Jessica J. Santana, Ph.D.

CONTACT
University of California, Santa Barbara   jsantana@ucsb.edu
Technology Management Department MC: 5129   (805) 893-4910
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Santa Barbara, CA 93106-5129   www.tmp.ucsb.edu

EMPLOYMENT
University of California, Santa Barbara
Assistant Professor, Technology Management, 2019 – Present
Covid-19 Tenure-Clock Extension, 2020-2021
Parental Leave Tenure-Clock Extension, 2019-2020

EDUCATION
Stanford University
Ph.D. Sociology (2020)
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:

2025
"From Values to Codes: A Computational Text Analysis of the Codification of Occupational Ethics" Jessica J. Santana & Seonghoon Kim. *Organization Studies, 47(1), 127-156.*

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*, 3(2):106-117.

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:

2024
Santana, Jessica J., and Laura K. Nelson, "How Machine Learning Is Reviving Sociological Theorization", in Christian Borch, and Juan Pablo Pardo-Guerra (eds), *The Oxford Handbook of the Sociology of Machine Learning,* Oxford Handbooks (2025; online edn, Oxford Academic, 20 Nov. 2023), https://doi.org/10.1093/oxfordhb/9780197653609.013.35

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:

Active Projects:

"Organizational Failure Discourse: An Integrative Review and New Avenues Forward" with Nelson Phillips (under review at *Journal of Management*)

"Being Heard: The Gendered Construction and Reception of Entrepreneurial Failure Narratives" with Jennifer Jennings and Dev Jennings (under review at *Academy of Management Journal*)

"The Shield of Anonymity: How Anonymity Shapes Vicarious Learning from Failure in Online Communities" with Fares Ahmad (in progress)

"War Stories: Failure Empathy and Recovery in Virtual Entrepreneurial Communities of Practice" with Fares Ahmad (in progress)

"Race and Gender Stratification in Entrepreneurial Failure Tolerance" with Seonghoon Kim and Sarah Thebaud (in progress)

"Entrepreneurial Learning from Failure as Coactive Vicarious Learning" with David Maslach (in progress)

Inactive Projects to Revisit in Future:

"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)

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

"A Forensic Analysis of Entrepreneurial Failure" (in progress)

Book Proposal on "Entrepreneurial Failure as 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

2026	Faculty Research Assistance Program, UC Santa Barbara
2024	National Science Foundation, Hispanic-Serving Institution grant w/Elizabeth Belding and Diba Mirza
2023	Regents' Junior Faculty Fellowship, UC Santa Barbara
2022-2023	Hellman Family Faculty Fellowship, University of California
2021-2024	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

2025

Stanford University, Management Science & Engineering, Stanford Technology Ventures Program, Stanford Initiative for Entrepreneurs' Resilience & Well-Being.

University of California, Los Angeles, Anderson School of Management, Price Center for Entrepreneurship and Innovation.

University of Ottawa, Telfer School of Management, Interpretive Approaches to Data Science in Management Research Working Group.

University of California, Santa Barbara, Sociology Department.

Stanford University, Institute for Research in the Social Sciences.

2024

University of Southern California, Marshall School of Business, Management and Organizations Department.

University of Alberta, Alberta School of Business, Interpretive Approaches to Data Science in Management Research Working Group.

University of California, Santa Barbara, Orfolea Center for Global & International Studies.

2023

University of Southern California, Marshall School of Business, Management and Organizations Department.

University of Alberta, Alberta School of Business, Interpretive Approaches to Data Science in Management Research Working Group.

2022

University of California, Santa Barbara, Materials Research Laboratory Summer Internship Program.

University of California, Santa Barbara, Undergraduate Data Science Fellowship Program.

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.

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

2025   "Being Heard: The Gendered Construction and Reception of Entrepreneurial Failure Narratives." Presented at the 22nd West Coast Research Symposium on Technology Entrepreneurship, Seattle, USA.

2025   "Being Heard: The Gendered Construction and Reception of Entrepreneurial Failure Narratives." Presented at the American Sociological Association 2025 Annual Meeting, Chicago, USA.

2025   "War Stories: Failure Empathy and Recovery in Virtual Entrepreneurial Communities of Practice." Presented at the American Sociological Association 2025 Annual Meeting, Chicago, USA.

2025   "War Stories: Failure Empathy and Recovery in Virtual Entrepreneurial Communities of Practice." Presented at the Group Processes 2025 Conference, Chicago, USA.

2025   "The Shield of Anonymity: How Virtual Communities Foster Failure Disclosure and Learning." Presented at the Academy of Management 2025 Annual Meeting, Copenhagen, Denmark.

2025   "Being Heard: The Gendered Construction and Reception of Entrepreneurial Failure Narratives." Presented at the Reversing the Arrow 8th Annual Conference on Entrepreneurship and Society, Banff, Canada.

2025   "The Cloak of Anonymity and the Embrace of Failure: How Virtual Communities Foster Psychological Safety for Failure Disclosure and Learning." Selected for presentation, but declined due to illness. Organization Science Winter Conference at UCLA, Los Angeles, USA.

2024   "The Shield of Anonymity: How Virtual Communities Foster Psychological Safety, Failure Disclosure, and Learning." Presented at the 21st West Coast Research Symposium on Technology Entrepreneurship, Eugene, USA.

2024   "The Exchange of Empathetic Social Capital among Failed Entrepreneurs in a Virtual Community of Practice." Presented at the International Network for Social Network Analysis 2024 Sunbelt Conference, Edinburgh, Scotland.

2024   "Entrepreneurial Learning from Failure as Coactive Vicarious Learning." Presented at the Carnegie School of Organizational Learning Conference, St. Augustine, USA.

2023   "Embracing Failure: A Socio-Computational Analysis of Entrepreneurial Failure Narratives." Presented at the AMJ Paper & Idea Development Workshop, Harvard University, Boston, USA.

2023   "Empathy and Coactive Vicarious Learning from Failure on Reddit." Presented at the 20th West Coast Research Symposium on Technology Entrepreneurship, Seattle, USA.

2023   "Empathy and Coactive Vicarious Learning from Failure on Reddit." Presented at the American Sociological Association 2023 Annual Meeting, Philadelphia, USA.

2023   "Empathy and Learning from Failure in Entrepreneurial Peer Networks." Presented at the International Network for Social Network Analysis 2023 Sunbelt Conference, Portland, USA.

2023   "Negative Spillover Effect of Entrepreneurial Failure on Group Stereotype." Presented at the INSEAD Doriot Entrepreneurship Conference, Singapore.

2022   "Entrepreneurship Data: Where to Find It and How to Get It." Presented at the Academy of Management 2022 Annual Meeting, virtual.

2022   "Peer-to-Peer Learning from Entrepreneurial Failure." Presented at the Carnegie School of Organizational Learning Conference, Asilomar, USA.

2022   "Failure Tolerance in Entrepreneurship." Presented at the INSEAD Doriot Entrepreneurship Conference, Fontainebleau, France.

2021   "Embracing Failure: A Socio-Computational Analysis of Entrepreneurial Failure Narratives." Presented at the Reversing the Arrow 3rd 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	Professor, Data & Decision Analytics (Core MBA Course), Technology Management, UC Santa Barbara
2020-present	Professor, Entrepreneurship, Technology Management, UC Santa Barbara
2023, 2025	Instructor, Aarhus University Executive MBA Education course on Learning from Failure in Entrepreneurship, 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

2025-2026	Advisor, Undergraduate Research and Creative Activities, UCSB.
2025	Reviewer, Organization Studies.
2025	Technology Management Department Diversity Committee, UCSB.
2024	Co-Organizer, West Coast Research Symposium Doctoral Consortium.
2024	Reviewer, PLOS ONE.
2024	Reviewer, Frontiers in Big Data, Special Issue on Applied Computational Social Sciences.
2024	Reviewer, Strategic Management Society Annual Meeting, Knowledge & Innovation Section.
2024	Program Committee Member & Reviewer, Conference on Complex Systems 2024, Exeter, UK.
2024	Reviewer, 10th Annual International Conference on Computational Social Science (IC2S2), Philadelphia, USA.
2023	Session Chair, 2nd Annual Racial Equity in Technology Entrepreneurship Workshop, NYU Stern Berkley Center for Entrepreneurship, NYC, USA.
2023	Reviewer, 9th Annual International Conference on Computational Social Science (IC2S2), Copenhagen, Denmark.
2023, 2024	Department Representative, Academic Senate Faculty Legislature, UC Santa Barbara.
2022	Reviewer, 12th FINT Workshop on Trust Within and Between Organizations
2022	Program Committee Member, 8th 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, CSS Lab, UC Santa Barbara
2020-present	Affiliated Faculty Member, Center for Responsible Machine Learning, UC Santa Barbara
2020-present	External Affiliate, Institute for Research in the Social Sciences, Stanford University
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, 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

Current:
  Dylan Kreis, Technology Management, UC Santa Barbara

Former:
  Gustavo Ferratti, Production Engineering, Federal University of Sao Carlos, Brazil
  Seonghoon Kim, Bren School of Environmental Science and Management, UC Santa Barbara (now at National University of Singapore)
  Tina Baghdasaryan, Technology Management (MTM), UC Santa Barbara
  Virginia Leavell, Technology Management, UC Santa Barbara (now at Cambridge University)
  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