

# James C. Mellody

Massachusetts Institute of Technology  
Sloan School of Management  
100 Main Street E62-383  
Cambridge, MA 20142

jmellody@mit.edu

## EDUCATION

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### Massachusetts Institute of Technology, Sloan School of Management

Ph.D., Management

2024 (*Expected*)

S.M., Management Research

2020

### University of Pennsylvania

B.A., *summa cum laude*, East Asian Languages and Civilizations

2015

## RESEARCH INTERESTS

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Cultural Diversity in Organizations and Markets

Digital Platforms and the Attention Economy

Coordination in Knowledge Work

## PAPERS UNDER REVIEW

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[1] Job Market Paper: “A Different Kind of Tradeoff: Cultural Diversity in Ecologies of Attention.”

- Under review at the *American Sociological Review*

*Abstract.* What determines the diversity of cultural material produced in a market? In many consumer product markets, periods of competition support cultural diversity, but alternating periods of concentration drive cultural homogeneity. A stable partition can emerge, separating a culturally homogenous market center from a culturally diverse periphery. Cultural diversity exists temporarily, or is relegated to the market fringe. These conditions are reflected in the choice faced by organizations: grow in the market center by producing culturally generic material, or attract a smaller, more engaged consumer base by producing culturally distinct material in the periphery. I examine a different market context: ecologies of attention, in which consumers can readily engage with multiple organizations (e.g., online communities, voluntary organizations) simultaneously and easily transition from being consumers to also producers of content. I study Reddit as a case of an attention ecology, leveraging user participation data and the text of over 2 billion comments from over 14 thousand subreddits. I find that subreddits face a tradeoff contingent on their location in the resource space, enabling cultural diversity to survive in crowded, competitive locations, while cultural homogeneity emerges in sparse, uncompetitive areas. I draw on these findings to introduce a broader theory of market partitioning.

[2] “Collaborative Quantification: Reconciling Overwork and Client Satisfaction.” (with Vanessa Conzon)

- R&R at *Organization Science*

## WORKING PAPERS

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[1] “Apprentice Then Mentor: Building Networks of Expertise in Organizations.”

[2] “Beyond Representation: Extending the Effectiveness of Diversity Approaches via Individuation.” (with Ray Reagans)

## WORKS IN PROGRESS

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[1] “Sources of Cultural Change in Organizations.”

[2] “Keeping Time: Interaction Scripts as Coordinating Mechanisms for Self-Organizing Teams.” (with Vanessa Conzon)

## AWARDS AND FELLOWSHIPS

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AOM OMT Above and Beyond the Call of Duty Award (2023)

MIT Martin Family Fellowship for Sustainability (2020 – 2021; ~ \$100,000)

MIT Sloan PhD Fellowship (2017 – 2023)

Phi Beta Kappa (2016)

Fulbright U.S. Student Program Research Grant – Alternate (2015)

William R. LaFleur Memorial Prize for Best Undergraduate Thesis in Japanese Studies at the University of Pennsylvania (2015)

Greater Philadelphia Asian Studies Consortium Best Paper Award (2015)

## RESEARCH PRESENTATIONS

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“A Different Kind of Tradeoff: Partitions in Markets for Time and Attention.”

- Academy of Management Annual Meeting, Boston, MA, 2023
- MIT Economic Sociology Working Group, Cambridge, MA, 2023

“Collaborative Quantification: Reconciling Overwork and Client Satisfaction.”

- Academy of Management Annual Meeting, Boston, MA, 2023

“Consolidation or Fracturing: Change in Online Communities.”

- Academy of Management Annual Meeting, Seattle, WA, 2022
- MIT Economic Sociology Working Group, Cambridge, MA, 2022

“Apprentice Then Mentor: Building Networks of Expertise in Organizations.”

- Academy of Management Annual Meeting, Virtual, 2020
- American Sociological Association Annual Meeting, Virtual, 2020
- MIT Economic Sociology Working Group, Cambridge, MA, 2020
- Law and Society Association Annual Meeting, Washington, DC, 2019

“Beyond Representation: Extending the Effectiveness of Diversity Approaches via Individuation.”

- Academy of Management Annual Meeting, Virtual, 2021

## TEACHING EXPERIENCE

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**Organizational Processes (MBA)**

Fall 2023

Teaching assistant for Professor Nathan Wilmers

**Organizational Processes (Undergraduate)**

Fall 2019, 2020

Teaching assistant for Professor Ray Reagans; solo-taught lecture on negotiations

**Power and Negotiation (MBA)**

Fall 2020

Teaching assistant for Professor Basima Tewfik

## SERVICE

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<b>Student Co-Organizer for 2023 Economic Sociology Job Market Showcase</b>	2023
<b>Reviewer, AOM OMT Division</b>	2019 - Present
<b>Co-Organizer for Work and Organization Studies Seminar Speaker Breakfasts</b>	2019
<b>Co-Organizer for Behavioral and Policy Sciences Admitted Students Reception</b>	2019
<b>Co-Organizer for MIT Sloan Alumni Reception at AOM</b>	2019

## OTHER PROFESSIONAL EXPERIENCE

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<b>Heidrick and Struggles, Inc.</b> , Chicago, IL and New York, NY	
Leadership Consulting Analyst	2016 – 2017
Executive Search Analyst	2015 – 2016
 <b>Snider Entrepreneurial Research Center, The Wharton School</b> , Philadelphia, PA	
Research Assistant	2014 – 2015
 <b>Pasona Tech, Inc.</b> , Tokyo, Japan	
Summer Intern	2014

## SKILLS

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**Programming Languages and Software:** Python, R, STATA, Gephi, ATLAS.ti  
**Languages:** English (fluent); Japanese (conversational)

## REFERENCES

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### Ray Reagans

*Alfred P. Sloan Professor of Management*  
*Associate Dean for Diversity, Equity, and Inclusion*  
MIT Sloan School of Management  
(617) 715-4154  
[rreagans@mit.edu](mailto:rreagans@mit.edu)

### Ezra W. Zuckerman Sivan

*Alvin J. Siteman (1948) Professor of*  
*Entrepreneurship and Strategy*  
MIT Sloan School of Management  
(617) 253-1918  
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### Susan S. Silbey

*Leon and Anne Goldberg Professor*  
MIT Sloan School of Management  
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