

EDUCATION

Bocconi University

2020 – 2025

Ph.D. in Business Administration and Management (cum laude)

- **Research interests:** Corporate strategy, entrepreneurship, venture capital, innovation, digital economy, and sustainability
- **Dissertation:** Three Essays on Entrepreneurial Challenges: Dual-Mission Funding and Collaborative Innovation
- **Committee:** Claudio Panico (advisor), Marco Giarratana (chair), Brian Wu, Milan Miric

Politecnico di Milano

2015 – 2017

Master in Management Engineering

Zhengzhou University

2008 – 2012

Bachelor in Engineering Management

PUBLICATIONS

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- [1] **Yangyang Cheng**, D. Danie Sokol, and Carmelolo Cennamo (forthcoming). “*Rethinking the Traditional M&A Motivations within the Platform Acquisitions Context*”. In *Handbook on Digital Platforms* (Cambridge University Press). SSRN
 - [2] Zhihui Li, Yuanyuan Jiao, **Yangyang Cheng**, Zhifen Shen, and Mi Zhou (2025). “*Unlocking the Power of Peer Influence: Strategies for Bridging the Adoption Chasm in New Product Diffusion*”, *Managerial and Decision Economics*, 46(1), 361-377.

PAPERS UNDER REVIEW

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- [1] **Yangyang Cheng**, Andrea Fosfuri, and Nicola Misani, “*Securing Venture Capital for Sustainability-Driven Ventures: An Analysis of Funding Delay*” (**Job Market Paper**)
 - Revise and resubmit at **Strategic Management Journal**
 - [2] **Yangyang Cheng**, Carmelo Cennamo, and Claudio Panico, “*Big Tech, Small Tech, and the Dynamics of Technology Life Cycle: The Case Of Artificial Intelligence’s Evolution*”
 - Under Review at **Strategic Management Journal**
 - Winner of the **Best Paper Prize** of Strategy Practice, SMS 43rd Annual Conference (Toronto)
 - [3] Qiang Xiong, Andrea Fosfuri, Nicola Misani, and **Yangyang Cheng**, “*The Power of Quit: Limited Partners’ Influence on Sustainability Across Venture Capital Funds*”
 - Under Review at **Entrepreneurship Theory and Practice**
 - Winner of the **Best Paper Prize** of ENT Division, 84th Annual Meeting of the Academy of Management (Chicago)
 - Winner of the **Best PhD Paper Prize**, 8th ENTFIN Conference (Munich)
 - Nominated to Conference PhD Paper Prize competition, SMS 44th Annual Conference (Istanbul)

WORKING PAPERS

- [4] **Yangyang Cheng**, and Xi Wu, “*First-Mover vs. Second-Mover Advantage: How Developers Respond to Sequential Policy Changes Across Competing Platforms*” (manuscript revision)
- Nominated to Conference PhD Paper Prize competition, SMS 45th Annual Conference (San Francisco)
- [5] **Yangyang Cheng**, Xi Wu, Claudio Panico, and Andrea Fosfuri, “*Balancing Control and Engagement through IP Strategies: The Case of Open-Source Software-Based Startups*” (manuscript revision)
- [6] **Yangyang Cheng**, D. Daniel Sokol, and Carmelo Cennamo, “*Beyond Competition: A Complementarity Perspective on Platform Acquisitions*” (manuscript revision)
- [7] Patrick Smith, **Yangyang Cheng**, and Mario Amore, “*Starstruck! The Role of Celebrity Investors in Startup Fundraising*” (in preparation for submission)

HONORS, AWARDS, AND FELLOWSHIPS

SMS 43rd Annual Conference, Strategy Practice Division, Best Paper Prize	2023
84th Annual Meeting of the Academy of Management, ENT Division, Best Paper Prize	2024
8th ENTFIN Conference, Best PhD Paper Prize	2024
SMS 45th Annual Conference, Nominated for Conference PhD Paper Prize Competition	2025
SMS 44th Annual Conference, Nominated for Conference PhD Paper Prize Competition	2024
WEFI Fellows Program (Organized by Mike Ewens, Columbia University)	entry year 2024
MUSA (Multilayered Urban Sustainability Action) Fellowship: Spoke 3 Deep Tech Entrepreneurship and Technology Transfer	2022 – present
Representative PhD Student for Academic Year Opening Ceremony	2023

TEACHING EXPERIENCE (LECTURER)

Master Courses:

- Industry Analysis (Industrial Economics and Innovation) Fall 2024/2025
- ICRIOS Research Method Seminar Fall 2023/2024

Bachelor Courses:

- Management Fall 2024/2025
- International Business Strategy Spring, Fall 2024/2025

Other Teaching:

- Entrepreneurship Lab Fall 2023/2024

TA/RA EXPERIENCE

Teaching Assistant:

Master Course: Industry Analysis (Tutorship) 2023/2024; 2022/2023

Bachelor Courses: Principles of Management, Global Sustainability Strategy, Mathematics - Module 1 (General) 2023/2024; 2022/2023; 2021/2022

Research Assistant:

Member of Entrepreneurial Finance Research Group 2021 – present

Department of Management and Technology's Data and Server Facilities	2021 – 2022
SDA Bocconi - Platform Economy and Regulation Monitor Project	2022
Research Assistant for Mario Amore, Andrea Fosfuri, Dovev Lavie, Cedric Moreno, Thorsten Grohsjean, and Sandeep Pillai	2021 – 2023

ACADEMIC SERVICE

Ad-hoc Reviewer for Strategic Management Journal	2023, 2024
Ad-hoc Reviewer for Conferences, including SMS, DRUID, and AOM	2024, 2025

OTHER ACADEMIC ACTIVITIES

45th SMS (presenter), San Francisco	scheduled
85th Annual Meeting of the Academy of Management (presenter), Copenhagen	scheduled
SEI Consortium 2025 (presenter), Stockholm School of Economics	scheduled
DRUID 2025 (presenter), Toronto	2025
Consortium on Competitiveness and Cooperation (CCC) 2025 (presenter), HBS	2025
2nd WEFI Annual Conference (presenter), Columbia Business School	2025
44th SMS (presenter), Istanbul; 84th AOM (presenter), Chicago; DRUID 2024 (presenter and chair of the session), Nice; Strategy Science (presenter), University of Michigan; Digital Platform Handbook Conference (presenter), University of Southern California	2024
IFP program (Economics of Ideas, Science and Innovation), selected participants	2024
ZEW Conference 2023 (presenter), Mannheim; 43rd SMS (presenter and chair of the session), Toronto; DRUID 2023 (presenter), Lisbon; 1st EU-DPRN SUMMIT (presenter), Milan	2023
Multisided Platforms and Ecosystems Workshop (presenter)	2022
II International Deep Tech School, The Platform Economy and Digital Markets, EEA-ESEM Congress, BAIC Conference	2022
KAIST ISPI Innovation and Entrepreneurship Research Boot Camp, selected participants	2021

INDUSTRY EXPERIENCE

OFO (Milan, Italy), Supply Chain Manager	2017 – 2019
Auspacific Property Investment (Shanghai, China), Investment Counselor	2014 – 2015
China Minsheng Banking Corp., Ltd (Shanghai, China), Key Account Manager	2013

OTHER INFORMATION

Visiting PhD student at University of Southern California, Marshall School of Business	2024
Visiting PhD student at University of Malaya	2023
Language skills: Chinese (native), English (C1), Italian (B1)	
Computer skills: Proficient with Stata, Python, R	
Hobbies: Playing saxophone and guitar, oil painting, watercolor painting, Chinese calligraphy	

REFERENCES

Professor Claudio Panico

Bocconi University

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Director of M.Sc. Economics and Management of
Innovation and Technology

Email: claudio.panico@unibocconi.it

Professor Andrea Fosfuri

Bocconi University

Department of Management and Technology

Dean of the PhD School

Email: andrea.fosfuri@unibocconi.it

Professor Brian Wu

University of Michigan

Ross School of Business

Robert G. Rodkey Collegiate Professor of Business
Administration, Professor of Strategy

Email: wux@umich.edu

Professor D. Daniel Sokol

University of Southern California

Gould School of Law, Marshall School of Business

Carolyn Craig Franklin Chair in Law, Professor of
Law and Business

Email: dsokol@usc.edu

Last updated: Jul, 2025