

# Jonathan SITRUK

Assistant Professor

Innovation and Entrepreneurship Group

University of Amsterdam – Amsterdam Business School

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## ACADEMIC EMPLOYMENT

**Assistant Professor**, Amsterdam Business School, *Since Sept 2019*

**Research Fellow**, LMU Munich, Germany, *Sept.2018-Aug.2019*

**Ph.D. Candidate**, SKEMA Business School, France, *2012-2018*

**Lecturer**, Universidad Santo Tomas, Bogotá, Colombia, *2011-2012*

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## ACADEMIC BACKGROUND

**Ph.D. in Management**, SKEMA Business School - Université Côte d'Azur (UCA), *2018*

Defended September 7<sup>th</sup> 2018: **received the best thesis award** at UCA

Committee: Prof. Filippo Wezel (USI), Prof. Fernando Suarez (NEU), Prof. Pierre Meschi (Aix), Prof. Cécile Ayerbe (UNS)

**M.Sc.**, SKEMA Business School, Master of Research, *2014*

**B.Sc.**, College of Charleston, USA, Business Administration & Leadership *with honors, 2006*

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## RESEARCH IN PROGRESS

Not Just Labels: Text, Images and Asymmetries in Categorization (w/ L. Dibiaggio, S. Grodal, and F. Suarez). Stage: working paper. Target: OS.

Category Labels and Entrepreneurial Resource Acquisition: a Study of Crowdfunding Campaigns (w/ L. Dibiaggio and D. Zunino). Stage: working paper. Target: OS.

The Ms. Klein Effect: Evolution of platform identity and entrepreneurs' narrative strategies (w/ S. Grodal, and F. Suarez). Stage: initial draft

Crowdfunding and Market Performance of Music Artists (w/ J. Loh). Stage: data collection

Airbnb and Crowdfunding (w/ M. Batikas). Stage: data collection

E-cigarette: the dual sword of market growth and public contestation (w/ K. Curran). Stage: data collection

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## RESEARCH INTERESTS

Crowdfunding; Digital Platforms; Categorization; Entrepreneurial Strategy; Entrepreneurship; Organizational Identity; Quantitative & Mixed methods; Semantic analysis & Machine learning

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## VISITING

Boston University, Visiting scholar with Stine Grodal, Boston (USA), *April-June 2017*

Northeastern University, Visiting scholar with Fernando Suarez, Boston, *April-June 2017*

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## PRESENTATIONS

Paper 1: Not Just Labels: Text, Images and Asymmetries in Categorization:

AOM Academy of Management Annual Conference; OMT Finalist of the Best Entrepreneurship Paper Award, Boston (USA), *9-13 August 2019*

AOM Academy of Management Annual Conference; BPS Dissertation Consortium, Research seminar paper presentation, Atlanta (USA), *4-5 August 2017*

MOC-TIM Conference, Paper accepted (not presented), Zurich (CH), *29-30 June 2017*

Druid Conference, Paper presentation, New York City (USA), *12-14 June 2017*

Druid Academy, PhD Course & Paper presentation, Odense (Denmark), *15-20 January 2017*

Paper 2: Category Labels and Entrepreneurial Resource Acquisition: a Study of Crowdfunding Campaigns:

AOM Academy of Management Annual Conference, Paper presented in the Entrepreneurship division, Chicago (USA), *10-14 August 2018*

Boston University, Paper seminar, Boston (USA), *20 April 2017*

Northeastern University, Paper seminar, Boston (USA), *19 April 2017*

SKEMA, KTO research seminar – Paper presentation, Sophia (France), *15 December 2016*

SEI: Strategy, Entrepreneurship, & Innovation Consortium – Doctoral workshop, Zurich (CH), *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*

Paper 3: The Ms. Klein Effect: Evolution of Platform Identity and Entrepreneurs Narrative Strategies:

AOM Academy of Management Annual Conference; Paper presented during a panel, Boston (USA), *9-13 August 2019*

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## **CONSORTIA**

Munich Summer Institute, Paper discussion, Munich (Germany), *4-6 June 2018*

SKEMA, Conference on crowdfunding best practices - Lead speaker, Sophia (France), *27 October 2016*

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

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

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

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## **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

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## **TEACHING EXPERIENCE**

Lecturer at Amsterdam Business School – Amsterdam (The Netherlands) – *since Sept. 2019:*

Courses created:

Digital Innovation and Entrepreneurship – Bachelor Elective Course (3<sup>rd</sup> year)

Courses taught:

Entrepreneurship in Practice – Minor Entrepreneurship (Bachelor level)

Lecturer at LMU Munich – Munich (Germany) – 2018-2019:

Courses taught:

Technology and Strategy – Bachelor Elective Course

Strategic Organization Design – Bachelor Core Course

Lecturer at SKEMA Business School – Paris, Sophia (France) & Suzhou (China) – 2013-2018:

Courses created:

Entrepreneurship & Finance in the Digital Age – MSc Core Course (score: 2016: 100% student evaluation)

Entrepreneurship in Tourism & Events (2017: 100%, 2016: 97%, & 2015: 89%)

Courses taught:

Advanced Strategy – MSc Core Course (2017: 100% & 2016: 85%)

Entrepreneurship Mindset and Toolkit (business plan creation & pitching) (2015: 97%)

Business Game – MSc Core Course – strategy implementation using a competitive game

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: e-marketing, entrepreneurship & tradeshows (2012: 90% & 2011: 86%)

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## 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](#)), 2012-18

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

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## MEMBERSHIPS

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

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

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## RESEARCH GRANTS AND AWARDS

Grant for research activity and study for a PhD thesis, SKEMA Business School, 2017-2018

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

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## 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

Languages: French (native), English (native), Spanish (advanced/native)

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## REFERENCES

Nachoem Wijnberg, University of Amsterdam, email: [NMWijnberg@uva.nl](mailto:NMWijnberg@uva.nl)

Fernando F. Suarez, Northeastern University, email: [f.suarez@neu.edu](mailto:f.suarez@neu.edu)

Stine Grodal, Boston University, email: [grodal@bu.edu](mailto:grodal@bu.edu)

Tobias Kretschmer, LMU Munich, email: [t.kretschmer@lmu.de](mailto:t.kretschmer@lmu.de)

Ludovic Dibiaggio, SKEMA Business School, email: [ludovic.dibiaggio@skema.edu](mailto:ludovic.dibiaggio@skema.edu)