

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, diversity, creativity and innovation, higher education

PAPERS

Peer Reviewed Articles

1. Askin, Noah and Michael Mauskopf. (2017). "What Makes Popular Culture Popular? Product Features and Optimal Differentiation in Music." *American Sociological Review*, 82(5), 910-944.
2. 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

*Indicates intended first author or shared first authorship

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 Annals*. Draft available.
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.
6. "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.

- Selected for 2017 *Academy of Management Best Paper Proceedings*
 - Michael Mauskopf, Eric Quintane, Noah Askin, and Joeri Mol. 2017. “Embeddedness and the Production of Novelty in Music: A Multi-Dimensional Perspective.” *Academy of Management Best Paper Proceedings*. Atlanta, GA. Online ISSN: 2151-6561
7. “Killing the Radio Star: An Inductive, Mixed-Method Study of the Co-Evolution of Group Identity and Creativity” (with Spencer Harrison and Lydia Hagtvedt). Preparing for submission; target journal: *Administrative Science Quarterly*.

Book Chapters & Conference Publications

8. Askin, Noah and Joeri Mol. (Forthcoming). “Institutionalizing Authenticity in the Digitized World of Music.” *Research in the Sociology of Organizations*, edited by Candace Jones and Massimo Maoret.
9. 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.
10. 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.
- *Best Presentation Award; Best Paper* (Honorable Mention), 6th International Conference on Social Informatics (2014), Barcelona, Spain

Early Drafts & Research in Progress

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11. “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*.
12. “A Cultural Theory of Market Structure and Consumer Behavior” (with Michael Mauskopf and Klaus Weber). Preparing manuscript; target journal: *Academy of Management Review*.
13. “The Effects of Brokerage in Cross-Cultural Collaboration” (with Sujin Jang). * Analysis phase.
14. “Understanding the Link Between Quality, Social Influence, and Success in Popular Music” (with Michael Mauskopf, Agnes Horvat, and Brian Uzzi). Analysis phase.
15. “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. and Galimberti, A. Publication forthcoming.

Other Publications and Mainstream Media

- Noah Askin. 2017 (September 18). “What Makes a Number One Hit.” INSEAD Knowledge. <https://knowledge.insead.edu/strategy/what-makes-a-number-one-hit-7186>
- 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; Shortlisted for “Radar” Award
- 2015-17 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.
- 2009-13 Teaching assistant top evaluation, Executive MBA Program (Chicago, London and Singapore Campuses)

INVITED TALKS & CONFERENCE PRESENTATIONS

- 2017 - 3rd International Conference on Computational Social Science (IC2S2), Cologne, Germany
Women and Creativity: Gender Differences in the Production and Consumption of Popular Music
- 3rd Lugano Conference on Organizations (invited)
Embeddedness and the Production of Novelty in Music: A Multi-Dimensional Perspective
- INSEAD Fontainebleau Campus-wide Brown bag
What makes popular culture popular? Song association networks and optimal differentiation in music
- New Directions in Leadership Research, Fontainebleau, France
What the production and reception of popular culture can tell us about (creative) leadership
- INSEAD Doriot Entrepreneurship Conference, Fontainebleau, France
Embeddedness and the Production of Novelty in Music
- Tulane University, New Orleans, LA
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
- 6th 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

- Editorial Review Board, *Academy of Management Review* (3-year term, beginning 2017)
- Book Manuscript Review Board for *American Journal of Sociology*
- Ad Hoc Reviewer for *American Journal of Sociology*, *American Sociological Review*, *Academy of Management Journal*, *Organization Science*, *Administrative Science Quarterly*, *Management Science*, *Social Forces*, *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

- 2016-17 Executive Education Programs: Management Acceleration Program (INSEAD), Advanced Healthcare Compliance Implementation Leadership Program (INSEAD), Company Specific Programs
- 2016-17 “Organizational Sociology”, INSEAD, PhD Course, January-February
- 2015-17 “Organizational Behavior II”, INSEAD, MBA Core Course
(most recent ratings: 4.7 and 4.7/5 in spring 2017)
- 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

- 2017 Faculty advisor: Google Online Marketing Challenge (MBA student team)
- 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 SKILLS / INTERESTS

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