

## Jessica J. Santana

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**EMPLOYMENT**    **University of California, Santa Barbara**  
 Assistant Professor, Technology Management Program, 2019 - Present

**EDUCATION**        **Stanford University**  
 Ph.D. Sociology (2019)  
 Examination Fields: Organizational Theory, Economic Sociology  
 M.A. Sociology (2015)  
**University of California at Berkeley**  
 M.Sc. Information Science, School of Information (2010)  
 Certification, Management of Technology, Haas School of Business (2010)  
**University of Oklahoma**  
 B.A. International and Area Studies (with Distinction) (2005)  
 Semester Study Abroad: Catholic University of Bolivia, Cochabamba

### PUBLICATIONS

#### Refereed Journal Articles:

- 2017            “Online Field Experiments: Studying Social Interactions in Context.” Parigi, Paolo, J. Santana, and Karen Cook. *Social Psychology Quarterly* 80(1):1-19.
- 2016            “Investor Commitment to Serial Entrepreneurs: A Multilayer Network Analysis.” Santana, J., Raine Hoover, and Meera Vengadasubbu. *Social Networks* 48:256-269.
- 2015            “Risk Aversion and Engagement in the Sharing Economy.” Santana, J. and Paolo Parigi. *Games* 6:560-573.

#### Other Publications:

- 2018            Book Review of *Venturing in International Firms: Contexts and Cases in a High-Tech World*, by Christopher Williams. Reviewed by Jessica J. Santana. *R&D Management*. 2018.
- 2017            “Trust and Rational Choice.” Karen S. Cook and Jessica J. Santana. In Eric Uslaner (Ed.), *Oxford Handbook of Political and Social Trust*. Oxford, UK: Oxford University Press.

#### Work in Progress:

“Trust.” with Karen S. Cook. In Judith Simon (Ed.), *Routledge Handbook of Trust and Philosophy*. (forthcoming)

“Embracing Failure: A Cultural-Computational Analysis of Failure Narrative Strategies in Entrepreneurship.” Santana, J. (under review)

“Community Centrality and Boundary Work.” Santana, J. (under review)

“Multiplexity and the Tolerance of Failure” Santana, J. (manuscript)

“Foul-Weather Friends: Failure Tolerance in Organizational Networks” Santana, J. (manuscript)

“Relational Cohesion in Silicon Valley Venture Finance Networks” Santana, J. (manuscript)

“Emergence of Economic Bubbles: A Network and Conversation Analysis of Bitcoin.” Alvarez-Pereira, Brais, Matthew Ayres, Shai Gorsky, Sean Hayes, Zhi Qiao, and Jessica Santana (authors presented alphabetically). (manuscript)

#### HONORS AND GRANTS

2018-2019 Institute for Research in the Social Sciences (IRISS) Dissertation Fellowship, Stanford University  
 2018-2019 Center for International Security and Cooperation Predoctoral Research Affiliate, Freeman Spogli Institute for International Studies, Stanford University  
 2018 Society for the Advancement of Socio-Economics Early Career Workshop Award  
 2018 Russell Sage Foundation’s Summer Institute in Computational Social Science Selected Attendee, Duke University  
 2018 Western Academy of Management Doctoral Student Consortium Selected Attendee  
 2016-2017 IRISS Computational Social Science Fellowship, Stanford University  
 2012-2017 Humanities and Sciences Fellowship, Stanford University  
 2013-2016 IRISS Fellowship, Stanford University  
 2014 Complex Systems Summer School Selected Attendee, Santa Fe Institute  
 2008-2009 School of Information Fellowship, UC Berkeley  
 2005 Fern L. Holland Award, University of Oklahoma  
 2004 National Education for Women’s Leadership Conference Selected Attendee, University of Oklahoma

#### INVITED TALKS

2018  
 University of California, Santa Barbara, Technology Management Program, Santa Barbara, USA.  
 INSEAD, Entrepreneurship and Family Enterprise Area, Fontainebleau, France.  
 University of Pennsylvania, Wharton School, Management Department, Entrepreneurship and Innovation Group, Philadelphia, USA.  
 Purdue University, Department of Sociology, West Lafayette, USA.  
 University College London, School of Management, London, UK.  
 London School of Economics and Political Science, Department of Sociology, London, UK.  
 (invited)  
 Society for the Advancement of Socio-Economics 2018 Annual Conference, “Author Meets Critic: UK Venturing in International Firms: Contexts and Cases in a High-Tech World, by Christopher Williams,” Kyoto, Japan.  
 Stanford University, Stanford Center on Poverty & Inequality, Ending Poverty with Technology Seminar, Stanford USA.

2017  
 Stanford University, Stanford Center on Poverty & Inequality, Ending Poverty with Technology Seminar, Stanford USA.  
 American Marketing Association, “How to Build Trust in a Digital World,” San Francisco, USA.

2014  
 Sixth International Conference on Social Informatics, “Studying Online Communities: A Field Experiment Approach,” Barcelona, Spain.

## REFEREED CONFERENCE PRESENTATIONS

- 2018 “Measuring Instances and Consequences of Entrepreneurial Failure.” Panel presentation with Howard Aldrich, Tiantian Yang, Dawn DeTienne, and Deniz Ucbasaran, presented at the Academy of Management 2018 Annual Meeting, Chicago, USA.
- 2018 “Embracing Failure: A Cultural-Computational Analysis of Failure Narrative Strategies in Entrepreneurship.” Presented at the American Sociological Association 2018 Annual Meeting, Philadelphia, USA.
- 2018 “Community Centrality and Boundary Work.” Presented at the International Network for Social Network Analysis 2018 Sunbelt Conference, Utrecht, Netherlands.
- 2018 “Embracing Failure: A Cultural-Computational Analysis of Failure Narrative Strategies in Entrepreneurship.” Presented at the Society for the Advancement of Socio-Economics 2018 Annual Conference, Kyoto, Japan.
- 2018 “Community Centrality and Boundary Work.” Presented at the 2018 Annual International Conference on Computational Social Science, Evanston, USA.
- 2018 “Embracing Failure: A Cultural-Computational Analysis of Failure Narrative Strategies in Entrepreneurship.” Presented at the 2018 Annual International Conference on Computational Social Science, Evanston, USA.
- 2018 “Embracing Failure: The Effect of Online Startup Postmortems on Membership in the Entrepreneur Community.” Presented at the Western Academy of Management 2018 Annual Meeting, Salt Lake City, USA.
- 2016 “Multiplexity and the Tolerance of Failure.” Presented at the Academy of Management 2016 Annual Meeting, Anaheim, USA.
- 2016 “Multiplexity and the Tolerance of Failure.” Presented at the American Sociological Association 2016 Annual Meeting, Seattle, USA.
- 2016 “Risk Aversion and Engagement in the Sharing Economy.” Presented at the Society for the Advancement of Socio-Economics 2016 Annual Conference, Berkeley, USA.
- 2016 “Foul-Weather Friends: Failure Tolerance in Organizational Networks.” Presented at the International Network for Social Network Analysis 2016 Sunbelt Conference, Newport Beach, USA.
- 2015 “Contextualizing Mechanisms Using Big Data.” Presented at the American Sociological Association 2015 Annual Meeting, Chicago, USA.
- 2015 “Investor Commitment to Serial Entrepreneurs: A Multilayer Network Analysis.” Presented at the International Network for Social Network Analysis 2015 Sunbelt Conference, Brighton, UK.
- 2013 “Effect of Network Structure on Startup Investment.” Presented at the International Network for Social Network Analysis 2013 Conference, Xi’an, China.

## TEACHING EXPERIENCE

- 2019 Instructor, Computational Social Science, Department of Sociology, Stanford University
- 2018 Instructor, Computational Social Science Workshop, Institute for Research in the Social Sciences
- 2014-17 Teaching Assistant, Strategic Management (Core MBA Course), Graduate School of Business, Stanford University

- 2013 Teaching Assistant, Social Psychology: Self and Society, Department of Sociology, Stanford University
- 2010 Graduate Student Instructor, User Interface Prototyping, School of Information, UC Berkeley
- 2010 Graduate Student Instructor, Mobile Application Design and Development, School of Information, UC Berkeley

#### ACADEMIC SERVICE

- 2020 Co-Organizer, Psychology of Technology Annual Conference, Santa Barbara, USA
- 2020 Co-Chair, IV International Sociological Association Forum of Sociology, Research Committee on Economy and Society, Porto Alegre, Brazil
- 2013-2019 Co-Organizer, Stanford Network Forum, Stanford University
- 2018 Chair, International Network of Analytical Sociologists Annual Conference, Stanford, USA
- 2015 Reviewer, American Journal of Sociology
- 2014-2015 Member, Student Affairs Committee, Section on Organizations, Occupation, and Work, American Sociological Association
- 2014-2015 Author, Administrative Science Quarterly Student Blog
- 2013-2014 Student Representative, Sociology Website Committee, Stanford University
- 2013-2014 Professional Development Chair, Association of Sociology Graduate Students (ASGS), Stanford University
- 2012-2013 First-Year Representative, ASGS, Stanford University
- 2008-2009 President, Information Management Students Association, UC Berkeley
- 2004-2005 Executive Chair, Society of International and Area Studies Students, University of Oklahoma

#### NON-ACADEMIC PROFESSIONAL EXPERIENCE

- 2011-2012 Senior Product Manager and Analyst, Electronic Arts
- 2010-2011 Strategy and Management Consultant, Monitor Group
- 2009-2011 C.E.O. and Cofounder, Lightbug (mobile augmented reality startup)

#### VOLUNTEER EXPERIENCE

- 2009 Media Educator, Center for a Rural Alternative (Dominican Republic)
- 2008 Computer Technology Educator, Learning for Life, Horace Mann Elementary School, Oakland Unified School District
- 2007-2008 Sales Manager, Invenco
- 2007-2008 Marketing Lead, Media Alliance
- 2007 Technology Consultant, Foundation for Sustainable Development (Nicaragua)
- 2006-2007 Philanthropic Development, TransFair USA (Fair Trade Certifier)

#### LANGUAGES AND TOOLS

English (fluent), Spanish (fluent), French (advanced), Portuguese (basic), German (basic).

Balsamiq, ConText, CSS, Dedoose, Drupal, Excel, Gephi, Git, HTML, iOS SDK, Java, Moz Open Site Explorer, NetLogo, OmniGraffle, ORA-LITE, Pajek, PHP, Python, R, RapidMiner, Shell, SQL, Stanford Network Analysis Platform, Stata, Tor, XML.

#### STUDENTS ADVISED

Tianyi Huang, Classics and Computer Science, Stanford University  
Jacob Fong, Stanford University Online High School  
Anna Cole, Mechanical Engineering, Stanford University  
Smeet Patel, Business Administration and Statistics, Mission College  
Joshua Valluru, Harker Upper School