

Noah Askin

(updated: August 2018)

Boulevard de Constance 77305 Fontainebleau, France • noah.askin@insead.edu
mobile: +33 (0)7 54 81 23 89 • website: noahaskin.com

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 / organization theory, social networks, creativity and innovation, music and cultural industries, the production of culture, status, authenticity, diversity, 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. "The Early Success Trap: Group Creativity, Ambition, and the Grammy for Best New Artist." (with Spencer Harrison and Lydia Hagtvedt). Under review at *Administrative Science Quarterly*.
5. "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.
6. "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.

7. “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.
8. “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
9. “Is There a Gender Gap in Creativity?: Evidence from The Global Music Industry” (with Michael Mauskopf, Sharon Koppman, and Brian Uzzi).* Preparing manuscript; target journal: *American Sociological Review*.

Book Chapters & Conference Publications

10. 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.
11. 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

12. “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*.
13. “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*.
14. “The Effects of Brokerage in Cross-Cultural Collaboration” (with Sujin Jang).* Analysis phase.
15. “Understanding the Link Between Quality, Social Influence, and Success in Popular Music” (with Michael Mauskopf, Agnes Horvat, and Brian Uzzi). Analysis phase.
16. “The Effect of Public Rankings on Aspirations and Risk-Taking” (with Andrew von Nordenflycht). Preparing manuscript; target journal: *Academy of Management Review*.

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* (UK) 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
- 2015-18 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.

SELECT INVITED TALKS & CONFERENCE PRESENTATIONS

Bold indicates invited talk

- 2018 - Academy of Management, Chicago, IL
 - Is there a gender gap in the novelty of creative products?* (presented by co-author)
 - The effect of public rankings on aspirations and risk taking*
- Creative Industries Conference, Edinburgh, Scotland
 - Is there a gender gap in the novelty of creative products?*
- **Institute of Analytical Sociology, Linköping University (Sweden)**
 - The Social Foundations of Creativity: Evidence from Popular Music, 1955–2000*
- **Rotterdam School of Management (Erasmus)**
 - The Social Foundations of Creativity: Evidence from Popular Music, 1955–2000*
- 2017 - **Social Interaction & Organizing at Northwestern (SION)**
 - The Social Foundations of Creativity: Evidence from Popular Music, 1955–2000*
- **University of California—Irvine Merage School of Business**
 - The Social Foundations of Creativity: Evidence from Popular Music, 1955–2000*
- **University of Michigan Ross School of Business, Management & Organizations Group**
 - The Social Foundations of Creativity: Evidence from Popular Music, 1955–2000*

- 3rd International Conference on Computational Social Science (IC2S2), Cologne, Germany
Women and Creativity: Gender Differences in the Production and Consumption of Music
- **3rd Lugano Conference on Organizations**
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**
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 (presented by co-author)
- **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 (presented by co-author)
- Computational Social Science Summit, Chicago, IL (panel)
Network Science, Machine Learning, and Interactive Data Visualization: Tools to Study Cultural Production
- 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 *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.: 4.6/5)

- **Executive (open-enrollment):** *Advanced Healthcare Compliance Implementation Leadership Program, Consulting and Coaching for Change, Management Acceleration Program, Learning to Lead, International Women's Foundation, INSEAD Coaching Certificate, Leading Successful Change, Product Management Executive Programme* (Avg. Eval.: 4.8/5)
- **Executive (company-specific):** *DNV GL, EDF, Oliver Wyman Consulting, Schneider Electric, Telenor* (Avg. Eval: 4.7/5)
- **Program direction:** *Schneider Electric, Product Management Executive Programme* (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, 18 Faculty Recruiting Committee, INSEAD OB Area (Chair in 2018-19)
- 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 but improving), Spanish language (conversational but deteriorating); international travel, cooking, acoustic guitar, live music, triathlons