

Yanhong DING

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EDUCATION

Bocconi University – Italy 2019 - 2024

Ph.D. in Business Administration and Management

Advisors: Alfonso Gambardella, Arnaldo Camuffo (co-advisor)

Lund University – Sweden 2017 - 2018

M.Sc. in Management

Zhejiang University – China 2012 - 2014

Master in English Translation

Nanchang University – China 2008 - 2012

B.A. in English Language and Literature (English and Japanese Orientation)

RESEARCH INTERESTS

Entrepreneurship; Strategic decision-making; Field experiments; Innovation

PUBLICATION

1. Camuffo, A., **Ding, Y.**, & Gambardella, A. (2022). A scientific approach to entrepreneurial decision-making: An introduction and potential extension in China. *Quarterly Journal of Management*, 4:1-18. (Co-first authorship, authors are listed in an alphabetical order)

WORKING PAPERS

2. **(Job market paper) Ding, Y.** & Xie, H. Better shelter, worse entrepreneurial performance: Evidence from China's one-child policy (*Strategic Entrepreneurship Journal, under review*)
3. **Ding, Y.** & Xie, H. Stand by or come inside: The effect of entrepreneurs' access to family resources and family involvement on innovation in start-ups (To be submitted to *Journal of Business Venturing* in July 2024)
4. Camuffo, A., **Ding, Y.**, & Gambardella, A. The absorption of a scientific approach to entrepreneurial decision-making: Evidence from a field experiment in China (To be submitted to *Strategic Entrepreneurship Journal* in August 2024) (Co-first authorship,

authors are listed in an alphabetical order)

WORK IN PROGRESS

5. **Ding, Y.** & Camuffo, A. Generalist vs. specialist: The effect of different experience on the absorption of a scientific approach to entrepreneurial decision-making (finished field experiment, data analysis stage)
6. **Ding, Y.** What does not 'kill' entrepreneurs make them stronger: Evidence from a quasi-experiment (data analysis stage)
7. **Ding, Y.** Sibling dynamics and entrepreneurial performance (data analysis stage)

CONFERENCE PRESENTATIONS

Presenter of *"Better shelter, worse entrepreneurial performance: Evidence from China's One-Child Policy"*

- Strategic Entrepreneurship Journal Paper Development Workshop, Hong Kong, 2024
- European Academy of Management Annual Conference (EURAM), Bath University, 2024
- Academy of Management Annual Meeting (AOM), Boston, 2023
- Bocconi PhD Study Days, Milan, 2023 & 2024

Presenter of *"The absorption of a scientific approach to entrepreneurial decision-making: Evidence from a field experiment in China"*

- INSEAD Doriot Entrepreneurship Conference (IDEC), Abu Dhabi, 2024

Presenter of *"Stand by or come inside: The effect of entrepreneurs' access to family resources and family involvement on innovation in start-ups"*

- Academy of Management Annual Meeting (AOM), Chicago, 2024

INVITED CONFERENCES AND WORKSHOPS

AOM Strategic Management Junior Faculty PDW, Chicago, 2024

AOM Technology and Innovation Management Doctoral Consortium, Chicago, 2024

International Symposium on Strategic Entrepreneurship, Hong Kong, 2024

Field Experiments in Strategy Conference, Harvard Business School, 2023

Field Experiments in Strategy PhD Workshop, Harvard Business School, 2023

AOM Entrepreneurship Doctoral Consortium, Boston, 2023

Theory-based View in Strategy & Entrepreneurship Conference, SDA Bocconi, 2023

Non-Market Strategy Workshop, Bocconi University, 2023 & 2024

RESEARCH EXPERIENCE

Principal Investigator & Data Analysis, ICROS Bocconi 2021 - 2023

- Design and conduct a **field experiment in China: a scientific approach to entrepreneurship and innovation** (AEA RCT Registry: <https://www.socialscienceregistry.org/trials/7594>)
- Collect data on approximately 200 startups in China over a period of more than two years. This experiment is the first large-scale field experiment in entrepreneurship conducted in China.

TEACHING EXPERIENCE

Instructor, Bocconi University 2024

- **Course: Management (Bachelor course, code: 30060)**

Instructor, Idea to Start-up Bootcamp 2022

- **Course: Entrepreneurial Decision-making**
Develop teaching materials and train instructors on an entrepreneurial decision-making course for 'Idea to Start-up Bootcamp', an entrepreneurial training program coordinated by Bocconi University ICROS center and Shanghai University

Teaching Assistant, Bocconi University 2024

- **Course: Building and Scaling a Tech-based Startup (Master course, code: 20870)**

Teaching Assistant, Bocconi University 2023 - 2024

- **Course: Digital Business Transformation (Master course, code: 20569)**

TEACHING CERTIFICATE

Bocconi Excellence in Advanced Teaching, Bocconi University, 2023

WORK EXPERIENCE

Full-time job at Nongfu Spring Co., Ltd., 2014 - 2017

A leading FMCG company in China

Management Trainee & International Purchasing

BUSINESS CASE

Theory-Driven Strategic Decisions Simulation, SDA Bocconi, 2024

- Develop WeChat case which focuses on strategic entrepreneurial decision-making under uncertainty (case platform: <https://imsl.unibocconi.it>)

SELECTED FELLOWSHIPS AND AWARDS

Bocconi University Research Fellowship, 2024

Bocconi University PhD Fellowship, 2019-2023

Lund University Global Scholarship, 2017

China National Endeavor Scholarship, 2011

SERVICE

Reviewer for European Academy of Management Annual Conference (EURAM), 2024

LANGUAGE SKILLS

English (Fluent), Chinese (Native), Japanese (Fluent)

REFERENCES

Alfonso Gambardella

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Bocconi University

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Arnaldo Camuffo

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Bocconi University

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Myriam Mariani

Professor of Applied Economics

Bocconi University

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Huizhen Fu

Associate Professor of Public Management

Zhejiang University

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