

Jonathan SITRUK
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ACADEMIC BACKGROUND

Ph.D. Candidate, SKEMA Business School, Ph.D. in Management, *2017 (Expected)*
M.Sc., SKEMA Business School, Master of Research, *2014*
M.Sc., SKEMA Business School, Master in Strategic Tourism Management with honors, *2010*
Master, Universidad de los Andes, Master in Organizations, Development and Social Responsibility, *2009*
Bachelor, College of Charleston, Bachelor in Business Administration & Leadership with honors, *2006*
Bachelor, SKEMA Business School, Bachelor in Business Administration, *2004*

RESEARCH IN PROGRESS

New venture initial funding in contexts of latent categories (with L. Dibiaggio) – Stage: WP
Identifying organizational scandals: methodology, illustration, and validation (with M. Clemente, L. Dibiaggio, and G. Giustiziero). Stage: first draft working paper
Category labels and performance: Evidence from Reward Based Crowdfunding (with D. Zunino). Stage: data collection
Scandals and team performance: evidence from ligue 1 (with M. Clemente, L. Dibiaggio, and G. Giustiziero). Stage: data collected
Gender and impression management in crowdfunding (with J. Lim) – Stage: data collected
Crowdfunding success: A question of supply and demand (with F. Vona) – Stage: data collected

RESEARCH INTERESTS

Entrepreneurship; Entrepreneurial Strategy; Crowdfunding; Organizational Identity;
Quantitative research & mixed methods; Semantic analysis & Machine learning

INVITED PRESENTATIONS & CONSORTIA

Northeastern University & Boston University, visiting scholar, Boston (USA), April-June 2017
Northeastern University, Paper seminar, Boston (USA), 19 April 2017
Boston University, Paper seminar, Boston (USA), 20 April 2017
Druid Academy, PhD Course & Paper presentation, Odense (Denmark), 15-20 January 2017
SKEMA Business School, KTO research seminar – Paper presentation, Sophia (France), 15 December 2016
SKEMA Business School, Conference on crowdfunding best practices - Lead speaker, Sophia (France), 27 October 2016
SEI Strategy, Entrepreneurship, & Innovation Consortium – Doctoral workshop, Zurich (Switzerland), 29-1 October 2016
SMS Strategic Management Society Annual Meeting – Paper presented during a session, Berlin (Germany), *17-20 September 2016*
AOM Academy of Management Annual Conference – Paper presented at the content analysis workshop, Anaheim (USA), *5-9 August 2016*

SKEMA Paper Development Workshop – Doctoral workshop, Sophia (France), *15-18 June 2016*

DRUID Conference – Paper accepted (not presented), Copenhagen (Denmark), *13-15 June 2016*

3EN Digital economy conference – Paper presented during a session, Nice (France), *1-2 June 2016*

ECN Crowdfunding Convention – Participation, Paris (France), *11-12 December 2014*

SMS Extension: Crowdfunding and Entrepreneurship - Participation, San Sebastian (Spain), *19 September 2014*

EBN Congress: Incubator conference focused on crowdfunding - Participation, Lerida (Spain), *25-27 June 2014*

OTHER PUBLICATIONS

Prayag, G., Khoo-Lattimore, C. and Sitruk, J. (2015) Casual Dining on the French Riviera: Examining the Relationship Between Visitors' Perceived Quality, Positive Emotions, and Behavioral Intentions. *Journal of Hospitality Marketing and Management* 24(1): 24-46

TEACHING EXPERIENCE

Lecturer at SKEMA Business School – Paris, Sophia (France) & Suzhou (China) – *since 2013*:

Courses created:

Entrepreneurship & Finance in the Digital Age – MSc Core Course (evaluation: 100%)

Entrepreneurship in Tourism & Events (89% & 97%)

Courses taught:

Advanced Strategy – MSc Core Course (85%)

Entrepreneurship Mindset and Toolkit (business plan creation & pitching) (97%)

Lecturer Health-2-Market, European Project – Sophia (France) & Rome (Italy) – *2012-2015*:

Courses taught: Entrepreneurship Mindset and Toolkit

Lecturer at Universidad Santo Tomas – Bogota (Colombia) – *2011-2012*:

Courses created: market research, research methods, entrepreneurship & tradeshow

SERVICE

Academy of Management Annual Meeting (ENT reviewer), *since 2015*

Supported the organization of the SKEMA Paper Development Workshops, Sophia (France) *2012-2015*

Supported consultancy efforts for business incubators & startups ([CASA incubator](#)), *since 2012*

Co-organizer of a European Commission project ([Health-2-Market](#)), *2012-2015*

MEMBERSHIPS

Strategic Management Society, Entrepreneurship and Strategy division, *2016*, International

Academy of Management Association, ENTR and BPS divisions, *2016*, International

RESEARCH GRANTS AND AWARDS

Grant for research activity and study for a PhD thesis, SKEMA Business School, *2016-2017*

Full 4-year Ph.D. scholarship, SKEMA Business School, 2012-2016

OTHER ACTIVITIES

Web Crawling/Scraping, Database development, Data mining, Semantic analysis & Machine Learning (Python & SQL) – *since 2014*

Coordinated the development of the MOOC *Roadmap to the Entrepreneurial Mindset and Toolkit* ([Udemy](#)) – 2015

REFEREES

Ludovic Dibiaggio, email: ludovic.dibiaggio@skema.edu

Gianluigi Giustiziero, email: gianluigi.giustiziero@skema.edu