building and process data analysis. In terms of theory building, I have developed solid skills in clarifying constructs, blending theories, challenging dominant assumptions, counteracting, and process theorizing. Methodologically, I am specialized in process data analysis. I am an expert in applying not only traditional qualitative process data analytical skills (e.g. quantification, temporal bracket, visual mapping, synthetic, etc.), but also more quantitative artificial intelligence based skills such as reinforcement learning (i.e. Markov Decision Process, Partially Observable Markov Decision Process, etc.) to make sense of decision-making sequences over time.

Google scholar link: <https://scholar.google.fr/citations?user=nKdOPvMAAAAJ&hl=en>

EDUCATION:

Université Paris Pathéon Sorbonne – IAE Paris Sorbonne Business School (Paris, France), 2023-2024

HDR (Habilitation à Diriger des Recherches)

Thesis title : “Human Behavior and its Variations under Uncertainty”

Grenoble Ecole de Management (Grenoble, France), 2011–2016

Ph.D. in Business Administration

Thesis title: “New Venture Creation: Antecedents, Mechanisms, and Outcomes of Entrepreneurial Behavioral Logics”

Université Grenoble 2 - Pierre Mendès France (Grenoble, France), 2006-2010

Masters Degree in International Economics and Globalization

Grenoble Ecole de Management (Grenoble, France), 2004-2006

Bachelor Degree, Diploma in “Bachelor in International Business”

The American University of Paris (Paris, France), 2002-2004

Bachelor studies, double major in “International Economics” and “International Business Affairs”

CURRENT POSITION:

2025 till now – Darden School of Business
University Teaching Staff

2016 till now - ESCP Business School, Paris, France
Professor of Entrepreneurship

RESEARCH:

Peer reviewed articles:

- Zhong, Hao; Yuan, Zixuan; Zhang, Denghui; **Jiang, Yi**; Zhang, Shengming; Xiong, Hui (2023) “AlphaVC: A Reinforcement Learning-based Venture Capital Investment Strategy”, *The Hawaii International Conference on System Science*.
- **Jiang, Yi**; Straub, Caroline; Klyver, Kim; Mauer, René; (2021) “Unfolding refugee entrepreneurs' opportunity-production process — Patterns and embeddedness”, *Journal of Business Venturing*, 36(5), 106-138.
- Szambelan, Sebastian; **Jiang, Yi**; Mauer, René; (2020) “Breaking Through Innovation Barriers: Linking Effectuation Orientation to Innovation Performance”, *European Management Journal*, 38(3), 425-434.
- Szambelan, Sebastian; **Jiang, Yi**; (2020) “Effectual Control Orientation and Innovation Performance: Clarifying Implications in the Corporate Context”, *Small Business Economics*, 54(3), 865-882.
- **Jiang, Yi**; Tornikoski, Erno; (2019) “Perceived Uncertainty and Behavioural logic: The Role of Temporality and Unanticipated Consequences in New Venture Creation Processes”, *Journal of Business Venturing*, 34(1), 23-40.
- **Jiang, Yi**; Rüling, Charles-Clemens; (2019) “Opening the Black Box of Effectuation Process – Characteristics and Dominant Types”, *Entrepreneurship Theory and Practice*, 43(1), 171-202.
- Schleich, Joachim; Olsthoorn, Mark; Javaudin, Laurent; **Jiang, Yi**; (2018) “Barriers to Energy Efficiency in Developing Countries' Industry Sectors- Empirical Evidence from CDM Projects”, *Journal of Energy and Development*, 42(1/2), 189-22.
- Rose, Janna; **Jiang, Yi**; Mangematin, Vincent; (2017) “Technological Innovation Mediated by Business Model Innovation: Mobile Apps and the Changing Ecosystem in Health”, *International Journal of Technology Management*, 75(1-4), 6-27.

Book chapter:

- Laveren, Eddy; Ben-Hafaiedh, Cyrine; Kurczewska, Agnieszka; **Jiang, Yi**; (2021) An Introduction to Contextual Heterogeneity in Entrepreneurship Research (pp. 1-14). Edward Elgar Publishing.

Paper under review:

- **Jiang, Yi**; Packard, Mark; Rezaei, Mostafa; “Effectual learning from casual competence: A partially observable markov decision making model to new venture emergence”, *Management Science*
- Smyth, Diarmuid; **Jiang, Yi**; “The entrepreneurial learning arc: Identity shifts and temporal sequences in learning from failure”, *European Management Journal*

- **Jiang, Yi**; Stenholm, Pekka; Chia, Robert; “The logic of hidden confluence: Explaining entrepreneurial success in non-random terms”, *Entrepreneurship Theory and Practice*
- Zhong, Hao; **Jiang, Yi**; “VC decision-making: A comparison study between causation and effectuation”, *Entrepreneurship Theory and Practice*, the special issue “Entrepreneurship Ex Machina: Transformative Artificial Intelligence for Theory and Practice”
- Zhong, Hao; **Jiang, Yi**; “Leveraging reinforcement learning for VC decision-making: A causation based design”, *Strategic Entrepreneurship Journal*

Paper ready for submission:

- **Jiang, Yi**; Stenholm, Pekka, Markus Fitza, Zhong, Hao; “How does luck happen?”, To be submitted to the special issue in *Strategic Management Journal* in November, 2025
- **Jiang, Yi**; Van Burg, Elco; “What does entrepreneurship do to refugees? – Mechanisms of identity reconstruction”, to be submitted to *Organization Studies* in December, 2025
- Lambert, Denis; **Jiang, Yi**; Clarke, Jean; “Evolution in emotion – A process study of how entrepreneurs pitch in front of venture capitalists”, submitted to *Entrepreneurship Theory and Practice* in December, 2025

Other work-in-progress paper:

- **Jiang, Yi**; Jathol, Bilal; Packard, Mark; “Immitigable uncertainty and opportunity production – An empirical study from Pakistani ventures.” To be submitted to *Journal of Business Venturing*
- Liang, Xiaoning; Gao, Tianxi; **Jiang, Yi**; Haenlein, Micheal; “Leveraging large language models as collaborators for qualitative studies”, target *Journal of Marketing*,
- Ji, Kaiwen; **Jiang, Yi**; Packard, Mark; “How am I doing? Patterns of uncertainty-coping and feedback seeking within the entrepreneurial emergence process”, target *Journal of Business Venturing*
- Lambert, Denis; **Jiang, Yi**; Wiklund, Johan; Huynh, Chang-Wa; “How do entrepreneurs display emotion in the virtual world? – A comparative study of virtual and in-person pitches”, target *MIS Quarterly*
- Lambert, Denis; Li, Yaqiu, **Jiang, Yi**; “A meta-analysis on emotion and new venture performance”, target *Entrepreneurship Theory and Practice*

Invited research talks and keynote speaker

- April 2025 – invited to give a research seminar and a Ph.D. workshop on how to publish in IE Madrid, by Daniel Lerner
- December 2024 – invited to give a research seminar and a Ph.D. workshop on how to review articles in Frankfurt School of Finance and Management, by Markus Fitza
- November 2024 – invited as one of the keynote speakers for Strategy spotlight emerging questions in AI and sustainability transition conference, ESC Rennes, by Jojo Jacob and Dirk Schneckenburg
- May 2023 – invited to give a Ph.D. workshop on process theorizing and process data analysis in the University of Exeter, by Greg Moleck and Erno Tornikoski
- November 2021 – invited to give a lecture of process data analysis in Neoma, by Moral Marval
- July 2020 - invited to present a research paper for a research seminar in CEIBS, Shanghai, China, by Qi Wang

- October 2019 - invited to present a research paper for a research seminar in EM Lyon, France by Frédéric Delmar
- July 2019 - invited to present a research paper for a research seminar in VU University of Amsterdam, Netherland, by Elco Van Burg
- June 2018 – invited as one of the keynote speakers for 9th Effectuation conference, Virginia, USA, by Stuart Read and Saras Sarasvathy
- November 2017 – invited to give a lecture of process data analysis in University of Southern Denmark, Denmark, by Kim Klyver
- February 2017 – invited to present a research paper for a research seminar in RMIT University, Melbourne, Australia, by Pia Arenius
- October 2016 – invited to present a research paper for a research seminar in University of Turku, Finland, by Pekka Stenhom
- October 2016 – invited to present a research paper for a research seminar in Hanken School of Economics, Finland, by Eero Vaara

Selected conference presentation:

- **Jiang, Yi;** Van Burg, Elco; “What does entrepreneurship do to refugees? – The empowering role of entrepreneurship in creating stability”, accepted to be presented at **RENT**, 2024
- Lambert, Denis; **Jiang, Yi**; “Evolution in emotion – A process study of how entrepreneurs pitch in front of venture capitalists”, presented at Academy of Management (**AoM**), 2024, Chicago, the United States
- Lambert, Denis; **Jiang, Yi**; “How Gestures of Emotion in Entrepreneurial Pitches Influences Investment Decision-Making”, Babson Conference (**BCERC**), 2023
- **Jiang, Yi**; Straub, Caroline; Klyver, Kim; Mauer, René; “Unfolding refugee entrepreneurs' opportunity-production process — Patterns and embeddedness”, presented at Academy of Management (**AoM**), and Babson Conference (**BCERC**), virtual, 2021.
- **Jiang, Yi**; Lyons, Daniel; Packard, Mark; “Learning from Casual Competence: A POMDP Model to New Venture Emergence”, presented at Academy of Management (**AoM**), and Babson Conference (**BCERC**), virtual, 2021.
- Stenholm, Pekka; **Jiang, Yi**; “Why Entrepreneurs Perceive Luck– A Model of Creating Luck Momentum”, presented at Academy of Management (**AoM**), Boston, the United States, August 2019.
- **Jiang, Yi**; Tornikoski, Erno; Evolution of Perceived Uncertainty and Behavioral Logics: Evidence from High-tech Ventures”, presented at Academy of Management (**AoM**), Chicago, the United States, August 2018.
- **Jiang, Yi**; Straub, Caroline; Klyver, Kim; Mauer, René; Refugee Entrepreneurship as Career “Re”construction: The Network Perspective”, presented at Babson Conference (**BCERC**), Oklahoma, the United States, June, 2017
- **Jiang, Yi**; Rüling, Charles-Clemens; “How does Effectuation Connect to Venture Performance – An Explorative Study of Six High-Tech Ventures”; presented at **The Effectuation Conference**, Bodø, Norway, June 2016
- **Jiang, Yi**; Tornikoski, Erno; An, Wenwen; “Exploring Uncertainty as Origins of Entrepreneurial Behavior, Causation, Effectuation, and Bricolage”; presented at Babson Conference (**BCERC**), Bodø, Norway, June 2016

- **Jiang, Yi;** Rüling, Charles-Clemens; “How do Different Reasoning Processes Drive Business Model Innovations in Entrepreneurial Settings”; presented at Academy of Management (AoM), Vancouver, Canada, August 2015
- **Jiang, Yi;** “Process of Shaping Business Models – Evidence from Entrepreneurs in Healthcare Sector in China”; presented at European Academy of Management Conference (EURAM), Valencia, Spain, June 2014

TEACHING:

Teaching experience:

Level	Class	Year	Times taught	Students/ class	Average evaluation
Bachelor	Academic writing	2023/ 2024	2	50	3.2/4
Master	Digital entrepreneurship and innovation	2020- now	7	80	3.3/4
Master	Strategy	2016- 2019	3	25	3.2/4
Master	Mega learning/ Business simulation	2016- now	8	50	3.3/4
MBA	Entrepreneurship and creativity	2017- 2021	4	35	3.2/4
Executive MBA	Entrepreneurship and innovation	2016- 2020	4	15	No evaluation (excursion)
Ph.D./ Executive Ph.D.	Theory building and argumentation	2018 - now	8	20	3.8/4
Ph.D.	Process data analysis	2021- now	4	14	3.7/4
Ph.D.	Introduction to entrepreneurship thoughts	2023 - now	2	7	3.7/4

Ph.D. supervision and topics:

- HALLDIN, Einar (4th year) – Resource Based View – Soft Skills and New Venture Creation Processes
- JI, Kaiwen (2nd year) – Effectuation – Collecting Feedback and Embedding Feedback
- LAMBERT, Denis (4th year) – Uncertainty – Entrepreneurial Emotion and Venture Capital Decision-Making
- SMYTH, Diarmuid (4th year) – Experiential Learning – Serial Entrepreneurship Failure and Lessons Learned
- ZHOU, Jun (2nd year) – Disinhibited behavior – Tension as conditions for disinhibited behavior

ACADEMIC SERVICE:

Thesis committee member:

- Amin, Joris – VU University of Amsterdam – Navigating new horizons: Entrepreneurship as a pathway to identity transformation and mental well-being for refugees
- Boada, Eduardo – IE Madrid – Navigating the hype: Insights from the new venture market and investor decision-making

Reviewer experience:

2024 till now – Review board member of *Entrepreneurship Theory and Practice*

Review board member of *European Management Journal*

2020 till now - Review board member of *Journal of Business Venturing*

2017 till now - **Ad hoc reviewer for selected academic journals:**

- Small Business Economics
- Journal of Business Ethics
- Journal of Business Research
- Organization Studies

Conference co-organizer:

Co-organizer of 33rd Annual RENT conference “Embracing uncertainty: entrepreneurship as a key capability for 21st century”, Berlin, Germany, 2019

Co-organizer of 10th Effectuation conference, Berlin, Germany, 2019

FULL-TIME PROFESSIONAL EXPERIENCE:

July 2011 to January 2012 - **Living Social** (e-commerce, SME), Paris, France
Account Manager and Market Analyst, created, developed, and analyzed market

March 2011 to July 2011- **118 218 KGBDeals** (e-commerce, SME) – Paris, France
Account Manager, created and developed market

July 2010 to September 2010 - **Oroxcell** (biotechnology, SME) – Paris, France
Strategic Consultant, analyzed market and the company strategy (three-month contract)

March 2008 to March 2010- **T-linea SAS** (e-commerce, start-up) – Paris, France
International Sales & Marketing Manager, created and developed market

June 2005 to June 2007- **Dolphin Integration** (micro-electronics, SME) - Meylan, France
International Sales Coordinator, created and developed market

LANGUAGE:

- Chinese: Mother tongue
- English: Fluent
- French: Fluent