

## Jessica J. Santana, Ph.D.

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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:

- 2022            “Remedial Boundary Work and Gatekeeper Centrality in a Virtual Entrepreneur Community.” J. Santana. *Frontiers in Communication* 6(1):1-20.
- 2021            “Positive Business Closure.” J. Santana. *Journal of the International Council for Small Business*, forthcoming.
- 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:

“Embracing Failure: A Socio-Computational Analysis of Entrepreneurial Failure Narratives” (under review)

“Public Peer-to-Peer Entrepreneurial Failure Narratives and Recovery from Failure” (under review)

“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)

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

“Using Semantic Network Analysis to Predict Ethical Convergence in Scientific Discourse” with Seonghoon Kim (in progress)

“Modern Datasets and Statistics on Entrepreneurial Failure” with Seonghoon Kim (in progress)

“A Comparison of Bibliometric Sources for the Science of Innovation: Microsoft Academic Graph and the Web of Science” with Charles Gomez and Seonghoon Kim (in progress)

“Race and Gender Stratification in Entrepreneurial Failure Tolerance” (in progress)

“A Forensic Analysis of Entrepreneurial Failure” (in progress)

Book Proposal on “Entrepreneurial Failure: What to expect and How to Transform it into a Competitive Advantage” (in progress)

“Data-Driven Entrepreneurial Management to Learn from and Avoid Failure” (in progress)

“An experimental study of the effects of linguistic markers on failure tolerance in organizational and entrepreneurial contexts” (in progress)

“Cross-national comparisons of entrepreneurial failure rhetoric: Silicon Valley, Boston, and Shenzhen” (in progress)

“Using mobile applications to measure the diffusion of startup management knowledge via peer networks and incubator organizations” (in progress)

“Statistical analysis of outcomes and generalizations of entrepreneurial competitions” (in progress)

“Inductive analysis of informal deviance and illegal entrepreneurship in Brazil” with Harry Makler (in progress)

“Inductive analysis of entrepreneurial fraud” (in progress)

“Using Text-Mining to identify foci of quantum computing discourse” with Matt Beane (in progress)

“Text and network analysis of relational cohesion among organizations” (in progress)

Book Proposal on “Computational Sociology” (in progress)

#### HONORS AND GRANTS

2021 Early Career Faculty Acceleration Program, UC Santa Barbara  
 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

2022  
 University of California, Santa Barbara, Innovation and Entrepreneurship.  
 University of California, Santa Barbara, Research Data Community.  
 University of California, Santa Barbara, Environmental Data Science Summit, National Center for  
 Ecological Analysis and Synthesis (postponed due to pandemic).  
 University of California, Santa Barbara, Materials Research Outreach Program Symposium,  
 Materials Research Laboratory.

2021  
 University of California, Santa Barbara, Data Science Summit.  
 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

“Embracing Failure: A Socio-Computational Analysis of Entrepreneurial Failure Narratives.” Presented at the Reversing the Arrow 3<sup>rd</sup> Annual Conference on Entrepreneurship and Society, Lake Tahoe, USA.

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-present Instructor, Data & Decision Analytics (Core MBA Course), Technology Management, UC Santa Barbara
- 2020-present 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

2022 Program Committee Member, 8<sup>th</sup> Annual International Conference on Computational Social Science (IC2S2), Chicago, USA

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

2021 Senior Program Committee Member, Technology, Mind, & Society Conference, American Psychological Association.

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, 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

### Current:

Seonghoon Kim, Bren School of Environmental Science and Management, UC Santa Barbara  
Gustavo Ferratti, Production Engineering, Federal University of Sao Carlos, Brazil  
Virginia Leavell, Technology Management Program, UC Santa Barbara

### Former:

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