

**Noah Askin**  
(updated: October 2020)

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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 / 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 Mauskopf. (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.

**Papers Under Review & 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). 2<sup>nd</sup> round R&R from *Administrative Science Quarterly*.
5. "Do Women Produce More Novel Work Than Men? Gender Differences in Musical Creativity." (with Michael Mauskopf, Sharon Koppman, and Brian Uzzi).\* Revise & Resubmit at *Administrative Science Quarterly*.
6. "Where Do New Ideas Come From?: The Social Foundations of Creativity in Music." (with Michael Mauskopf, Joeri Mol, and Eric Quintane). Under review at *American Journal of Sociology*.

- 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. “What is Social Status? An integrative framework.” (with Matthew S. Bothner, Wonjae Lee, and Frédéric Godart). Draft available, preparing for submission to *Social Networks*.
  8. “Threading the Diversity Needle: The Impact of Minority Group Presence on Perceptions of Organizational Status.”\* Draft available, preparing for submission to *Administrative Science Quarterly*.
  9. “Collaboration experience predicts funding success for intellectually diverse teams” (with Kaisa Snellman, Linus Dahlander, and Isabelle Solal). Draft available, preparing for submission to *Organizational Behavior and Human Development Processes*.
  10. “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**

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. “Found in Translation: Cultural Brokerage in a Multinational Tech Startup” (with Sujin Jang and Julija Mell).\* Preparing manuscript; target journal: *Organization Science*.
13. “Disentangling Recombination and Influence in the Creative Process” (with Michael Mauskopf, Eric Quintane, and Joeri Mol). Preparing manuscript.
14. “Are You Ready for a New Sensation: Innovation and Diversity in Popular Music, 1965-2015” (with Khwan Kim). Preparing manuscript; target journal: *Organization Science*.

#### **Other Peer Reviewed Publications**

15. 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.
16. 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

#### **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
- *The Case Centre* (UK) Bestselling Case (2017-2019)
- Case translated into Spanish
- *Eico: Designed in China*. INSEAD Case No. 07/2018-6261 – with Teaching Note. Askin, N. and Galimberti, A.
- *Fibbie Cornuda: Manufacturing a Fit*. INSEAD Case No. 02/2019-6410. Askin, N., Calmon, A. and Henry, B.
- *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**

- “Staying Connected Through a Pandemic—15 minutes at a Time.” *Inspiring Minds* (Harvard Business Publishing). <https://hbsp.harvard.edu/inspiring-minds/staying-connected-through-a-pandemic-15-minutes-at-a-time>
- “The Music Industry’s Best-Kept Secret? A Gender Creativity Gap.” INSEAD Knowledge, 10 September 2020. <https://knowledge.insead.edu/leadership-organisations/the-music-industrys-best-kept-secret-a-gender-creativity-gap>
- “In the Current Crisis, Less Hierarchical Companies Show Special Resilience.” INSEAD Knowledge, 3 July 2020. <https://knowledge.insead.edu/blog/insead-blog/in-the-current-crisis-less-hierarchical-companies-show-special-resilience-14596>
- “Disruption and Anti-disruption in the Streaming Economy.” INSEAD Knowledge, 2 February 2020. <https://knowledge.insead.edu/blog/insead-blog/disruption-and-anti-disruption-in-the-streaming-economy-13301>
- “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**

- 2019-20 MBA Core Best Teaching Award (Winner, 20J Cohort; Nominee, 19J & 20J Cohorts, Fontainebleau Campus)
- 2018 Dean's Commendation for Outstanding Teaching in Executive Education (INSEAD)
- 2017 Named to Thinkers 50 Radar list; Shortlisted for "Radar" Award
- 2015-20 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, SEMINARS, & CONFERENCE PRESENTATIONS**

**Bold indicates invited talk;** + indicates cancelled due to coronavirus

- 2021 (Upcoming) **McGill | Desautels Faculty of Management, Montreal** (Virtual)  
 (Upcoming) **Stanford Graduate School of Business** (Virtual)  
 (Upcoming) Berkeley Haas Culture Conference (Virtual)
- 2020 (Upcoming) **Rotman School of Management, Toronto** (Virtual)  
 Academy of Management, Virtual (Presenter in Finalist for MOC Best Symposium Award)  
 +**National Endowment for Science Technology and the Arts (NESTA), London**  
 +**George Washington School of Business (Brown Bag), Washington DC**  
**IESEG School of Management, Paris**
- 2019 **Cass Business School, London GB**  
 Academy of Management, Boston, MA (x2 presentations)  
**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 (x2 presentations)  
 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**  
 ▪ ~117k views on YouTube (as of May 22, 2020)

- 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- Executive Committee Member: 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* (Three-year term: 2017-2020)
- Book Manuscript Review Board for *American Journal of Sociology* (2012-14)
- 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*, *Poetics*, *Social Forces*, *Strategic Management Journal*, *Strategy Science*
- 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 & partner programs): 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, Leading for Results, Product Management Executive Programme** (Avg. Eval.: 4.8/5)

- **Executive (company-specific):** *DNV GL, EDF, JTI, Oliver Wyman Consulting, Sberbank, Schneider Electric, Telenor, World Economic Forum* (Avg. Eval: 4.7/5)
- **Program direction:** *Schneider Electric, Leading for Results, Product Management Executive Programme* (Avg. Eval: 4.8/5)
- **PhD:** *Advanced Topics in OB/OT, Introduction to Organizational Theory, Organizational Sociology*

### **Institutional Service @ INSEAD**

- 2020 Lifelong Learning (LLL) webinar, “Networking in Our New Reality”
- 2019 Invited lecturer for INSEAD PhD student teaching practicum  
Faculty presenter, European Alumni Forum, Geneva  
Guest speaker, INSEAD HR Summit
- 2018 Faculty Recruiting Committee Chair, OB Area  
Invited lecturer for new faculty orientation (Leading Management Education)  
Presenter & panelist, Digital Norway Summit, Oslo  
Keynote speaker, Johnson & Johnson ETHICS Conference, Paris
- 2017 Faculty advisor: Google Online Marketing Challenge (MBA student team)  
Seminar Coordinator, OB Area  
Moderator & presenter, Belgian Alumni Association Annual “Viewpoint” event, Brussels  
Faculty presenter, MBA Masterclass (for prospective students)  
Guest speaker, INSEAD MBA Music Club
- 2016 Seminar Coordinator, OB Area
- 2015 Faculty Recruiting Committee, OB Area  
PhD Recruiting Committee, OB Area  
Seminar Coordinator, OB Area  
Faculty presenter, Los Angeles Alumni Association event

### **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

### **GRADUATE STUDENTS**

Dissertation Committee Member for:  
Isabelle Solal, PhD (INSEAD), Assistant Professor (ESSEC)

### **ADDITIONAL SKILLS / INTERESTS**

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