

YANGYANG CHENG

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Personal Page

EDUCATION

Bocconi University

2020 – 2025 (expected)

*Ph.D Program in Business Administration and
Management*

- **Research interests:** Corporate strategy, entrepreneurship, venture capital, innovation, digital economy, and sustainability
- **Dissertation:** Three Essays on Entrepreneurial Challenges: Dual-Mission Funding and Collaborative Innovation
- **Advisor:** Claudio Panico

Politecnico di Milano

2015 – 2017

Master Program in Management Engineering

Zhengzhou University

2008 – 2012

Bachelor Program in Engineering Management

PAPERS UNDER REVIEW

- [1] **Yangyang Cheng**, Andrea Fosfuri, and Nicola Misani, “*Securing Venture Capital for Sustainability-Driven Ventures: An Analysis of Funding Delay*”
 - 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*”
 - 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**, “*Greening the Portfolio: Limited Partners’ Preferences for Social Impact and Sustainability Orientation of Venture Capital Funds*” (under review)
 - Winner of the Best Paper Prize of ENT Division, 84th Annual Meeting of the Academy of Management (Chicago)
 - Nominated to Conference PhD Paper Prize competition, SMS 44th Annual Conference (Istanbul)
 - Winner of the Best PhD Paper Prize, 8th ENTFIN Conference (Munich)

WORKING PAPERS

- [4] **Yangyang Cheng**, and Xi Wu, “*First-Mover vs. Second-Mover Advantage: How Developers Respond to Sequential Policy Changes Across Competing Platforms*” (first manuscript finished)
 - 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 Flexibility: The Impact of IP Strategies on Performance for 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)
- [8] Zhihui Li, Yuanyuan Jiao, **Yangyang Cheng**, Ruyi Cui, Zhifeng Shen, and Hongbing Jiang, “*Beyond the Self: Exploring the Influence of Presumed Influence in Marketing Communication*” (in preparation for submission)

PUBLICATIONS

- [9] **Yangyang Cheng**, D. Daniel Sokol, and Carmelo Cennamo (forthcoming). “*Rethinking the traditional M&A motivations within the platform acquisitions context*”. In *Handbook on Digital Platforms* (Cambridge University Press). SSRN
- [10] Zhihui Li, Yuanyuan Jiao, **Yangyang Cheng**, Zhifeng 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.

HONORS, AWARDS, AND FELLOWSHIPS

SMS 45th Annual Conference, Nominated for Conference PhD Paper Prize Competition	2025
84th Annual Meeting of the Academy of Management, ENT Division, Best Paper Prize	2024
SMS 44th Annual Conference, Nominated for Conference PhD Paper Prize Competition	2024
8th ENTFIN Conference, Best PhD Paper Prize	2024
SMS 43rd Annual Conference, Strategy Practice Division, Best Paper Prize	2023
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 EXPERIENCES

Master Course: Industry Analysis (Industrial economics and innovation)	Fall 2024/2025
Bachelor Courses: Management, International Business Strategy	Fall 2024/2025

TA/RA EXPERIENCES

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

ACADEMIC SERVICE

Ad-hoc Reviewer for Strategic Management Journal	2023, 2024
Ad-hoc Reviewer for Academy of Management Annual Conference	2024
Ad-hoc Reviewer for SMS Conference	2024, 2025
Ad-hoc Reviewer for DRUID Conference	2024, 2025

OTHER ACADEMIC ACTIVITIES

45th SMS (presenter), San Francisco	2025
85th Annual Meeting of the Academy of Management (presenter), Copenhagen	2025
DRUID 2025 (presenter), Toronto	2025
2nd WEFI Annual Conference (presenter), Columbia Business School	2025
Digital Platform Handbook Conference (presenter), University of Southern California	2024
44th SMS (presenter), Istanbul	2024
84th Annual Meeting of the Academy of Management (presenter), Chicago	2024
DRUID 2024 (presenter and chair of the session), Nice	2024
Strategy Science (presenter), University of Michigan	2024
IFP program (Economics of Ideas, Science and Innovation), selected participants	2024
ZEW Conference 2023 (presenter), Mannheim	2023
43rd SMS (presenter and chair of the session), Toronto	2023
DRUID 2023 (presenter), Lisbon	2023

1st EU-DPRN SUMMIT (presenter), Milan	2023
II International Deep Tech School	2022
Multisided Platforms and Ecosystems Workshop (presenter)	2022
The Platform Economy and Digital Markets: New Principles for Competition, Innovation and Regulation	2022
EEA-ESEM Congress	2022
BAIC Conference	2022
KAIST ISPI Innovation and Entrepreneurship Research Boot Camp, selected participants	2021

INDUSTRY EXPERIENCES

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, Department of Management and Technology
 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 D. Daniel Sokol

University of Southern California, Gould School of Law, Marshall School of Business
 Carolyn Craig Franklin Chair in Law and Professor of Law and Business
 Email: dsokol@usc.edu