

**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 Joeri Mol. (2018). "Institutionalizing Authenticity in the Digitized World of Music." Pp. 159–202 in *Research in the Sociology of Organizations*, vol. 55, edited by C. Jones and M. Maoret. Emerald Publishing Limited.
2. Askin, Noah and Michael Mauskapf. (2017). "What Makes Popular Culture Popular? Product Features and Optimal Differentiation in Music." *American Sociological Review*, 82(5), 910-944.
3. 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

4. "What is Social Status? A clarification and an integrative framework" (with Matthew S. Bothner, Wonjae Lee, and Frédéric Godart). Preparing for submission; target journal: *Organization Science*. Draft available.
5. "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.
6. "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.

7. “The Social Foundations of Creativity: Evidence from Popular Music, 1955-2000” (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
8. “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*. Draft available.

### **Book Chapters & Conference Publications**

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), 6<sup>th</sup> International Conference on Social Informatics (2014), Barcelona, Spain

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

\*Indicates intended first author or shared first authorship

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 Dual Process Model of Classification and Innovation in Product Markets” (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. “Is There a Gender Gap in Creativity?: Evidence from The Global Music Industry” (with Michael Mauskopf, Sharon Koppman, 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.
  - 2018 *The Case Centre* (US) winner for best case in Human Resource Management / Organisational Behaviour category
  - 2017 *The Case Centre* (UK) Bestselling Case

- *Eico: Designed in China*. INSEAD Case – with Teaching Note. Askin, N. and Galimberti, A. Publication forthcoming.

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

- Noah Askin. 2018 (January 29). “The Three Skills Product Managers Need to Succeed.” INSEAD Knowledge. <https://knowledge.insead.edu/career/the-three-skills-product-managers-need-to-succeed-8271>
- 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**

- 2018
  - Institute of Analytical Sociology, Linköping University (Sweden) (invited)  
*Is there a Gender Gap in Creativity? Evidence from the Global Music Industry*
  - Rotterdam School of Management (Erasmus) (invited)  
*The Social Foundations of Creativity: Evidence from Popular Music, 1955–2000*
- 2017
  - Social Interaction & Organizing at Northwestern (SION) (invited)  
*The Social Foundations of Creativity: Evidence from Popular Music, 1955–2000*
  - University of California—Irvine Merage School of Business (invited)  
*The Social Foundations of Creativity: Evidence from Popular Music, 1955–2000*
  - University of Michigan Ross School of Business, Management & Organizations Group (invited)  
*The Social Foundations of Creativity: Evidence from Popular Music, 1955–2000*
  - 3<sup>rd</sup> International Conference on Computational Social Science (IC2S2), Cologne, Germany  
*Women and Creativity: Gender Differences in the Production and Consumption of Popular Music*
  - 3<sup>rd</sup> 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 A.B. Freeman School of Business (invited)
  - 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 (invited)
  - 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 (invited)
  - 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 (invited)
  - 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 (invited)
  - 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 (invited)

*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 *Academy of Management Journal*, *Administrative Science Quarterly*, *American Journal of Sociology*, *American Sociological Review*, *Management Science*, *Organization Science*, *Organization Studies*, *Organizational Behavior and Human Decision Processes*, *Social Forces*, *Strategic Management Journal*
- 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**

#### **INSEAD**

- **MBA:** *Organizational Behaviour II: Leading Organizations* (Avg. Eval.: 4.5/5)
- **Executive (open-enrollment):** *Advanced Healthcare Compliance Implementation Leadership Program, Consulting and Coaching for Change, Management Acceleration Program, Learning to Lead* (Avg. Eval.: 4.7/5)
- **Executive (company-specific):** *DNV GL, EDF, Oliver Wyman Consulting, Product Management Festival Schneider Electric, Telenor* (Avg. Eval: 4.6/5)

- **Program direction:** *Schneider Electric* (Avg. Eval: 4.8/5)
- **PhD:** *Advanced Topics in OB/OT, Introduction to Organizational Theory, Organizational Sociology*

**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