

**Noah Askin**  
(updated: June 2019)

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

---

**EMPLOYMENT**

2014-	<b>INSEAD</b> Assistant Professor of Organisational Behaviour	Fontainebleau, France
-------	--	-----------------------

**EDUCATION**

2008-2014	<b>The University of Chicago Booth School of Business</b> Joint Ph.D. in Business (Economic Sociology) and Sociology (2014) M.B.A. (2014) M.A. in Sociology (2013)	Chicago, IL
1998-2002	<b>Harvard University</b> B.A., <i>cum laude</i> , in Psychology Language Citation in Spanish	Cambridge, MA
2000	<b>Universidad San Pablo, CEU</b> Spanish language and culture immersion	Madrid, Spain

**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.

**Other Publications**

4. 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.
5. Askin, Noah and Michael Mauskapf. (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

## Working Papers

\*Indicates intended first author or shared first authorship

6. “The Early Success Trap: Group Creativity, Ambition, and the Grammy for Best New Artist.” (with Spencer Harrison and Lydia Hagtvedt). Revise & Resubmit at *Administrative Science Quarterly*.
7. “Threading the Diversity Needle: The Impact of Minority Group Presence on Perceptions of Organizational Status.”\* Preparing manuscript; target journal *Administrative Science Quarterly*.
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*.
10. “Found in Translation: Cultural Brokerage in a Multinational Tech Startup” (with Sujin Jang and Julija Mell).\* Preparing manuscript; target journal: *Organization Science*.
11. “What is Social Status? An integrative framework” (with Matthew S. Bothner, Wonjae Lee, and Frédéric Godart). Preparing for submission; target journal: *Sociological Theory*. Draft available.
12. “Peer Effects in Tournaments for Status: Evidence from Rank Dynamics of U.S. Colleges and Universities” (with Matthew S. Bothner).\* Draft available.

## Early Drafts & Research in Progress

13. “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*.
14. “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*.
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 No. 07/2018-6261 – with Teaching Note. Askin, N. and Galimberti, A.
- *Building Uber’s Product: The Human Challenge of Product Management*. INSEAD Case No. 07/2019-6420 – with Teaching Note. Duke, L. and Askin, N.

#### **Other Writing and Mainstream Media**

- “How Authenticity Shapes Your Playlist.” INSEAD Knowledge, 25 February 2019. <https://knowledge.insead.edu/leadership-organisations/how-authenticity-shapes-your-playlist-11056>
- “The Three Skills Product Managers Need to Succeed.” INSEAD Knowledge, 29 January 2018. <https://knowledge.insead.edu/career/the-three-skills-product-managers-need-to-succeed-8271>
- “What Makes a Number One Hit.” INSEAD Knowledge, 18 September 2017. <https://knowledge.insead.edu/strategy/what-makes-a-number-one-hit-7186>
- “Rising Colleges Fees: A Reflection of Offerings or Aspirations.” INSEAD Knowledge, 9 February 2016. <http://knowledge.insead.edu/strategy/rising-colleges-fees-a-reflection-of-offerings-or-aspirations-4508>
- “Shift to online music underscores power of a handful of tech giants.” Noah Askin, Dean Pierides, Joeri Mol and Yuval Millo. *The Conversation* (UK), 2015. <https://theconversation.com/shiftto-online-music-underscores-power-of-a-handful-of-tech-giants-40230>.

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

- 2019 MBA Core Best Teaching Award (Nominee; 19J Cohort, Fontainebleau Campus)
- 2018 Dean’s Commendation for Outstanding Teaching in Executive Education (INSEAD)
- 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.

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

**Bold indicates invited talk**

- 2019 Academy of Management, Boston, MA  
**Crete Workshop on Creativity and Innovation, Heraklion GR**  
**Seminar on Consumption and Authenticity, EHESS, Paris FR**  
 Creative Industries Conference, Paris FR  
**Peter Drucker Forum, “Technology Wizards”, Paris FR**  
**Research Center in Strategy & Organizations (STORM), Emlyon, Lyon FR**  
**Carnegie Mellon University Tepper School of Business, Pittsburgh, PA**  
**Berkeley Haas Culture Conference, Berkeley, CA**
- 2018 Network Evolution Conference, Fontainebleau, France  
 Academy of Management, Chicago, IL  
 EGOS Annual Colloquium, Tallinn, Estonia  
 Creative Industries Conference, Edinburgh, Scotland  
**Institute of Analytical Sociology, Linköping University (Sweden)**

- Rotterdam School of Management (Erasmus)**
- 2017 **Social Interaction & Organizing (SION) at Kellogg School of Management**  
**University of California—Irvine Merage School of Business**  
**University of Michigan Ross School of Business, Management & Organizations Group**  
 3<sup>rd</sup> International Conference on Computational Social Science (IC2S2), Cologne, Germany  
**3<sup>rd</sup> Lugano Conference on Organizations**  
**INSEAD Fontainebleau Campus-wide Brown bag**  
 New Directions in Leadership Research, Fontainebleau, France  
 INSEAD Doriot Entrepreneurship Conference, Fontainebleau, France  
**Tulane University A.B. Freeman School of Business**
- 2016 Academy of Management, Anaheim, CA  
 Creative Industries Conference, Edinburgh, Scotland  
 EGOS Annual Colloquium, Naples, Italy  
**Cluster for the Study of Organization, Society, and Markets Workshop on Innovation and Creativity, Melbourne, Australia**
- 2015 **TEDxINSEAD, Singapore**  
 Academy of Management, Vancouver, BC, Canada  
 American Sociological Association Annual Conference, Chicago, IL  
 Computational Social Science Summit, Chicago, IL (panel)
- 2014 **USI Università della Svizzera italiana (Lugano), Lugano, Switzerland**  
 6<sup>th</sup> International Conference on Social Informatics (SocInfo2014), Barcelona, Spain  
**European School of Management and Technology (ESMT), Berlin, Germany**  
 Academy of Management, Philadelphia, PA  
**Knowledge Lab at the University of Chicago, Chicago, IL**
- 2013 Academy of Management, Orlando, FL  
 EGOS Annual Colloquium, Montréal, QC  
**University of Chicago Social Theory & Evidence Workshop, Chicago, IL**
- 2012 American Sociology Association Annual Conference, Denver, CO  
 Academy of Management, Boston, MA  
**International Network of Analytical Sociologists, New York, NY**

### ***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**

R, Stata, French language (mediocre but improving), Spanish language (conversational but deteriorating); international travel, cooking, acoustic guitar (playing), live music (watching), various unimpressive athletic endeavors