

James C. Mellody

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EDUCATION

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

Cultural Diversity in Organizations and Markets

Digital Platforms and the Attention Economy

Coordination in Knowledge Work

JOB MARKET PAPER

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

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 particular choice faced by organizations: grow in the market center by producing culturally generic material, or attract a smaller, engaged consumer base by producing culturally distinct material in the periphery. I examine a different kind of market: markets for time and attention, in which consumers can readily engage with multiple organizations simultaneously and easily transition from consumers to also producers of content. I study Reddit as a case of an attention market, leveraging user participation data and the text of over 2 billion comments from numerous subreddits. I find that subreddits face a different kind of tradeoff underlying a different capacity for culturally diverse material: cultural diversity thrives in dense, competitive areas of the resource space, while cultural homogeneity emerges in sparse, uncompetitive areas. I draw on these findings to introduce a broader theory of market partitioning.

WORKING PAPERS

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

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

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

- Under Review

WORKS IN PROGRESS

[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

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

“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

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

OTHER PROFESSIONAL EXPERIENCE

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

SKILLS

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

REFERENCES

Ray Reagans

Alfred P. Sloan Professor of Management
Associate Dean for Diversity, Equity, and Inclusion
 MIT Sloan School of Management
 (617) 715-4154
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Ezra W. Zuckerman Sivan

Alvin J. Siteman (1948) Professor of Entrepreneurship and Strategy
 MIT Sloan School of Management
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