



# Full Professor Yann TRUONG

Academic Department: Strategy, Entrepreneurship and International Business      Email: [yann.truong@essca.fr](mailto:yann.truong@essca.fr)

## RESEARCH INTERESTS

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- Innovation Management
- Artificial Intelligence
- Strategic management

## EDUCATION

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### *Highest degree :*

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| 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

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### **Academic career**

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| 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**

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| 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**

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| 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

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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

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### 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 branding 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., POLYVIOU, 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. Tallinn.

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. Tallinn.

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 legitimization 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

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### 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