

JINGYA YOU

jingya.you@wisc.edu | www.jingyayou.com

Wisconsin School of Business ▪ University of Wisconsin-Madison
4110 Grainger Hall, 975 University Ave, Madison, WI 53706

ACADEMIC APPOINTMENT

University of Wisconsin-Madison

Assistant Professor of Management & Human Resources, 2025-present

EDUCATION

University of Illinois at Urbana-Champaign

Ph.D. in Strategy and Entrepreneurship, 2025

- Dissertation: Scalability and Scaling in Digital Firms
- Committee: Deepak Somaya (chair), Melissa Graebner, Min Jung Kim, Joseph T. Mahoney, Brian Wu (University of Michigan)

Tianjin University

M.S. in Management Science and Engineering, 2019

B.S. in Construction Management, 2016

Bachelor of Law (Minor), 2016

RESEARCH INTERESTS

Scaling and scalability; Acquisition by startups; Firm innovation; Technology strategy; Digital strategy; Data privacy protection

PUBLICATIONS

Somaya, D., & You, J. (2024). Scalability, Venture Capital Availability, and Unicorns: Evidence from the Valuation and Timing of IPOs. *Journal of Business Venturing*, 39(1), 106345. [Link](#)

Somaya, D., & You, J. (2024). Unicorns and Scalable Businesses. *The Palgrave Encyclopedia of Private Equity*, Douglas J. Cumming and Benjamin Hammer (Eds.). Palgrave Macmillan. [Link](#)

You, J. (2024). Data Privacy, Scaling, and Firm Scope: Evidence from the GDPR. *Academy of Management Conference Best Paper Proceedings*, Online. [Link](#)

WORKING PAPERS

You, J., & Somaya, D. "Data Privacy, Scaling, and Diversification: Evidence from the GDPR."

- Revise & Resubmit at *Strategic Management Journal*
- AOM Best Paper Proceedings, STR Division, 2024
- Finalist for the SMS Annual Conference PhD Paper Prize, 2024

You, J. “Startups as Acquirers: A Strategic Response to Scaling Constraints.” (*Job market paper*)

You, J., & Kim, M. J. “Knowledge Interdependence as a Double-edged Sword for Firm Innovation: The Role of Technological Shocks.” (Target journal: *Organization Science*)

- Nominee for the SMS Annual Conference PhD Paper Prize, 2023

Lee, H., Mahoney, J. T., Somaya, D., & **You, J.** “C.O.P.E.: A Generative Framework for Theories About Firms’ Responses to Technological Shocks.” (Equal contribution, Target journal: *Strategic Management Journal*)

WORKS IN PROGRESS

“Do Startups Benefit from Becoming Unicorns?” (w/Deepak Somaya; Preliminary results)

“Limits to Entrepreneurial Experimentation? How Demand Conditions Affect the Value of Startup Experimentation for Scaling” (w/Deepak Somaya; Preliminary results)

CONFERENCE PRESENTATIONS

You, J. “When Do Startups Acquire Startups: A Strategic Response to Scaling Constraints.”

- 31st Consortium on Competitiveness and Cooperation (“CCC”). St. Louis, Missouri, 2024.
- 11th Global Entrepreneurship and Innovation Research Conference. Boulder, Colorado, 2024.
- Showcase Symposium at 84th Academy of Management Conference. Chicago, Illinois, 2024.

You, J., & Somaya, D. “Data Privacy, Scaling, and Diversification: Evidence from the GDPR.”

- 5th AI in Management (AIM) Conference. Los Angeles, California, 2025
- Strategy Science Conference. Ann Arbor, Michigan, 2024.
- 84th Academy of Management Conference. Chicago, Illinois, 2024.

You, J., & Kim, M. J. “Knowledge Interdependence as a Double-edged Sword for Firm Innovation: The Role of Technological Shocks.”

- 83rd Academy of Management Conference. Boston, Massachusetts, 2023.
- 43rd Strategic Management Society Annual Conference. Toronto, 2023.

Somaya, D., & You, J. “Why Unicorns Exist: Venture Scalability and the Valuation and Timing of Startup IPOs.”

- Industry Studies Association Annual Conference. Columbus, Ohio, 2023.
- 82nd Academy of Management Conference. Seattle, Washington, 2022.

Lee, H., Mahoney, J. T., Somaya, D., & You, J. “The C.O.P.E. Framework: A Holistic View of Firms’ Responses to Technological Shocks.”

- 43rd Strategic Management Society Annual Conference. Toronto, 2023.

AWARDS AND FELLOWSHIPS

Humane Studies Fellowship, Institute for Humane Studies (IHS), 2024 (\$5,000)
Block Grant Fellowship, University of Illinois, 2023 (\$1,200)
Jagdish N. Sheth PhD Support Fund, University of Illinois, 2023 (\$1,000)
List of Teachers Ranked as Excellent, University of Illinois, 2022
Zwisler Summer Doctoral Fellowship, University of Illinois, 2022 (\$5,000)
Best Presentation Award at BA Doctoral Workshop, University of Illinois, 2022, 2024
Caterpillar Fellowship, University of Illinois, 2019 (\$10,000)
Block Grant Fellowship, University of Illinois, 2019 (\$1,500)
National Fellowship, The Ministry of Education of China, 2018
Outstanding Thesis Award for Bachelor's Degree, Tianjin University, 2016

TEACHING EXPERIENCE

Business Policy and Strategy (BADM 449), Fall 2022, University of Illinois at Urbana-Champaign

- Teaching evaluation: **4.6/5.0** (as sole instructor for the capstone undergraduate strategic management class)
- Included in the “*List of Teachers Ranked as Excellent*” at the University

EARLIER PUBLICATIONS (IN ENGINEERING PRE-PH.D.)

You, J., Chen, Y., Wang, W., & Shi, C. (2018). “Uncertainty, Opportunistic Behavior, and Governance in Construction Projects: The Efficacy of Contracts.” *International Journal of Project Management*, 36: 795-807.

You, J., Chen, Y., Hua Y., & Wang, W. (2018). “The Efficacy of Contractual Governance on Task and Relationship Conflict in Interorganizational Transactions.” *International Journal of Conflict Management*, 30 (1): 65-86.

Shi, C., Chen, Y., **You, J.**, & Yao H. (2018). “Asset Specificity and Contractors’ Opportunistic Behavior: Moderating Roles of Contract and Trust.” *Journal of Management in Engineering*, 34(5): 04018026.

Chen, Y., Wang, W., Zhang, S., & **You, J.** (2018). “Understanding the Multiple Functions of Construction Contracts: The Anatomy of FIDIC Model Contracts.” *Construction Management & Economics*, DOI: 10.1080/01446193.2018.1449955.

You, W., Chen, Y., Gao, Y., & **You, J.** (2020). “Understanding the Relationship between Environmental Uncertainty and Transaction Costs in Construction Projects: Moderating Roles of Prior Cooperation Experience and Intragroup Transactions.” *Journal of Management in Engineering*, 36(6), 04020087.

PROFESSIONAL SERVICE ACTIVITIES

Ad hoc reviewer, Strategic Management Journal
Ad hoc reviewer, Journal of Business Venturing
Co-organizer of the PDW “Entrepreneurial Scaling: Strategic and Organizational Perspectives” at Academy of Management Conference. Copenhagen, 2025

Co-organizer of the PDW “Scaling and Scalability: Building an Integrated Research Agenda” at Academy of Management Conference. Chicago, 2024

Co-organizer of the Showcase Symposium “Scaling Strategies: Enabling Scalability and Overcoming Constraints” at Academy of Management Conference. Chicago, 2024

Assistant to the Program Chair for the Academy of Management STR division, 2023

Conference Reviewer: AOM annual conference (2020-present), SMS annual conference (2024-present)

Memberships: Academy of Management, Strategic Management Society

PROFESSIONAL DEVELOPMENT WORKSHOPS

ENT Doctoral Consortium, Academy of Management Conference. Chicago, 2024

STR Dissertation Consortium, Academy of Management Conference. Virtual, 2024

Consortium on Competitiveness and Cooperation (“CCC”). Olin School of Business. St. Louis, 2024

SMS Doctoral Workshop, Strategic Management Society. Toronto, 2023

STR Doctoral Consortium, Academy of Management Conference. Virtual, 2023

Strategy Science Doctoral Workshop. NYU Stern School of Business. New York, 2022

Midwest Strategy Meeting & Doctoral Consortium. Purdue University. West Lafayette, 2022

SKILLS

Software tools and programming: Stata, Python, MySQL

Natural Language Processing: LDA topic modeling, word embedding (Word2vec)

REFERENCES

Deepak Somaya

*Diane and Steven N. Miller Professor of
Strategy and Entrepreneurship*

Gies College of Business

University of Illinois at Urbana-Champaign

Email: dsomaya@illinois.edu

Joseph T. Mahoney

Caterpillar Chair of Business

Professor of Strategy and Entrepreneurship

Gies College of Business

University of Illinois at Urbana-Champaign

Email: josephm@illinois.edu

Melissa Graebner

*Robert C. Evans Endowed Professor of
Strategy and Entrepreneurship*

Gies College of Business

University of Illinois at Urbana-Champaign

Email: graebner@illinois.edu