

**Noah Askin**

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**EMPLOYMENT**

2014- **INSEAD** Fontainebleau, France  
Assistant Professor of Organisational Behaviour

**EDUCATION**

2008-2014 **The University of Chicago Booth School of Business** Chicago, IL  
Joint Ph.D. in Business (Economic Sociology) and Sociology (2014)  
M.B.A. (2014)  
M.A. in Sociology (2013)

1998-2002 **Harvard University** Cambridge, MA  
B.A., *cum laude*, in Psychology  
Language Citation in Spanish

2000 **Universidad San Pablo, CEU** Madrid, Spain  
Spanish language and culture immersion

**RESEARCH INTERESTS**

Economic sociology, social networks, the production of culture, status, authenticity, music and cultural industries, higher education, diversity, innovation

**PAPERS**

**Peer Reviewed Articles**

1. Askin, Noah and Matthew S. Bothner. (2016) "Status-Aspirational Pricing: The "Chivas Regal" Strategy in U.S. Higher Education, 2006-2012." *Administrative Science Quarterly*, 6(2), 217-253.

**Working Papers**

2. "What Makes Popular Culture Popular? Cultural Networks and the Competition for Audience Attention in Popular Music" (with Michael Mauskapf). *Revise & Resubmit at American Sociological Review*.
3. "What is Social Status? A clarification and an integrative framework" (with Matthew S. Bothner, Wonjae Lee, and Frédéric Godart). *Under review at Academy of Management Review*.
4. "Threading the Diversity Needle: The Impact of Minority Group Presence on Perceptions of Organizational Status." *Preparing for submission; target journal: American Sociological Review*. Draft available.
5. "Peer Effects in Tournaments for Status: Evidence from Rank Dynamics of U.S. Colleges and Universities" (with Matthew S. Bothner). *Preparing for submission; target journal: American Sociological Review*. Draft available.

**Book Chapters & Conference Publications**

6. Askin, Noah and Joeri Mol. (Forthcoming). "Institutionalizing Authenticity in the Digitized World of Music." In *Frontiers of Creative Industries*, edited by Candace Jones. Cambridge,

UK: Cambridge University Press.

7. Askin, Noah, Bothner, Matthew S., & Lee, Wonjae. (2015). "Emergence of Stratification in Small Groups", in *Emerging Trends in the Social and Behavioral Sciences* (eds.) Robert Scott and Stephen Kosslyn, Hoboken, NJ: John Wiley and Sons.
8. Askin, Noah and Michael Mauskopf. (2014). "Cultural Attributes and Their Influence on Consumption Patterns in Popular Music." Pp. 508–30 in *Social Informatics, Lecture Notes in Computer Science*, edited by Luca Maria Aiello and Daniel McFarland. Springer International Publishing.

### **Early Drafts & Research in Progress**

9. "Embeddedness and the Production of Novelty in Music: A Multi-Dimensional Perspective" (with Michael Mauskopf, Joeri Mol, and Eric Quintane). Preparing manuscript; target journal: *Administrative Science Quarterly*. Draft available.
10. "A Science of Disciplined Imagination: An Intrapersonal Process Model of Strategy Making" (with Gabriel Szulanski and Sorah Seong). Preparing manuscript; target journal: *Administrative Science Quarterly*.
11. "A Cultural Theory of Market Structure and Consumer Behavior" (with Michael Mauskopf and Klaus Weber). Preparing manuscript; target journal: *Academy of Management Review*.
12. "High Risk, High Rewards? Team Diversity, Prior Experience and Grant Success" (with Kaisa Snellman and Linus Dahlander). Preparing manuscript; target journal: *Science*.
13. "Understanding the Link Between Quality, Social Influence, and Success in Popular Music" (with Michael Mauskopf, Agnes Horvat, and Brian Uzzi). Analysis phase.
14. "Women and Creativity: Gender Differences in the Production and Consumption of Popular Music" (with Michael Mauskopf, Jared Lorince, and Brian Uzzi). Analysis phase.

### **Teaching Materials**

- *Tony Hsieh at Zappos: Structure, Culture and Change*. INSEAD Case No. 08/2016-6181 – with Teaching Note. Askin, N. and Petriglieri, G.
- *Eico: Designed in China*. INSEAD Case – with Teaching Note. Askin, N. Publication forthcoming.

### **Other Publications and Mainstream Media**

- Noah Askin. 2016 (Feb 9). "Rising Colleges Fees: A Reflection of Offerings or Aspirations." INSEAD Knowledge. <http://knowledge.insead.edu/strategy/rising-colleges-fees-a-reflection-of-offerings-or-aspirations-4508>
- Noah Askin, Dean Pierides, Joeri Mol and Yuval Millo. 2015. "Shift to online music underscores power of a handful of tech giants." *The Conversation* (UK). <https://theconversation.com/shiftto-online-music-underscores-power-of-a-handful-of-tech-giants-40230>.

### **GRANTS, HONORS, AWARDS, FELLOWSHIPS**

- 2017 Named to Thinkers 50 Radar list
- 2015-16 Deans' Commendation for Excellence in MBA Teaching (INSEAD)
- 2015 Centre for Business Analytics research grant (PI: Joeri Mol); *The Promise of Big Data: Dynamics of Innovation within Networks of Cultural Production*. AUD \$15,500.
- 2014 *Best Presentation Award; Best Paper* (Honorable Mention), 6<sup>th</sup> International Conference on Social Informatics, Barcelona, Spain
- 2009-13 Teaching assistant top evaluation, Executive MBA Program (Chicago, London and Singapore Campuses)

### **INVITED TALKS & CONFERENCE PRESENTATIONS**

- 2017 Tulane University, New Orleans, LA (scheduled)  
*Embeddedness and the Production of Novelty in Music*
- INSEAD Doriot Entrepreneurship Conference, Fontainebleau, France (scheduled)  
*Embeddedness and the Production of Novelty in Music*
- 2016 Academy of Management, Anaheim, CA  
*Multiplex networks, influence, and innovation in popular music*
- Creative Industries Conference, Edinburgh, Scotland  
*Authenticity in an Increasingly Digitized and Commoditized World of Music*
- EGOS Annual Colloquium, Naples, Italy  
*Multiplex networks, influence, and innovation in popular music*
- A cultural theory of market structure and consumer behavior* (co-author presenting)
- COSM (Cluster for the Study of Organization, Society, and Markets) Workshop on Innovation and Creativity, Melbourne, Australia  
*A Cultural Theory of Market Structure*
- 2015 TEDxINSEAD, Singapore  
*What Makes Popular Culture Popular?*
- Academy of Management, Vancouver, BC, Canada  
*Threading the Diversity Needle: The Impact of Minority Group Presence on Perceptions of Organizational Status*
- American Sociological Association Annual Conference, Chicago, IL  
*Threading the Diversity Needle: The Impact of Minority Group Presence on Perceptions of Organizational Status*
- The Effect of Attribute-based Cultural Networks on Evaluation Outcomes in Popular Music* (co-author presenting)
- Computational Social Science Summit, Chicago, IL  
*Network Science, Machine Learning, and Interactive Data Visualization: Tools to Study Cultural Production* (panel)
- 2014 USI Università della Svizzera italiana (Lugano), Lugano, Switzerland  
*Cultural Attributes and Their Influence on Consumption Patterns in Popular Music*
- 6<sup>th</sup> International Conference on Social Informatics (SocInfo2014), Barcelona, Spain  
*Cultural Attributes and Their Influence on Consumption Patterns in Popular Music*
- European School of Management and Technology (ESMT), Berlin, Germany  
*The (Tangled) Web of Group Affiliations: The Impact of Minority Group Presence on Perceptions of Organizational Status*
- Academy of Management, Philadelphia, PA  
*State of the Arts: New Frontiers in the Analysis of Culture and Cultural Organizations* (organizer)

- Using Big Data to Explain Cultural Innovation: Evidence from Popular Music* (presenter)  
 Knowledge Lab at the University of Chicago, Chicago, IL  
*A New Approach to Studying Production and Consumption Dynamics in Popular Music*
- 2013 Academy of Management, Orlando, FL  
*Status and Self-Presentational Pricing: The “Chivas Regal” Strategy in U.S. Higher Education, 2006-2012*
- EGOS Annual Colloquium, Montréal, QC  
*Status and self-presentational pricing: How status affects tuition of U.S. colleges and universities, 2006-2012*
- University of Chicago Social Theory & Evidence Workshop, Chicago, IL  
*Status and Self-Presentational Pricing: The “Chivas Regal” Strategy in U.S. Higher Education, 2006-2012*
- 2012 American Sociology Association Annual Conference, Denver, CO  
*Peer effects in tournaments for status: Evidence from dynamics in ranks of U.S. colleges and universities*
- Academy of Management, Boston, MA  
*Status-based Competition and Tournaments for Prestige* (Symposium)
- International Network of Analytical Sociologists, New York, NY  
*Peer effects in tournaments for prestige: Evidence from dynamics in ranks of U.S. colleges and universities*

### **ACADEMIC AFFILIATIONS**

- 2016- Convener: Creative Industries Conference
- 2015- Member: Cluster for the Study of Organization, Society, & Markets (COSM)
- 2013- Member: European Group on Organizational Studies
- 2009- Member: American Sociological Association
- 2010- Member: Academy of Management

### **SERVICE**

- Book Manuscript Review Board for *American Journal of Sociology*
- Ad Hoc Reviewer for *American Journal of Sociology*, *Academy of Management Journal*, *Organization Science*, *Administrative Science Quarterly*, *Management Science*, *Organizational Behavior and Human Decision Processes*
- Reviewer for Academy of Management Annual Conference, Canadian Social Sciences and Humanities Research Council, INFORMS Organization Science Dissertation Proposal Competition

### **UNIVERSITY SERVICE AND OTHER PROFESSIONAL EXPERIENCE**

#### **Teaching Experience**

- 2016 Executive Education Programs: Management Acceleration Program (INSEAD), Advanced Healthcare Compliance Implementation Leadership Program (INSEAD), Company Specific Programs
- 2016 “Organizational Sociology”, INSEAD, PhD Course, January-February
- 2015-17 “Organizational Behavior II”, INSEAD, MBA Core Course  
 (most recent ratings: 4.6 and 4.6/5 in fall 2016)
- 2014 “Advanced Topics in OB/OT”, INSEAD, PhD Course, November-December

**Teaching Assistant**

- 2011-13 “Strategic Leadership” with Matthew Bothner. University of Chicago Booth School of Business, London and Singapore Campuses, EMBA Program
- 2012-13 “Designing Strategy for the Global Firm” with Ram Shivakumar. University of Chicago Booth School of Business, EMBA Program
- 2009-14 “Competitive Strategy” with Ram Shivakumar. University of Chicago Booth School of Business, FEMBA, MBA and EMBA Programs
- 2009 “Managing in Organizations” with Nick Epley. University of Chicago Booth School of Business.

**Institutional Service**

- 2015-17 Seminar Coordinator, INSEAD OB Area
- 2015 Recruiting Committee, INSEAD OB Area
- 2015 PhD Recruiting Committee, INSEAD OB Area

**Professional Experience**

- 2005-07 Regional Manager and Junior Partner, Revolution Prep. Santa Monica, CA & Boston, MA
- 2003-05 Consultant, The Monitor Group. Santa Monica, CA

***ADDITIONAL INTERESTS***

Spanish language (conversational), French language (poor); cooking, international travel, acoustic guitar, live music, triathlons, Crossfit