

TIANTIAN YANG

The Wharton School, University of Pennsylvania
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ACADEMIC APPOINTMENTS

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

2018- Jönköping School of Business, Jonkoping, Sweden
Research Affiliate

2016-2018 Institute for Analytical Sociology, Linköping University, Sweden
Research Affiliate

EDUCATION

2014 PhD, University of North Carolina at Chapel Hill

2012 MS, University of North Carolina at Chapel Hill

2008 MA, Peking University

2005 BA, Lanzhou University

RESEARCH INTERESTS

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

HONORS AND AWARDS

2025	Poets&Quants' 50 Best Undergraduate Business School Professors
2025	Wharton Teaching Excellence Award
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, 15 out of 128 proposals chosen)
2012	Graduate Tuition Incentive Scholarship

JOURNAL ARTICLES

[16] Melin, Julia, **Tiantian Yang**, and Sofoklis Goulas, Forthcoming, "With a Little Help from My (Girl)Friends: Field Evidence on Gender Homophily and Women's Career Readiness in Remote Environments", *Organization Science*

[15] **Yang, Tiantian**, Aleksandra Kacperczyk, and Lucia Naldi, Forthcoming, "Gender Premium in Entrepreneurship: Evidence for the Gender Difference in Returns to Entrepreneurship", *Strategic Management Journal*

[14] Yarmar, Yiftach*, **Tiantian Yang***, and Marissa King, Forthcoming, "When Women Stick Together: Network-Based Gender Inequality and Disruptive Events", *Academy of Management Journal*. *Shared first authorship

[13] **Yang, Tiantian** and Hyoyoung Lee, 2025, "“Why I Searched Alone”: Understanding Mothers’ Hesitation to Seek Network Assistance during Workforce Reentry”, *Organization Science* 36(6):2150-2184.

[12] **Yang, Tiantian**, Jiayi Bao, and Ming Leung, 2025, "Approaching or Avoiding: Gender Asymmetry in Reactions to Prior Job Search Experience", *Social Forces* 103(4): 1350–1373.

[11] Tambe, Prasanna* and **Tiantian Yang***, 2025, "The Hidden Cost of IT Innovation: Access to Emerging Technologies and the Gender Wage Gap", *MIS Quarterly* 49(2): 677-700.
*Authorship alphabetical

[10] Yue, Lori Qingyuan, Jie Xin Zheng, Kai Xian Mao, **Tiantian Yang**, 2024, Corporate Endorsement of Controversial Nationalist Movement: Influences of Divergent Customers and Consequences, *Journal of Management* 52(2), 646-676.

[9] **Yang, Tiantian** and Aleksandra Kacperczyk, 2024. "Minority Entrepreneurship and Alternative Opportunities inside Established Organizations", *Strategic Management Journal* 45(4): 745-774.

[8] **Yang, Tiantian**, Aleksandra Kacperczyk, and Lucia Naldi, 2024, "The Motherhood Penalty and Female Entrepreneurship", *Organization Science* 35(1): 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

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)

[17] **Yang, Tiantian**, Jiayi Bao, Tianna Barnes, and Ming Leung, "Looking the part? Professionalism and the Hiring of Black Job Applicants" (Revise and Resubmit at *Administrative Science Quarterly*)

[18] Barrymore, Nathan* and **Tiantian Yang***, “Diverse Routes to Leadership: Gender and Racial Differences in Internal and External Promotions” (Revise and Resubmit at *Strategic Management Journal*) *Authorship alphabetical

[19] Hwang, Kylie* and **Tiantian Yang***, “Entrepreneurship and the Reconfiguration of Marginalization: An Evaluative Regime Framework”, (under review at *Academy of Management Review*), *Authorship alphabetical

WORK IN PROGRESS

[20] Kacperczyk, Aleksandra*, Yiru Wang*, and **Tiantian Yang***, “Spousal Teams and New Ventures: Evidence from Observational Data and a Field Experiment”, (under review at *Management Science*), *Authorship alphabetical

[21] **Yang, Tiantian**, “When Do Women Seek Reemployment? Motherhood Challenges and Constrained Preference”

[22] **Tiantian Yang** and Wu Jasmine, “When Do Organizations Become Bureaucratic Organizations? The Hiring of Female Employees”

PRESENTATIONS

Invited Presentations/Lectures

New York University, Stern School of Business, Management and Organizations, 2026

Northwestern University, Kellogg School of Management, Management & Organizations, 2026

University of Illinois, School of Labor and Employment Relations, 2026

University of Pennsylvania, Department of Sociology, 2025

Cornell University, Johnson School of Management, 2025

INSEAD, The Gender Initiative, 2025

HEC Paris, Department of Strategy, 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, 2025

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

- 2025** “Spousal Teams and New Ventures: Evidence from Observational Data and a Field Experiment”, Economic Sociology Conference, Yale School of Management
- 2025** “With a Little Help from My (Gril)Friends: Field Evidence on Gender Homophily and Women’s Career Readiness in Remote Environments”, People and Organizations Conference, The Wharton School
- 2025** “With a Little Help from My (Gril)Friends: Field Evidence on Gender Homophily and Women’s Career Readiness in Remote Environments”, Academy of Management Conference, Copenhagen
- 2025** “Diverse Routes to Leadership: Gender and Racial Differences in Internal and External Promotions”, Academy of Management Conference, Copenhagen
- 2025** “Spousal Teams and New Ventures: Evidence from Observational Data and a Field Experiment”, Academy of Management Conference, Copenhagen

2025 "Spousal Teams and New Ventures: Evidence from Observational Data and a Field Experiment", European Group for Organizational Studies, Athens

2025 "Looking the part? Professionalism and the Hiring of Black Job Applicants, 2nd Equitable Opportunity Conference, MIT Sloan

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 Effects of Gender and Race on Internal Promotions, Economic Sociology Conference, Rice University

2024 Premium or Penalty? The Differential Effects of Gender and Race 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

University of Pennsylvania, The Wharton School

People Analytics, 2021, 2022, 2023, 2024, 2025

Understanding Careers, 2022 Spring

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

University of Pennsylvania Activities

- 2025 Co-organizer of OT workshop, Management Department, the Wharton School
- 2025. Seminar Committee
- 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 Seminar Committee, Management Department, the Wharton School
- 2021 Co-organizer of Race workshop, Management Department, the Wharton School
- 2021 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, Duke University
- 2013 Statistical Consultant at the Odum Institute at UNC-CH
- 2010-2012 Associate Editor, *Social Forces*
- 2012 Session Chair, Babson Conference

EDITORIAL SERVICE

- 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

“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

Name of Grant	Funding Agency	Period of Grant	Type of Grant	Role in Grant	Annual Direct Cost	Annual Indirect Cost
Mack Institute Research Fellowship	Mack Institute	2025	Research	Principal Investigator	\$10,000	N/A
Wharton Dean's Research Fund	The Dean's office	2024	Research	Principal Investigator	\$9,648	N/A
Mack Institute Research Fellowship	Mack Institute	2024	Research	Principal Investigator	\$10,000	N/A
Mack Institute Research Fellowship	Mack Institute	2023	Research	Principal Investigator	\$9,000	N/A
Wharton Dean's Research Fund	The Dean's office	2023	Research	Principal Investigator	\$9,648	N/A
Mack Institute Research Fellowship	Mack Institute	2022	Research	Principal Investigator	\$9,000	N/A
Wharton Dean's Research Fund	The Dean's office	2022	Research	Principal 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	Principal Investigator	\$5600	N/A
Mack Institute Research Fellowship	Mack Institute	2021	Research	Principal Investigator	\$9,000	N/A
Wharton Dean's Research Fund	The Dean's office	2021	Research	Principal Investigator	\$8,000	N/A
Frank H. Kenan Institute of Private Enterprise Research Grant		2019	Research	Principal Investigator	\$10,000	N/A