

James C. Mellody

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EDUCATION

Massachusetts Institute of Technology, Sloan School of Management

Ph.D., Management

2024 (*Expected*)

Thesis: “Organizational Success and Cultural Diversity in Ecologies of Attention”

- Committee: Ray Reagans, Susan Silbey, Ezra Zuckerman Sivan
- Finalist for the 2023 INFORMS/Organization Science Dissertation Proposal Competition

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 Competitive Ecologies

Digital Platforms and the Attention Economy

Coordination in Knowledge Work

PAPERS UNDER REVIEW

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

- Under review at the *American Sociological Review*
- Finalist for the 2023 INFORMS/Organization Science Dissertation Proposal Competition

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 competitive 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] “Concerted Quantification: How Expert Teams Reconcile Overwork and Client Satisfaction.” (with Vanessa Conzon)

- R&R at *Organization Science*

WORKING PAPERS

[1] “Narrating Value: How Staff Professionals Form Embedded Relationships with Line Workers.”
(Preparing to submit)

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

WORKS IN PROGRESS

[1] “Sources of Cultural Change in Ecologies of Attention.” (Data collection and analysis stage)

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

AWARDS AND FELLOWSHIPS

- Finalist, INFORMS/Organization Science Dissertation Proposal Competition (2023)
- 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: Cultural Diversity in Ecologies of Attention.”

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

“Concerted Quantification: How Expert Teams Reconcile 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

“Narrating Value: How Staff Professionals Form Embedded Relationships with Line Workers.”

- 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 (MIT Sloan MBA)

Fall 2023

- Teaching assistant for Professor Nathan Wilmers

Organizational Processes for Business Analytics (MIT Sloan Undergraduate) Fall 2019, 2020

- Teaching assistant for Professor Ray Reagans; solo-taught lecture on negotiations
- Teaching ratings: 6.5/7; 5.9/7

Power and Negotiation (MIT Sloan MBA) Fall 2020

- Teaching assistant for Professor Basima Tewfik
- Teaching ratings: 6.3/7

Social Entrepreneurship (Wharton Coursera Course) Fall 2014 – Spring 2015

- Teaching assistant for Professors Ian MacMillan and James Thompson

SERVICE

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

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 <i>Alfred P. Sloan Professor of Management</i> <i>Associate Dean for Diversity, Equity, and Inclusion</i> MIT Sloan School of Management (617) 715-4154 rreagans@mit.edu	Ezra W. Zuckerman Sivan <i>Alvin J. Siteman (1948) Professor of Entrepreneurship and Strategy</i> MIT Sloan School of Management (617) 253-1918 ewzucker@mit.edu
Susan S. Silbey <i>Leon and Anne Goldberg Professor</i> MIT Sloan School of Management (617) 253-6952 ssilbey@mit.edu	