

DIAN YU

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ACADEMIC POSITION

Northeastern University, D'Amore-McKim School of Business

Postdoctoral Research Associate, Entrepreneurship and Innovation Group 2023 –

EDUCATION

Carnegie Mellon University, College of Engineering

Ph.D. in Engineering & Public Policy 2023

- Dissertation: *Government Driving Entrepreneurship and Product Innovation*
- Committee: Daniel Armanios, Erica Fuchs, Jeremy Michalek, Linda Argote, and Riitta Katila

M.S. in Engineering & Technology Innovation Management 2017

M.S. in Materials Science and Engineering

Shanghai Jiao Tong University, School of Materials Science and Engineering

B.S. in Materials Science and Engineering 2015

RESEARCH INTERESTS

Innovation, Entrepreneurship, Nascent Markets, Experimentation, Institutions

PUBLICATIONS

Armanios, DE., Lanahan, L., and **Yu, D.** 2020. "Varieties of Local Government Experimentation: U.S. State-led Technology-Based Economic Development Policies, 2000 – 2015." *Academy of Management Discoveries*, 6(2), 266–299, <https://doi.org/10.5465/amd.2018.0014>.

WORKING PAPERS

Yu, D., and Armanios, DE. "Leading in Experimental Markets: China's Market and Institutional Infrastructure in the Commercial UAV (Unmanned Aerial Vehicle) Industry." *Strategic Management Journal*, revise and resubmit.

Yu, D. "Institutions Meet S-curve: Product Innovation in the Drone Industry around Precision Agriculture." *Preparing for Submission*.

Yu, D. “When and What to Conform to: Product Framing Strategies in the U.S. Small Drone Market.” *Working paper*.

Yu, D., Suarez, F., Kuppuswamy, V., Rietzler, N. “Brittle Touchpoints: Enhancing Human-Technology Interactions for User-Friendly Experiences.” *Submitted to Harvard Business Review*.

Yu, D., Suarez, F., Grodal, S., Kuppuswamy, V., Rietzler, N. “Integrating Sustainability and Intelligence: Managerial Insights from Smart Machines.” *Data collection*.

Yu, D., Suarez, F., Rietzler, N. “Advancing Academic Entrepreneurship: A Data-Based Decision-Making Model.” *Data collection*.

Deshpande, G., **Yu, D.,** and KhudaBukhsh, A. “How people identify themselves on social media: taking moderates as an example.” *Working paper*.

PRESENTATIONS (*presented by co-authors)

“Institutions Meet S-curve”

- New York University, Tandon School of Engineering 2023
- Tsinghua University, School of Economics and Management 2022
- City University of Hong Kong, College of Business 2022
- The Ronald Coase Institute Webworkshop on Institutional Analysis 2022

“Leading in Experimental Markets”

- Connecticut Center for Entrepreneurship and Innovation* 2021
- USC Marshall China Research Group Doctoral Symposium 2021
- STR Virtual Symposium – Entrepreneurial State and New Economy 2020
- Academy of Management Annual Meeting, Boston, MA 2019

Consortium Participation

- Academy of Management OMT Doctoral Consortium, Seattle, WA 2022
- Academy of Management STR Doctoral Consortium (Virtual) 2021
- West Coast Research Symposium (WCRS) Doctoral Consortium (Track I) 2019

AWARDS & GRANTS

NSF Science of Science – Doctoral Dissertation Research Improvement Grants 2021
(Award Number: 2035625)

David H. Barakat and LaVerne Owen-Barakat College of Engineering Dean's Fellowship 2021

Liang Ji-Dian Graduate Fellowship 2020

TEACHING EXPERIENCE

- Teaching Assistant, “Strategic Management and Technological Innovation” 2020
- Provided supplemental instruction and grading for a master-level course about how incorporating technology and innovation into the corporate strategy.
 - Designed and delivered a guest lecture on dynamics of innovation theory.

OTHER EMPLOYMENT HISTORY

- EF Education First, Product Development Intern 2015
- Siemens Energy, Project Management Intern 2014
- Ernst & Young, Advisory Intern 2014

TECHNICAL SKILLS

STATA, Python, R, NLP, Tableau

REFERENCES

Daniel Armanios (*Advisor, committee chair*)
BT Professor of Major Programme Management
Saïd Business School
University of Oxford
daniel.armanios@sbs.ox.ac.uk

Jeremy Michalek (*Committee member*)
Professor of Engineering and Public Policy
Professor of Mechanical Engineering
Carnegie Mellon University
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Sunkee Lee

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of Organizational Theory and Strategy
Tepper School of Business
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