

## TIANTIAN YANG

The Wharton School, University of Pennsylvania  
2000 Steinberg-Dietrich Hall,  
Philadelphia, PA 19104-6370  
yangtt@wharton.upenn.edu

### ACADEMIC APPOINTMENTS

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- 2020- University of Pennsylvania  
The Wharton School  
Assistant Professor of Management
- 2023- University of Pennsylvania  
Department of Sociology (by courtesy)
- 2014-2020 Duke University  
Department of Sociology  
Assistant Professor  
(*Off tenure clock in 2016-2017 and 2018-2019*)
- Duke University  
Innovation and Entrepreneurship Initiative  
Research Fellow

### OTHER AFFILIATIONS

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- 2018- Jonkoping School of Business, Jonkoping, Sweden  
Research Affiliate
- 2016- Institute for Analytical Sociology, Linköping University, Sweden  
Research Affiliate

### EDUCATION

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- 2014 PhD (Sociology), University of North Carolina at Chapel Hill
- 2012 MS (Statistics) University of North Carolina at Chapel Hill
- 2008 MA (Sociology), Peking University
- 2005 BA (Sociology), Lanzhou University

### RESEARCH INTERESTS

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Entrepreneurship, Careers, Job Mobility, Organizational Theory, Gender and Race

### HONORS AND AWARDS

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- 2024 Wharton Teaching Excellence Award
- 2022 Wharton Teaching Excellence Award

2019	Stanford Center for Advanced Study in the Behavioral Sciences Summer Institute
2017	Kauffman Junior Faculty Fellowship (\$35,000, 7 awarded nationwide)
2013	Howard W. Odum Award for Excellence, University of North Carolina- Chapel Hill, Department of Sociology
2013	Royster Society of Fellows Dissertation Completion Fellowship Award (\$20,000, the highest honor awarded by the Graduate School to graduate students at UNC-CH)
2012	Ewing Marion Kauffman Dissertation Fellowship (\$20,000 in research funding, <i>15 out of 128 proposals chosen</i> )
2012	Graduate Tuition Incentive Scholarship

## JOURNAL ARTICLES

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- [13] **Yang, Tiantian** and Hyoyoung Lee, ““Why I Searched Alone”: Understanding Mothers’ Hesitation to Seek Network Assistance during Workforce Reentry” (accepted at *Organization Science*)
- [12] **Yang, Tiantian**, Jiayi Bao, and Ming Leung, *Forthcoming*, “Approaching or Avoiding: Gender Asymmetry in Reactions to Prior Job Search Experience”, *Social Forces*
- [11] Tambe, Prasanna and **Tiantian Yang** (authorship alphabetical), *Forthcoming*, “The Hidden Cost of IT Innovation: Access to Emerging Technologies and the Gender Wage Gap”, *MIS Quarterly*
- [10] Yue, Lori Qingyuan, Jiexin Zheng, Kaixian Mao, Tiantian Yang, *Forthcoming*, Corporate Endorsement of Controversial Nationalist Movement: Influences of Divergent Customers and Consequences, *Journal of Management*
- [9] **Yang, Tiantian** and Aleksandra Kacperczyk, 2024. “Minority Entrepreneurship and Alternative Opportunities inside Established Organizations”, *Strategic Management Journal* (45): 745-774
- [8] **Yang, Tiantian**, Aleksandra Kacperczyk, and Lucia Naldi, 2024, “The Motherhood Penalty and Female Entrepreneurship”, *Organization Science* (35): 27-51
- [7] **Yang, Tiantian**, Jiayi Bao and Howard Aldrich, 2020, “The Paradox of Resource Provision in Entrepreneurial Teams: Between Self-interest and the Collective Enterprise.” *Organization Science* 31(6):1336-1358
- [6] **Yang, Tiantian** and María del Carmen Triana. 2019. "Set up to Fail: Explaining When Women-Led Businesses Are More Likely to Fail." *Journal of Management* 45(3):926-54.
- [5] **Yang, Tiantian** and Howard E. Aldrich. 2017. "“The Liability of Newness” Revisited: Theoretical Restatement and Empirical Testing in Emergent Organizations." *Social Science Research* 63:36-53.
- [4] **Yang, Tiantian** and Howard E Aldrich. 2014. "Who's the Boss? Explaining Gender Inequality in Entrepreneurial Teams." *American Sociological Review*, 79(2): 303-327
- [3] Howard E. Aldrich and **Tiantian Yang**. 2013. “How Do Entrepreneurs Know What to Do? Learning & Organizing in New Ventures.” *Journal of Evolutionary Economics*, 24 (1): 59-82.
- [2] **Yang, Tiantian**, and Howard E. Aldrich. 2012. “Out of Sight but Not Out of Mind: Why Failure to Account for Left Truncation Biases Research on Failure Rates.” *Journal of Business Venturing*, 27(4): 447-492

- [1] Aldrich, Howard E. and **Tiantian Yang**. 2012. "Lost in Translation: Cultural Codes are not Blueprints." *Strategic Entrepreneurship Journal*, 6 (1): 1-17

## BOOK CHAPTERS

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Zarutskie, Rebecca and **Tiantian Yang**, 2017, "Measuring Entrepreneurial Businesses: Current Knowledge and Challenges", National Bureau of Economic Research Volume, *Measuring Entrepreneurial Businesses: Current Knowledge and Challenges*, University of Chicago Press, Edited by John Haltiwanger, Erik Hurst, Javier Miranda, and Antoinette Schoar

## WORKING PAPERS (R&R or Under Review)

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- [14] Yarmar, Yiftach, **Tiantian Yang**, and Marissa King, "When Women Stick Together: Network-Based Gender Inequality and Disruptive Events" (Revise and Resubmit at *Academy of Management Journal*)
- [15] **Yang, Tiantian**, Aleksandra Kacperczyk, and Lucia Naldi, "Gender Premium in Entrepreneurship: Evidence for the Gender Difference in Returns to Entrepreneurship" (Under review at *Strategic Management Journal*)
- [16] **Yang, Tiantian**, Jiayi Bao, Tianna Barnes, and Ming Leung, "Looking the part? Professionalism and the Hiring of Black Job Applicants" (Under review at *Organization Science*)

## WORK IN PROGRESS

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- [17] **Tiantian Yang** and Nathan Barrymore, "Premium or Penalty? Exploring Gender and Racial Disparities in Promotions to Managerial Roles"
- [18] Melin, Julia, **Tiantian Yang**, and Sofoklis Goulas, "With a Little Help from My (Gril)Friends: Field Evidence on Gender Homophily and Women's Career Readiness in Remote Environments"
- [19] **Tiantian Yang** and Wu Jasmine, "When Do Organizations Become Bureaucratic Organizations? The Hirings of Female Employees"
- [20] **Yang, Tiantian**, "When Do Women Seek Reemployment? Motherhood Challenges and Constrained Preference"

## PRESENTATIONS

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### Invited Presentations/Lectures

Cornell University, Johnson School of Management, 2025

Dartmouth University, Tuck School of Business, Organizational Behavior, 2025

Temple University, Global Institute for Artificial Intelligence and Business Analytics, 2025

Carnegie Mellon University, Tepper School of Business, Organizational Behavior, 2024

McGill University, Desautels Faculty of Management, Organizational Behavior, 2024

Drexel University, Department of Management, Nov 2023

Boston University, Questrom School of Business, Strategy & Innovation, Apr 2021

University of Pennsylvania, The Wharton School, Management, Mar 2020

University of North Carolina-Chapel Hill, Kenan-Flagler School of Business, Feb 2020  
 Georgetown University, McDonough School of Business, Management, Dec 2019  
 Stanford University, Graduate School of Business, Organizational Behavior, Nov 2019  
 Duke University, Global Inequality Research Initiative (GIRI), Sept 2019  
 London Business School, Strategy and Entrepreneurship, Mar 2019  
 MIT, Sloan School of Management, Economic Sociology Workshop, Mar 2019  
 Columbia School of Business, Junior OMT conference, Nov 2018  
 Stanford University, Stanford Institute for Economic Policy Research, Nov 2017  
 Duke University, Jensen Series, Sept 2017  
 Copenhagen School of Business, May 2017  
 Institute for Analytical Sociology, Linköping University, May 2017  
 Maryland University-College Park, Smith School of Business, April 2017  
 Indiana University Bloomington, Department of Sociology, Mar 2016  
 Carnegie Mellon University, Tepper School of Business, Sept 2014  
 Duke University, Department of Sociology. Feb 2014  
 HEC Paris, Strategy and Business Policy. Feb 2014  
 INSEAD, Entrepreneurship and Family Enterprise. Feb 2014  
 University of Alberta, Strategic Management & Organization. Jan 2014  
 Harvard Business School, Entrepreneurial Management Unit. Jan 2014  
 University of Wisconsin-Madison, Wisconsin School of Business. Jan 2014  
 University of Pennsylvania, The Wharton School, Management. Jan 2014  
 Columbia University, Columbia School of Business, Management Unit. Nov 2013  
 Cornell University, Dyson School, Nov 2013  
 Brown University, Sociology, Oct 2013

#### **Conference Presentations**

2024 "Why I Searched Alone": Understanding Mothers' Hesitation to Seek Network Assistance during Workforce Reentry, Economic Sociology Conference, Rice University  
 2024 Premium or Penalty? The Differential Gender and Racial Effects on Internal Promotions, Economic Sociology Conference, Rice University  
 2024 Premium or Penalty? The Differential Gender and Racial Effects on Internal Promotions, People and Organizations Conference, The Wharton School  
 2024 Gender Premium in Entrepreneurship: Evidence for the Gender Difference in Returns to Entrepreneurship, SMS Annual Conference, Istanbul  
 2024 Gender Premium in Entrepreneurship: Evidence for the Gender Difference in Returns to Entrepreneurship, Academy of Management Annual Meeting, Chicago

- 2024 “Why I Searched Alone”: Understanding Mothers’ Hesitation to Seek Network Assistance during Workforce Reentry, Junior Faculty Organizational Theory conference, Harvard Business School, Boston
- 2024 Gender Premium in Entrepreneurship: Evidence for the Gender Difference in Returns to Entrepreneurship, SMS Special Conference, DC
- 2023 A Marriage of Equals: How Women’s Entrepreneurship Reduces Within-couple Earnings Disparity, People and Organizations Conference, The Wharton School
- 2023 Hiring Bias and Covid-related Employment Gaps: The Role of Employer Political Ideology, People and Organizations Conference, The Wharton School
- 2023 “Why I Searched Alone”: Understanding Mothers’ Hesitation to Seek Network Assistance during Workforce Reentry, Academy of Management Annual Meeting, Boston
- 2023 Minority Entrepreneurship and Alternative Opportunities inside Established Organizations, Academy of Management Annual Meeting, Boston
- 2023 Marginalized Identities and Entrepreneurship Symposium, Academy of Management Annual Meeting, Boston
- 2022 Beyond the Hiring Dyad: The Consequences of Startup Hiring on Entrepreneurial Ecosystem Labor Supply, People and Organizations Conference, The Wharton School, University of Pennsylvania
- 2022 Beyond the Hiring Dyad: The Consequences of Startup Hiring on Entrepreneurial Ecosystem Labor Supply, EGOs conference, Vienna
- 2020 Career Antecedents of Female Entrepreneurship, Workshop on Gender, Race and Entrepreneurship. Rotman School of Business, University of Toronto
- 2020 Self-presentation and Racial Hiring Inequality: Evidence from a Low Wage Market, People and Organizations Conference, The Wharton School, University of Pennsylvania
- 2020 How Can the Private Sector Promote More Diverse Entrepreneurs and Investors? Frontiers of Entrepreneurship Conference, Palm Beach, Florida
- 2020 Career Antecedents of Female Entrepreneurship, Globalizing Organizational Theory, University of South Carolina
- 2019 Career Antecedents of Female Entrepreneurship, Economic Sociology Conference, Emory University
- 2019 Career Antecedents of Female Entrepreneurship, Junior OMT conference, Desautels Faculty of Management, McGill University
- 2019 Career Antecedents of Female Entrepreneurship, People and Organizations Conference, The Wharton School, University of Pennsylvania
- 2019 Career Antecedents of Female Entrepreneurship, Academy of Management Annual Meeting, Boston
- 2019 Gender Stereotypes, Careers, and Entrepreneurship, Academy of Management Annual Meeting, Boston
- 2018 Kauffman Entrepreneurship Mentoring Workshop, Philadelphia
- 2017 Entrepreneurship and Occupational Prestige, Economic Sociology Conference, Georgetown University, Washington DC.
- 2017 Going with the Flow: Job Mobility and Opportunities for Advancement Across Organizations, American Sociological Association Annual Meeting, Montreal Canada
- 2017 Going with the Flow: Job Mobility and Opportunities for Advancement Across Organizations, Academy of Management Annual Meeting, Atlanta, Georgia
- 2017 INSEAD Doriot Entrepreneurship Conference, Fontainebleau, France
- 2017 Diana International Research Conference, Kauffman Foundation, Kansas City, Kansas

- 2017 Kenan Institute Frontiers of Entrepreneurship Research Conference, University of North Carolina-Chapel Hill, Kenan Institute of Private Enterprise, Chapel Hill, NC
- 2017 Strategic Management Special Conference, Strategic Human Capital, Management Practices and Performance, Bocconi University, Italy
- 2016 Entrepreneurship and Occupational Status, People and Organizations Conference, The Wharton School, University of Pennsylvania
- 2016 Emergence of Meaningful Organizations: Panel Study of Entrepreneurial Dynamics (PSED) Program Update, Division Sponsored Professional Development Workshop, Academy of Management Annual Meeting, Anaheim, California
- 2016 Set Up to Fail: Explaining Why Women-led Businesses Are More Likely to Fail, Division Sponsored Professional Development Workshop, Academy of Management Annual Meeting, Anaheim, California
- 2016 Entrepreneurship and Occupational Status, BPS, TIM Division sponsored symposium, Academy of Management Annual Meeting, Anaheim, California
- 2016 Careers as an Industry Structure Problem: Specialization in Training and the New Ports of Entry, Kauffman Foundation, Kansas City
- 2015 Forged in the Heat of Battle: New Firms as Business Incubators, INFORMS Annual Conference, Strategy Science, Philadelphia
- 2015 Sorting vs Recruiting: Under What Conditions New Firms Hire. Academy of Management Annual Meeting, Entrepreneurship Division, Vancouver
- 2015 When Do Married Couples Become Co-entrepreneurs: The Effects of Family and Workplaces, Academy of Management Annual Meeting, Entrepreneurship Division, Vancouver
- 2015 When Do Married Couples Become Co-entrepreneurs: The Effects of Family and Workplaces, American Sociological Association Annual Meeting, Economic Sociology Session, Chicago
- 2015 When Do Entrepreneurs Learn from Others? A Contingent Approach to Social Influence, American Sociological Association Annual Meeting, Economic Sociology Session, Chicago
- 2015 Forged in the Heat of Battle: New Firms as Business Incubators, Duke Network Analysis Center, Duke University
- 2014 How Have Young Firms (and their Founders) Fared During and After the Great Recession (with Rebecca Zarutskie), NBER/Conference, Washington D.C.
- 2014 A Welfare State Paradox: Revisiting the Institutional Foundation of Gender Inequality in Entrepreneurship, Sweden 1990 – 2011, Economic Sociology Seminar, Department of Sociology, Duke University, Durham
- 2014 Forged in the Heat of Battle: New Firms as Business Incubators, Department of Sociology, Jensen Colloquium, Duke University
- 2014 Forged in the Heat of Battle: New Firms as Business Incubators, Kauffman Foundation, Kansas City
- 2013 On the Edge or in Between: Being in the Right Place to Become Entrepreneurs, Department Colloquium, Department of Sociology, University of North Carolina-Chapel Hill, Chapel Hill
- 2013 Peer Influence, Entrepreneurial Entry, and Startup Employment, Organization and Management Theory (OMT) Doctoral Consortium, Academy of Management Annual Meeting, Orlando
- 2013 Organizational Emergence: Entrepreneurial Learning and New Venture Survival, Academy of Management Annual Meeting, Orlando
- 2013 Entrepreneurship Data Sets: Making Better Choices for Your Research, Professional Development Workshop (Entrepreneurship Division), Academy of Management Annual Meeting, Orlando

- 2013 Organizational Emergence: Entrepreneurial Learning and New Venture Survival, Darden and Judge Entrepreneurship and Innovation Research Conference, University of Virginia, Charlottesville
- 2013 Flailing or Failing: Effects of Entrepreneurs' Learning on Startups' Survival. Economic Sociology Seminar, Department of Sociology, Duke University, Durham
- 2012 Who's the Boss? Explaining Gender Inequality in Entrepreneurial Teams (with Howard Aldrich), Jensen Series Colloquium, Department of Sociology, Duke University, Durham
- 2012 Who's the Boss? Explaining Gender Inequality in Entrepreneurial Teams, Department of Sociology, University of North Carolina-Chapel Hill, Chapel Hill
- 2012 Who's the Boss? Explaining Gender Inequality in Entrepreneurial Teams, Academy of Management Annual Meeting, Boston
- 2012 A Time to Die and A Time to Grow: When Do New Ventures Hire Employees? Academy of Management Annual Meeting, Boston
- 2012 Who's the Boss? Explaining Gender Inequality in Entrepreneurial Teams, Babson Conference, Neeley School of Business, Texas Christian University, Fort Worth
- 2012 Status Categorization and Role Stereotyping: Institutionalized Gender Inequality in Entrepreneurial Teams. The Annual Meetings of American Sociological Association, Denver
- 2012 Who's the Boss? Explaining Gender Inequality in Entrepreneurial Teams. The 19th Annual Consortium for Competitiveness and Cooperation (CCC) & Entrepreneurship Research Conference, Robert H. Smith School of Business, University of Maryland
- 2012 Structuration of Social Inequality: Explaining Diverging Pathways of Entrepreneurs and Their New Ventures. Kauffman Entrepreneurship Mentoring Workshop, Northwestern Law School, Chicago
- 2011 He is the Boss: Gender Inequality and Status Hierarchy in Entrepreneurial Teams. (With Howard E Aldrich) The ICSB Global Entrepreneurship Research Conference, School of Business, University of George Washington, DC
- 2011 All Organizations Were Once New: Revisiting Stinchcombe's "Liability of Newness." (With Howard E Aldrich) Academy of Management Meeting, San Antonio
- 2011 All Organizations Were Once New: Revisiting Stinchcombe's "Liability of Newness." (With Howard E Aldrich) The Annual Meetings of American Sociological Association, Las Vegas
- 2011 All Organizations Were Once New: Revisiting Stinchcombe's "Liability of Newness." (With Howard E Aldrich) Robert H. Smith School of Business, University of Maryland-College Park, Maryland
- 2011 All Organizations Were Once New: Revisiting Stinchcombe's "Liability of Newness." Inequality Workshop, University of North Carolina-Chapel Hill
- 2011 Status Categorization and Role Stereotyping: Institutional Gender Inequality in Entrepreneurial Teams (With Howard E. Aldrich), Inequality Workshop, University of North Carolina-Chapel Hill

## TEACHING

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*University of Pennsylvania, the Wharton School*

People Analytics, 2021, 2022, 2023, 2024 (3.8/4)

Understanding Careers, 2022 Spring (3.8/4)

*Duke University*

Sociology of Entrepreneurship (Market and Management Studies) 2015, 2016, 2017, 2018, 2019, 2020

Organizations and Management (Market and Management Studies), 2014, 2015, 2016, 2017, 2018, 2019

Gender, Work, and Organizations (Market and Management Studies), 2014, 2017, 2018, 2019

Entrepreneurship and Organizations (Graduate Seminar), 2018, 2019

Gender Inequality (Graduate Seminar), 2018

#### *University of North Carolina-Chapel Hill*

Formal Organizations and Bureaucracy, 2013

Data Collection and Analysis, 2010

### **PROFESSIONAL SERVICE**

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#### **University of Pennsylvania Activities**

2024	Doctoral Program Committee
2023	Doctoral Program Committee
2023	Co-organizer of OT workshop, Management Department, the Wharton School
2023	Faculty panel for Wharton Doctoral Students Orientation
2022	Department Seminar Committee, Management Department, the Wharton School
2021	Co-organizer of Race workshop, Management Department, the Wharton School
2021	Department Seminar Committee, Management Department, the Wharton School

#### **Duke University Activities**

2020	Ph.D. Program Admission Committee, Duke University
2019	Graduate Studies Committee, Duke University
2019	Executive Committee, Sociology Department, Duke University
2018	Co-host, Economic Sociology conference
2017	Co-organizer, Innovation and Entrepreneurship Seminar, Duke University
2017	Executive Committee, Sociology Department, Duke University
2016	Market and Management Studies Committee, Duke University
2015	Undergraduate Studies Committee, Duke University
2014	Executive Committee, Sociology Department, Duke University
2014	Jensen Department Colloquium Organizer, Sociology Department, Duke University
2013	Statistical Consultant at the Odum Institute at UNC-CH
2010-2012	Associate Editor, <i>Social Forces</i>
2012	Session Chair, Babson Conference

### **EDITORIAL SERVICE**

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2024- Editorial Board, Organization Science

#### **Ad-Hoc Reviewer**



Management Science, Strategic Management Journal, Organization Science, Academy of Management Journal, American Sociological Review, Administrative Science Quarterly

### **SELECTED MEDIA MENTIONS**

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“Can Intrapreneurship Help Close the Racial Wealth Gap?” *Wharton Business Daily*, April 12, 2024

“Understanding the Value of Networks for Mothers Reentering the Workforce.” *Wharton Business Daily*, April 11, 2024

“Can Women Have It All? Rise in Female Entrepreneurship Shows They Are Trying”, *Wharton Business Daily*. April 6, 2023

“Female-led start-ups embrace Plan B — then C, D, E...”, *Financial Times*. March 7, 2022

## GRANT ACTIVITY

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Name of Grant	Funding Agency	Period of Grant	Type of Grant	Role in Grant	Annual Direct Cost	Annual Indirect Cost	Additional Comments
Wharton Dean's Research Fund	The Dean's office	2024	Research	Principle Investigator	\$9,648	N/A	
Mack Institute Research Fellowship	Mack Institute	2024	Research	Principle Investigator	\$10,000	N/A	
Mack Institute Research Fellowship	Mack Institute	2023	Research	Principle Investigator	\$9,000	N/A	
Wharton Dean's Research Fund	The Dean's office	2023	Research	Principle Investigator	\$9,648	N/A	
Mack Institute Research Fellowship	Mack Institute	2022	Research	Principle Investigator	\$9,000	N/A	
Wharton Dean's Research Fund	The Dean's office	2022	Research	Principle Investigator	\$6,400	N/A	
Wharton Center for Leadership and Change Management Diversity and Inclusion Initiative	Wharton Center for Leadership and Change Management Diversity and Inclusion Initiative	2021	Research	Principle Investigator	\$5600	N/A	
Mack Institute Research Fellowship	Mack Institute	2021	Research	Principle Investigator	\$9,000	N/A	
Wharton Dean's Research Fund	The Dean's office	2021	Research	Principle Investigator	\$8,000	N/A	
Frank H. Kenan Institute of Private Enterprise Research Grant		2019	Research	Principle Investigator	\$10,000	N/A	