Jessica J. Santana, Ph.D.

CONTACT

University of California, Santa Barbara jsantana@ucsb.edu
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EMPLOYMENT

University of California, Santa Barbara
 Assistant Professor, Technology Management, 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:

2020 "Trust." Karen S. Cook and Jessica J. Santana. In Judith Simon (Ed.), *Routledge Handbook of Trust and Philosophy*.

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:

 "Remedial Boundary Work and Gatekeeper Centrality in Virtual Communities" (under review)

 "Embracing Failure: A Socio-Computational Analysis of Entrepreneurial Failure Narratives" (manuscript)

 "Public Peer-to-Peer Entrepreneurial Failure Narratives and Recovery from Failure" (manuscript)

"Multiplexity and the Tolerance of Failure" (manuscript)

"Foul-Weather Friends: Failure Tolerance in Organizational Networks" (manuscript)

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

"Relational Cohesion in Silicon Valley Venture Finance Networks" (manuscript)

"Using Semantic Network Analysis to Predict Ethical Convergence in Scientific Discourse" (in progress)

"Mobile Phone Data and Entrepreneurial Indicators" with Olav Sorenson (in progress)

HONORS AND GRANTS

2021	Research Assistance Program Grant, UC Santa Barbara
2020	Faculty Research Grant, UC Santa Barbara
2020	Commit to Submit (C2S) Professional Development Program, UC Santa Barbara
2020	Proposal Writing for Success (PROWESS) Grant, UC Santa Barbara
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

2021

University of California, Santa Barbara, Center for Information Technology and Society

2020

Federal University of Sao Carlos, Brazil
University of California, Santa Barbara, IEEE Central Coast Section

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

2021   "Remediation and Boundary Work in a Virtual Entrepreneur Community." Presented at the Academy of Management 2021 Annual Meeting, virtual.

2021   "Using Semantic Network Analysis to Measure Ethical Convergence in Scientific Discourse." Presented at the joint International Network for Social Network Analysis Sunbelt and the Network Science Society 2021 Conference, virtual.

2021   "Using Semantic Network Analysis to Measure Ethical Convergence in Scientific Discourse." Presented at the American Sociological Association 2021 Annual Meeting, virtual.

2020   "Remediation and Boundary Work in a Virtual Entrepreneur Community." Presented at the Institute for Operations Research and the Management Sciences 2020 Annual Meeting, virtual.

2020   "Embracing Failure: A Socio-Computational Analysis of Entrepreneurial Failure Narratives." Presented at the Academy of Management 2020 Annual Meeting, Vancouver, Canada.

2020   "Remediation and Boundary Work in a Virtual Entrepreneur Community." Presented at the American Sociological Association 2020 Annual Meeting, San Francisco, USA.

2020   "Embracing Failure: A Socio-Computational Analysis of Entrepreneurial Failure Narratives." Presented at the 2020 Conference on Computational Sociology, Stanford, USA.

2020   "Embracing Failure: A Socio-Computational Analysis of Entrepreneurial Failure Narratives." Presented at the 2020 Annual International Conference on Computational Social Science, Cambridge, USA.

2020   "Remediation and Boundary Work in a Virtual Entrepreneur Community." Presented at the International Network for Social Network Analysis 2020 Sunbelt Conference, Paris, France.

2020   "Remediation and Boundary Work in a Virtual Entrepreneur Community." Presented at the 2020 Strategic Management Society Special Conference, Berkeley, USA.

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

2021	Instructor, Data & Decision Analytics (MBA-level), Technology Management, UC Santa Barbara
2020	Instructor, Entrepreneurship, Technology Management, UC Santa Barbara
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

2021-2023	Department Diversity Officer (Faculty, Graduate, Undergraduate), Technology Management, UC Santa Barbara
2020-present	Principal Investigator, Text Analysis Lab, UC Santa Barbara
2020-present	Affiliated Faculty Member, Center for Responsible Machine Learning, UC Santa Barbara
2021	Department Diversity Officer, Technology Management, UC Santa Barbara
2021	Review Panelist, NSF Research Traineeship Program
2021	Reviewer, Strategic Management Society Annual Meeting, Knowledge & Innovation Section
2020-2021	Co-Organizer, Psychology of Technology Annual Conference, Santa Barbara, USA
2020-2021	Co-Chair, IV International Sociological Association Forum of Sociology, Research Committee on Economy and Society, Porto Alegre, Brazil
2020	Reviewer, Academy of Management Annual Meeting, ENT Section
2020	Reviewer, NSF Sociology Program
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, Inveneo
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

Nan Wilkenfeld, Communication, UC Santa Barbara
Virginia Leavell, Technology Management Program, UC Santa Barbara
Danielle Bovenberg, Technology Management Program, UC Santa Barbara
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