



Professeur (Full) Yann TRUONG

Département de rattachement: Strategy,
Entrepreneurship and International Business

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INTÉRÊTS DE RECHERCHE

- Gestion de l'innovation
- Intelligence artificielle
- Management stratégique

FORMATION

Diplôme le plus élevé :

2022	Habilitation à diriger des recherches, Ecole Polytechnique, France
2008	Doctorat (PhD), Marketing et stratégie, Open University, Royaume Uni
2003	Master of Science, International business, Grenoble Ecole de Management, France
2001	Bachelor of Science in International business, University of North Carolina, Etats-Unis d'Amérique

EXPÉRIENCE PROFESSIONNELLE

Vie et positions académiques

Depuis 2023	Professeur, ESSCA School of Management, France
2022 - 2025	Directeur des MSc's et des programmes internationaux, ESSCA School of Management, France
2022 - 2023	Professeur, Burgundy School of Business - BSB, France
2016 - 2023	Chef de département, Burgundy School of Business - BSB, France
2016 - 2022	Professeur associé, Burgundy School of Business - BSB, France
2013 - 2016	Chercheur invité, Queen's University, Irlande
2011 - 2016	Professeur associé, Rennes School of Business, France
2010 - 2013	Chercheur invité en marketing, Hull University Business School, Royaume Uni
2008 - 2011	Professeur assistant, Rennes School of Business, France

Vie professionnelle

2002 - 2006	Analyste en restructuration d'entreprise, SANOFI
2001 - 2002	Analyste d'affaires, Standard and Poor's, Etats-Unis d'Amérique
1998 - 2001	Cofondateur d'une société de logiciels informatiques et d'ERP, Macross Informatique, France

- 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 and al. EUonAIR - European University on AI in Curricula, Smart UniverCity and (Return)Mobility ERASMUS-EDU-2024-EUR-UNIV-1. Partners: Akademia Leona Kozminkskiego (PL); Hochschule für Technik und Wirtschaft Berlin (DE); ZSEM - Zagrebacka Skola Ekonomije I Managementa (HR); Polsko-Japonska Akademia Technik Komputerowy (PL); Fundacio Privada Universitat Abat Oliba Ceu (ES); Ism Vadybos Ir Ekonomikos Universitetas Uab (LT); ESSCA (FR); Luxembourg School Of Business Asbl (LU); University Of Piraeus, Erasmus + Programme européen pour l'éducation, la formation, la jeunesse et le sport

PUBLICATIONS SCIENTIFIQUES

Articles évalués par les pairs

- JABBOURI, R., ISSA, H. et TRUONG, Y. (2025). AI characteristics and competitive advantage: the moderating role of resource allocation. *International Journal of Entrepreneurial Behavior & Research*.
- JABBOURI, R., WHITTLE, A., TRUONG, Y. et 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. et 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. et 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. et TRUONG, Y. (2023). Artificial intelligence and the transformation of management education. *Management International*, 27(2), pp. 119-132.
- TRUONG, Y., SCHNECKENBERG, D., BATTISTI, M. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et BERRONE, P. (2021). Understanding the impact of symbolic and substantive environmental actions on organizational reputation. *Industrial Marketing Management*, 92, pp. 307-320.

TRUONG, Y. et 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. et 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. et PALMER, M. (2019). Institutional means-ends decoupling work in industrial R&D project implementation. *Industrial Marketing Management*, 80, pp. 296-311.

PALMER, M. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et 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.

- TIMSIT, J.P., CASTIAUX, A., TRUONG, Y., ATHAIDE, G.A. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et PALMER, M. (2012). Reciprocal value propositions in practice: Constraints in digital markets. *Industrial Marketing Management*, 41(1), pp. 197-206.
- TRUONG, Y. et 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. et 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. et 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. et SIMMONS, G. (2010). Perceived intrusiveness in digital advertising: strategic marketing implications. *Journal of Strategic Marketing*, 18(3), pp. 239-256.
- TRUONG, Y., MCCOLL, R. et KITCHEN, P. (2010). Practitioners' perceptions of advertising strategies for digital media. *International Journal of Advertising*, 29(5), pp. 709-725.
- TRUONG, Y., MCCOLL, R. et 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. et 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.

Conférence proceedings

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

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

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

Communications (conférences avec comité de sélection)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Contributions intellectuelles orientées vers la pratique, diffusion des savoirs

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

ACTIVITÉS DE RECHERCHE

Activités éditoriales

Comité éditorial de revue scientifique

2023 - 2023 Rédacteur invité : numéro consacré à l'intelligence artificielle, International Journal of Entrepreneurial Behavior & Research

2022 - 2022 Rédacteur invité : numéro consacré à l'intelligence artificielle, Technological Forecasting and Social Change

Évaluateur d'une publication académique / professionnelle

Depuis 2023 Évaluateur ad-hoc, International Journal of Entrepreneurial Behavior & Research

Depuis 2023 Évaluateur ad-hoc, Technovation

Depuis 2023 Évaluateur ad-hoc, IEEE Transactions on Engineering Management

Depuis 2023 Évaluateur ad-hoc, British Journal of Management

Depuis 2023 Évaluateur ad-hoc, Human Relations

Depuis 2008 Évaluateur ad-hoc, Journal of Product Innovation Management

Depuis 2008 Évaluateur ad-hoc, Technological Forecasting and Social Change

Depuis 2008 Évaluateur ad-hoc, Journal of Business Research

Service à la discipline

Membre actif d'une association scientifique ou académique

2020 - 2022 Track Chair on Artificial Intelligence, European Academy of Management (EURAM), Belgique

2010 - 2016 Membre du comité, La Cantine Numérique de Rennes, France

2008 - 2016 Membre du comité de financement des projets collaboratifs du pôle Images et Réseaux

2012 - 2012 Comité scientifique, Association Internationale de Management Stratégique (AIMS), France

Consulting

Activités de consulting significatives

Depuis 2010 Évaluateur de projets : Horizon 2020, Commission européenne, Belgique

Service à la discipline

Comité scientifique d'une conférence académique

Depuis 2021 Membre du panel sur les tracks, sessions, et symposium, European Academy of Management (EURAM), Belgique

2018 - 2022 Committee Chair, Innovation and Entrepreneurship SIG, European Academy of Management (EURAM)

2020 - 2020 Comité d'organisation : Artificial intelligence and digital organizations, European Academy of Management (EURAM)

2011 - 2015 Session Chair, ONE Division, Academy of Management (AOM), Etats-Unis d'Amérique

2011 - 2015 Président de session, Academy of Management (AOM), Etats-Unis d'Amérique

Membre adhérent à une association académique

Depuis 2016 Membre, European Academy of Management (EURAM), Belgique

Depuis 2009 Membre, Academy of Management (AOM), Etats-Unis d'Amérique

Organisation/animation de webinaires, séminaires, de tables rondes

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

Service à la communauté professionnelle

Participation à des événements professionnels, tables rondes

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