

# Jonathan SITRUK

Assistant Professor – Entrepreneurship and Innovation Section

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*

**Lecturer**, 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: Profs. C. Ayerbe (UNS), PX Meschi (Aix), F. Suarez (NEU), F.C. Wezel (USI)

**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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## PUBLICATIONS

**Sitruk, J.**, Grodal, S., Suarez, F., & Dibiaggio, L. (2025). Emotional brightness and crowdfunding performance. *Research Policy*, 54(1), 105094. (A\* journal)

Lee, T., **Sitruk, J.** (2025). Setting an Example for the “Sharing Economy” Category: The Double-Edged Sword of Exemplars. *Academy of Management Perspectives* (A)

Esposito, C., Szatmari, B., **Sitruk, J.**, and Wijnberg, N. (2024). Getting off to a good start: emerging academic fields and early-stage equity financing. *Small Bus. Econ.* 62 (2024) – (A)

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) – (A\*)

Li, X., Esposito, C., Groth, P., **Sitruk, J.**, Szatmari, B. & Wijnberg, N. (2025). Evaluation of Unsupervised Static Topic Models' Emergence Detection Ability. *PeerJ Comp. Sc.* (B)

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## RESEARCH IN PROGRESS

### R&R and Under Revision

**Sitruk, J.**, Zunino, D., & Dibiaggio, L. Projecting Possibilities: Category Spanning Predicts Positive Evaluations of Offerings Yet to Be Experienced. Evidence from Reward-Based Crowdfunding (2010–2015). Stage: under revision (2<sup>nd</sup> round) R&R Strategic Organization (A)

de Groot, J., Lee, T., **Sitruk, J.**, & Wijnberg, N. Peripheral experts: corporate art curators transgressing boundaries (w/). Stage: 1<sup>st</sup> round R&R Academy of Management Discoveries (A)

### Working papers

**Sitruk, J.**, Grodal, S., & Suarez, F. The Ms. Klein Effect: Evolution of platform identity and entrepreneurs' narrative strategies.

Esposito, C., Kok, H., **Sitruk, J.**, Szatmari, B., & Wijnberg, N. Who is the one? Academic fields' novelty, scientific reputation, and partner selection in R&D alliances.

Curran, K., **Sitruk, J.**, Szatmari, B. Tarred with the same brush? Category regulation in stigmatized industries.

Esposito, C., Li, X., **Sitruk, J.**, Szatmari, B., & Wijnberg, N. Identifying emerging scientific fields using text analysis.

### Early work

**Sitruk, J.** & Zunino, D., Formal language and entrepreneurial performance.

Codreanu, S., Smolka, K., **Sitruk, J.**, & Engel, Y. Effectually committed or casually involved.

Lazos, A., **Sitruk, J.**, & Engel, Y. Equity crowdfunding: A boon for female entrepreneurs in hiring?

**Sitruk, J.**, Rojas de Francisco, L., & Martins, I. The role digitalization plays in the development of entrepreneurship in the coffee-growing region of Colombia.

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## RESEARCH INTERESTS

Crowdfunding; Digital Platforms; Entrepreneurship; Digital Innovation; Categorization; Quantitative & Mixed Methods; Semantic Analysis & Machine Learning; Topic Modelling

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## VISITING & CONFERENCES

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

Ecole des Mines, Guest speaker, *2020-2022*

EGOS Conference, *2022, 2024, and 2025*

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

SKEMA Business School, Visiting scholar with D. Zunino & L. Dibiaggio (*Jul-Aug, 2020-2025*)

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## EXECUTIVE EDUCATION

Designed, coordinated, and negotiated (University of Amsterdam, Since 2025):

**Immersion Trip “Discover Entrepreneurial Amsterdam”** – Premium executive education product for visiting universities and delegations. Generated €42K revenue with the pilot (NTU Singapore)

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## TEACHING EXPERIENCE

University of Amsterdam, Amsterdam Business School – The Netherlands – *since Sept. 2019*:

Designed and coordinated courses:

**Digital Innovation and Entrepreneurship** – Bachelor Elective Course (3<sup>rd</sup> year): 240 students – (score 2025: 88%, 2024: 84%, 2023: 85%, 2022: 84%, 2021: 83%, 2020: 90%, 2019: 85% student evaluation) – **2020: Best Teacher Award (2<sup>nd</sup> place) of the Economics & Business Faculty**

**Coordinator of the Minor Entrepreneurship** – Bachelor Minor: includes 3 courses, 5 professors, 80-100 students (score 2024: 84%, 2023: 81%, 2022: 84%, 2020: 87%)

**International Startup Project** – MBA Course: 40 students – since 2025. (score 2025: 92%)

LMU Munich – Germany – *2018-2019*:

Lecturer:

**Technology and Strategy** – Bachelor Elective Course – 70 students

**Strategic Organization Design** – Bachelor Core Course – 70 students

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

Designed and coordinated courses:

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

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

Lecturer:

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

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

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

Health-2-Market, European Project – Sophia (France) & Rome (Italy) – *2012-2015*:

Lecturer: Entrepreneurship Mindset and Toolkit

Universidad Santo Tomas – Bogota (Colombia) – *2011-2012*:

Designed and coordinated courses: e-marketing & entrepreneurship (2012: 90% & 2011: 86%)

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## SERVICE

Program Committee Secretary, Joint Master in Entrepreneurship UvA&VU, 2021-2022, 2024-2025

Program Committee Chair, Joint Master in Entrepreneurship UvA&VU, 2020-2021, 2022-2023

Enactus Faculty Advisor, since Nov. 2020

Social Committee, Entrepreneurship and Innovation Section, UvA, 2020-2022

Academy of Management Annual Meeting (ENT reviewer), *since 2015*

Supported consultancy efforts for business incubators & startups ([CASA incubator](#)), *2012-2018*

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

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## OTHER ACTIVITIES

Education: Designed a workshop, “Business Storytelling using GenAI.” I gave the workshop to Enactus UvA, the Master’s in Biomedical Sciences (UvA), the Collective Futures minor (UvA), and the VU DLab.

Coding: Web Crawling/Scraping, Database development, Data mining, Semantic analysis, & Machine learning (Python & SQL) – *since 2014*

MOOC: 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

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

Stine Grodal, Northeastern University, email: [s.grodal@northeastern.edu](mailto:s.grodal@northeastern.edu)

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

Diego Zunino, SKEMA Business School, email: [diego.zunino@skema.edu](mailto:diego.zunino@skema.edu)