



## Yanbo Song

PhD Student in  
Organisational Behaviour

### Contact

✉ Email

📍 Fontainebleau

**Year of entry: 2019**

### Research Interests

Yanbo Song, a Ph.D. Candidate in Organisational Behaviour at INSEAD, delves into creativity, proactivity, entrepreneurship, and innovation. Viewing ideation as an intricate adventure, she examines the journey creators undertake, favoring originality over conformity and infusing their innovations with design thinking and aesthetic nuances. Recognizing the tensions that stem from varying perceptions of idea potential between ideators and evaluators, Yanbo's research underscores the importance of creators being acutely aware of audience expectations and the wider ecosystem in which they operate. Passionately committed to bridging theoretical frameworks with real-world applications, she employs a quantitative approach using archival data and surveys in the field and cooperates actively with qualitative scholars and experimentists in mixed-approach studies. Yanbo's studies aim to illuminate the path for enhanced collaborative creativity, heightened appreciation for innovative products, and effective strategies to overcome early-stage entrepreneurial challenges.

### Education

M.H.R.I.R. Human Resources and Industrial Relations, University of Illinois at Urbana-Champaign, IL USA

### Manuscripts Under Review

Harrison, H. S., Song, Y., & Reilly, P. Creative Differences and Creative Careers. [Title redacted for peer review]. Revise & Resubmit at Academy of Management Journal.

Melanie, M., Sanchez-Burks, J., & Song, Y. Affective Diversity in Functional Diverse Co-Founders. [Title redacted for peer review]. Revise & Resubmit at Academy of Management Journal.

### Selected Work in Progress

Song, Y. & Jiang, W. Inter-team Competition and Job Crafting: The Moderating Role of Task- vs. Relation-focused Leadership. Being prepared for submission to Journal of Business and Psychology (special issue on job crafting).

### Research Areas

Creativity, Proactivity, Entrepreneurship, Innovation

### Teaching Areas

Organisational Behaviour, New Business Venture, Negotiation