



Full Professor Yann TRUONG

Academic Department: Strategy, Entrepreneurship
and International Business

Email: yann.truong@essca.fr

RESEARCH INTERESTS

- Innovation Management
- Artificial Intelligence
- Strategic management

EDUCATION

Highest degree :

2022	Higher Doctorate (Habil.), Ecole Polytechnique, France
2008	Doctorate/PhD, Management Sciences, Marketing and strategy, Open University, United Kingdom
2003	Master of Science, International Business, Grenoble School of Management, France
2001	Bachelor of Science in International business, University of North Carolina, United States of America

ACADEMIC AND PROFESSIONAL EXPERIENCE

Academic career

Since 2023	Professor, ESSCA School of Management, France
2022 - 2025	Director of MSc's and International programs, ESSCA School of Management, France
2022 - 2023	Professor, Burgundy School of Business - BSB, France
2016 - 2023	Department head, Burgundy School of Business - BSB, France
2016 - 2022	Associate Professor, Burgundy School of Business - BSB, France
2011 - 2016	Associate Professor, Rennes School of Business, France
2008 - 2011	Assistant Professor, Rennes School of Business, France

Company career path

2002 - 2006	Corporate Re-structuring Analyst, SANOFI
2001 - 2002	Business Analyst, Standard and Poor's, United States of America
1998 - 2001	Cofounded a computer and ERP software company, Macross Informatique, France

Research

2013 - 2016	Visiting Research Fellow, Queen's University, Ireland
2010 - 2013	Visiting Research Fellow in Marketing, Hull University Business School, United Kingdom

GRANTS AND HONORS

- 2025 and al. EUonAIR - France 2030. ANR-24-GURE-0010. Programme d'investissements d'avenir (PIA), action "Grandes Universités de recherche", Agence Nationale de Recherche (ANR), France
- 2025 EUonAIR-European University on AI in Curricula, Smart UniverCity and (Return)Mobility ERASMUS-EDU-2024-EUR-UNIV-1, European Education and Culture Executive Agency (EACEA)

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed articles

- JABBOURI, R., ISSA, H. and TRUONG, Y. (2025). AI characteristics and competitive advantage: the moderating role of resource allocation. *International Journal of Entrepreneurial Behavior & Research*.
- TRUONG, Y. (2025). Rhetorical Legitimation and Institutional Change in the Food Distribution Industry: The Case of Farmers Markets. *Corporate Social Responsibility and Environmental Management*.
- JABBOURI, R., WHITTLE, A., TRUONG, Y. and SCHNECKENBERG, D. (2025). Narrative Switching in Entrepreneurial Failure Accounts: Unravelling Discourse Dynamics and Variability. *British Journal of Management*, 36(4), pp. 1616-1634.
- TRUONG, Y. (2025). Green Innovations and Toxic Emissions of Manufacturing Firms: Do Green Innovative Firms Pollute Less? *Corporate Social Responsibility and Environmental Management*, 32(5), pp. 6831-6842.
- TRUONG, Y. and TAHAR, Y.B. (2024). Times of crisis and new entrepreneurial opportunities in highly regulated environments: the case of mRNA-biotechs during COVID-19 pandemic. *International Journal of Entrepreneurial Behavior & Research*, 30(8), pp. 2158-2174.
- JABBOURI, R., TRUONG, Y. and ISSA, H. (2024). The impact of local entrepreneurial initiatives on women entrepreneur empowerment: the case of cooperative social ventures in Morocco. *International Journal of Entrepreneurial Behavior & Research*, 30(7), pp. 1838-1866.
- TRUONG, Y. (2024). Startup category membership and boundary expansion in the field of artificial intelligence. *International Journal of Entrepreneurial Behavior & Research*, 30(2-3), pp. 398-420.
- TOUTAIN, O., JABBOURI, R. and TRUONG, Y. (2023). Artificial intelligence and the transformation of management education. *Management International*, 27(2), pp. 119-132.
- TRUONG, Y., SCHNECKENBERG, D., BATTISTI, M. and JABBOURI, R. (2023). Guest editorial: Artificial intelligence as an enabler for entrepreneurs: an integrative perspective and future research directions. *International Journal of Entrepreneurial Behaviour and Research*, 29(4), pp. 801-815.
- TRUONG, Y., ACKERMANN, C.L. and KLINK, R.R. (2022). The role of legitimacy and reputation judgments in users' selection of service providers on sharing economy platforms. *Information and Management*, 58(8), pp. 103529.
- TRUONG, Y. and PAPAGIANNIDIS, S. (2022). Artificial intelligence as an enabler for innovation: A review and future research agenda. *Technological Forecasting and Social Change*, 183, pp. 121852.
- ACKERMANN, C.L., MATSON-BARKAT, S. and TRUONG, Y. (2022). A legitimacy perspective on sharing economy consumption in the accommodation sector. *Current Issues in Tourism*, 25(12), pp. 1947-1967.

- TRUONG, Y. and BERRONE, P. (2022). Can environmental innovation be a conventional source of higher market valuation? *Journal of Business Research*, 142, pp. 113-121.
- PALMER, M., TORAL, I., TRUONG, Y. and LOWE, F. (2022). Institutional pioneers and articulation work in digital platform infrastructure-building. *Journal of Business Research*, 142, pp. 930-945.
- JABBOURI, R., SCHNECKENBERG, D. and TRUONG, Y. (2022). From Policy-Practice to Means-Ends Decoupling in Organizations: A Systematic Review and Paths for Future Research. *Management International*, 26(1), pp. 123.
- TRUONG, Y. and NAGY, B.G. (2021). Nascent ventures' green initiatives and angel investor judgments of legitimacy and funding. *Small Business Economics*, 57(4), pp. 1801-1818.
- TRUONG, Y., MAZLOOMI, H. and BERRONE, P. (2021). Understanding the impact of symbolic and substantive environmental actions on organizational reputation. *Industrial Marketing Management*, 92, pp. 307-320.
- TRUONG, Y. and PINKSE, J. (2019). Opportunistic behaviors in green signaling: When do firms engage in symbolic green product preannouncement? *International Journal of Production Economics*, 218, pp. 287-296.
- MCCOLL, R., TRUONG, Y. and LA ROCCA, A. (2019). Service guarantees as a base for positioning in B2B. *Industrial Marketing Management*, 81, pp. 78-86.
- JABBOURI, R., TRUONG, Y., SCHNECKENBERG, D. and PALMER, M. (2019). Institutional means-ends decoupling work in industrial R&D project implementation. *Industrial Marketing Management*, 80, pp. 296-311.
- PALMER, M. and TRUONG, Y. (2019). Introduction to the special issue on the nature of industrial marketing work. *Industrial Marketing Management*, 80, pp. 228-232.
- LI, Q., XUE, Q., TRUONG, Y. and XIONG, J. (2018). MNCs' industrial linkages and environmental spillovers in emerging economies: The case of China. *International Journal of Production Economics*, 196, pp. 346-355.
- SIMMONS, G., GIRALDO, J.E.D., TRUONG, Y. and PALMER, M. (2018). Uncovering the link between governance as an innovation process and socio-economic regime transition in cities. *Research Policy*, 47(1), pp. 241-251.
- ACKERMANN, C.L., TEICHERT, T. and TRUONG, Y. (2018). 'So, what is it? And do I like it?' New product categorisation and the formation of consumer implicit attitude. *Journal of Marketing Management*, 34(9-10), pp. 796-818.
- SCARINGELLA, L., MILES, R.E. and TRUONG, Y. (2017). Customers involvement and firm absorptive capacity in radical innovation: The case of technological spin-offs. *Technological Forecasting and Social Change*, 120, pp. 144-162.
- PALMER, M. and TRUONG, Y. (2017). The Impact of Technological Green New Product Introductions on Firm Profitability. *Ecological Economics*, 136, pp. 86-93.
- TRUONG, Y., KLINK, R.R., SIMMONS, G., GRINSTEIN, A. and PALMER, M. (2017). Branding strategies for high-technology products: The effects of consumer and product innovativeness. *Journal of Business Research*, 70, pp. 85-91.
- SCHNECKENBERG, D., TRUONG, Y. and MAZLOOMI, H. (2015). Microfoundations of innovative capabilities: The leverage of collaborative technologies on organizational learning and knowledge management in a multinational corporation. *Technological Forecasting and Social Change*, 100, pp. 356-368.

- TIMSIT, J.P., CASTIAUX, A., TRUONG, Y., ATHAIDE, G.A. and KLINK, R.R. (2015). The effect of market-pull vs. resource-push orientation on performance when entering new markets. *Journal of Business Research*, 68(9), pp. 2005-2014.
- XU-PRIOUR, D.L., TRUONG, Y. and KLINK, R.R. (2014). The effects of collectivism and polychronic time orientation on online social interaction and shopping behavior: A comparative study between China and France. *Technological Forecasting and Social Change*, 88, pp. 265-275.
- TRUONG, Y., KLINK, R.R., FORT-RIOCHE, L. and ATHAIDE, G.A. (2014). Consumer Response to Product Form in Technology-Based Industries. *Journal of Product Innovation Management*, 31(4), pp. 867-876.
- DMITRIEV, V., SIMMONS, G., TRUONG, Y., PALMER, M. and SCHNECKENBERG, D. (2014). An exploration of business model development in the commercialization of technology innovations. *R&D Management*, 44(3), pp. 306-321.
- DESCUBES, I., TIMSIT, J.P. and TRUONG, Y. (2013). Social Innovation in Emerging Economies: A Resource-Based View Perspective. *Strategic Change*, 22(7-8), pp. 503-510.
- SIMMONS, G., PALMER, M. and TRUONG, Y. (2013). Inscribing value on business model innovations: Insights from industrial projects commercializing disruptive digital innovations. *Industrial Marketing Management*, 42(5), pp. 744-754.
- MCCOLL, R. and TRUONG, Y. (2013). The Effects of Facial Attractiveness and Gender on Customer Evaluations during a Web-Video Sales Encounter. *Journal of Personal Selling and Sales Management*, 33(1), pp. 117-128.
- TRUONG, Y., SIMMONS, G. and PALMER, M. (2012). Reciprocal value propositions in practice: Constraints in digital markets. *Industrial Marketing Management*, 41(1), pp. 197-206.
- TRUONG, Y. and MCCOLL, R. (2011). Intrinsic motivations, self-esteem, and luxury goods consumption. *Journal of Retailing and Consumer Services*, 18(6), pp. 555-561.
- SIMMONS, G., THOMAS, B. and TRUONG, Y. (2010). Managing ibranding to create brand equity. *European Journal of Marketing*, 44(9/10), pp. 1260-1285.
- TRUONG, Y. (2010). Personal Aspirations and the Consumption of Luxury Goods. *International Journal of Market Research*, 52(5), pp. 655-673.
- TRUONG, Y., MCCOLL, R. and KITCHEN, P.J. (2010). Uncovering the relationships between aspirations and luxury brand preference. *Journal of Product and Brand Management*, 19(5), pp. 346-355.
- TRUONG, Y. and SIMMONS, G. (2010). Perceived intrusiveness in digital advertising: strategic marketing implications. *Journal of Strategic Marketing*, 18(3), pp. 239-256.
- TRUONG, Y., MCCOLL, R. and KITCHEN, P. (2010). Practitioners' perceptions of advertising strategies for digital media. *International Journal of Advertising*, 29(5), pp. 709-725.
- TRUONG, Y., MCCOLL, R. and KITCHEN, P.J. (2009). New luxury brand positioning and the emergence of Masstige brands. *Journal of Brand Management*, 16(5-6), pp. 375-382.
- TRUONG, Y., SIMMONS, G., MCCOLL, R. and KITCHEN, P.J. (2008). Status and Conspicuousness – Are They Related? Strategic Marketing Implications for Luxury Brands. *Journal of Strategic Marketing*, 16(3), pp. 189-203.

Other contributions in scientific journals

- PAPAGIANNIDIS, S., LACKA, E., POLYVIU, A., TRUONG, Y., MARDER, B., COLLIANDER, J. ... GOZGOR, G. (2026). Special Issue introduction. Metaverse beyond the hype: Empirically

assessing the future impact of metaverses. *Technological Forecasting and Social Change*, pp. 124534.

Conference proceedings

TRUONG, Y. and NAGY, B. (2017). Nascent venture's green initiative and investor judgment of legitimacy and funding decision. In: *AOM Annual Meeting*. Atlanta: Proceedings - Academy of Management (AOM), pp. 17147.

TRUONG, Y. and BERRONE, P. (2015). Environmental Innovation and Market Value: The Mediating Role of Environmental Legitimacy. In: *AOM Annual Meeting*. Vancouver: Proceedings - Academy of Management (AOM), pp. 17587.

TRUONG, Y., MAZLOOMI KHAMSEH, H. and BERRONE, P. (2014). Beyond Symbolism: Do Symbolic Environmental Actions Improve Organizational Reputation? In: *AOM Annual Meeting*. Philadelphia: Proceedings - Academy of Management (AOM), pp. 15780.

Conference papers (with selection committee)

NGUYEN, S., TRUONG, Y. and TESIO, P. (2025). Measuring Perceived Brand Legitimacy: A Scale Development Study. In: 2025 AMS World Marketing Congress. Dijon.

NGUYEN, S., TESIO, P. and TRUONG, Y. (2025). The relationship between brand legitimacy, brand reputation, and brand status. In: La Londe Conference, 50th International Research Conference in Marketing, IGESA - Porquerolles.

PARASKEVOPOULOU, E., SCHNECKENBERG, D., SANTAMARIA, L. and TRUONG, Y. (2024). Public funding for R&D: projects - a catalyst for symbolic claims rather than real innovation? In: EURAM 2024. Bath.

PARASKEVOPOULOU, E., TRUONG, Y., SANTAMARIA, L. and SCHNECKENBERG, D. (2023). Public financing for R&D and collective symbolic claims: Do they work and for whom? In: EURAM Annual Conference. Dublin.

TRUONG, Y. and BEN TAHAR, Y. (2023). Times of Crisis and New Entrepreneurial Opportunities in Highly Regulated Environments: The Case of RNA-Biotechs. In: EURAM Annual Conference. Dublin.

TRUONG, Y., GONÇALVES PEREIRA, H., STREUER, M. and KEDING, C. (2019). Artificial Intelligence as an Enabler for Venture Creation, Innovation, and Organizational Change. In: EURAM Conference. Dublin.

TRUONG, Y., MAZLOOMI, H. and BERRONE, P. (2018). How do the competitors value a firm's environmental actions? In: EURAM Conference. Reykjavik.

JABBOURI, R., TRUONG, Y. and SCHNECKENBERG, D. (2018). Narratives of justification: Attribution types of means-ends decoupling in a publicly funded, cooperative R&D project. In: 34th EGOS Colloquium. Talinn.

TRUONG, Y., ACKERMANN, C.L. and KLINK, R.R. (2018). Legitimacy and Reputation Judgments in the Selection of Service Providers on Sharing Economy Platforms. In: 34th EGOS Colloquium. Talinn.

TRUONG, Y. and SCHNECKENBERG, D. (2017). The Impact of Public Agency Selection Criteria on Conforming Behaviors of Cooperative R&D Partners. In: EURAM Annual Conference. Glasgow.

TRUONG, Y., SCHNECKENBERG, D. and MAZLOOMI, H. (2015). Uncovering Microfoundations of Innovative Capabilities: Interdependencies between Technologies, Learning and Knowledge Sharing in a Large Firm. In: EGOS Colloquium. Athens.

VIETCHESLAV, D., SIMMONS, G., TRUONG, Y., PALMER, M.J. and SCHNECKENBERG, D. (2014). Generating ideas and organizing in business model development during the commercialization of technological innovation. In: EURAM Annual Conference. Istanbul.

TRUONG, Y. and KIM, S. (2014). Greening with partners: Environmental legitimation through alliance formation. In: 34th SMS Annual International Conference - Strategic Management Society. Madrid.

MCCOLL, R. and TRUONG, Y. (2012). How facial attractiveness impacts web-video experiences. In: ANZMAC 2012 Conference. Ehrenberg-Bass Institute for Marketing Science, University of South Australia.

TRUONG, Y., MCCOLL, R. and KITCHEN, P.J. (2008). New luxury branding. In: Academy of Marketing Conference. Aberdeen Business School.

TRUONG, Y., MCCOLL, R. and KITCHEN, P.J. (2005). The effects of consumer aspirations on brand preference. In: Academy of Marketing Conference. Dublin.

Practice-oriented contributions

LETIERCE, C. and TRUONG, Y. (2023). L'IA ravive l'enjeu de l'identité professionnelle. The Conversation, France.

RESEARCH ACTIVITIES

Editorial activities

Editorial board of scientific journals

Since 2024	Associate editor, Technological Forecasting and Social Change
2024 - 2024	Guest editor of the special issue "Metaverse beyond the hype"
2023 - 2023	Guest editor of the special issue "AI as an enabler for entrepreneurship", International Journal of Entrepreneurial Behavior & Research
2022 - 2022	of the special issue "AI as an enabler for innovation", Technological Forecasting and Social Change

Reviewing activities for scientific journals

Since 2023	Ad-hoc reviewer, Small Business Economics
Since 2023	Ad-hoc reviewer, British Journal of Management
Since 2008	Ad-hoc reviewer, Technological Forecasting and Social Change
Since 2008	Ad-hoc reviewer, Journal of Business Research

Service to the academic discipline

Active member of a recognised scientific or academic association

2020 - 2022	Track Chair on Artificial Intelligence, European Academy of Management (EURAM), Belgium
2012 - 2012	Scientific committee, Association Internationale de Management Stratégique (AIMS), France
2010 - 2016	Member of the board, La Cantine Numérique de Rennes, France
2008 - 2016	Member of the funding board for collaborative projects in the Cluster Images et Réseaux

Scientific committee of an academic conference

Since 2021	Panels member: tracks, sessions, symposium, European Academy of Management (EURAM), Belgium
------------	---

- 2020 - 2020 Organisation committee: Artificial intelligence and digital organizations, European Academy of Management (EURAM)
- 2018 - 2022 Committee Chair, Innovation and Entrepreneurship SIG, European Academy of Management (EURAM)
- 2011 - 2015 Session Chair, ONE Division, Academy of Management (AOM), United States of America
- 2011 - 2015 Session chair, Academy of Management (AOM), United States of America

Organisation/facilitation of webinars, seminars, roundtables

- 2018 - 2018 Workshop on research in management, Université Catholique de Lyon, France
- 2014 - 2014 Technology management and disruptive innovation, Images & Réseaux, France
- 2011 - 2014 Open innovation, Images & Réseaux, France

Membership in an academic association

- Since 2016 Member, European Academy of Management (EURAM), Belgium
- Since 2009 Member, Academy of Management (AOM), United States of America

Service to professional community

Participation in professional events, roundtables

- 2023 - 2023 Managing startups in AI, World Artificial Intelligence Cannes Festival (WAICF), France
- 2022 - 2022 Managing startups in AI, World Artificial Intelligence Cannes Festival (WAICF), France

Consulting

Relevant consulting activities

- Since 2010 Project evaluator: Horizon 2020, Commission européenne, Belgium