

EDUCATION

2020–2025 (expected)	PhD in Management, EM Lyon Business School, France <i>Committee: Bernard Forgues, Christof Brandtner, and Giada Di Stefano</i>
2020-2022	M.Phil. in Management and Organization Sciences, EM Lyon, France <i>Supervisor: Ruthanne Huisng</i>
2017-2018	MSc in Innovation and Management, SKEMA Business School, France
2012-2013	MSc in Economics, University of Amsterdam, Netherlands
2007-2012	BS in Economics, Allameh Tabatabai University, Iran

PUBLICATIONS

Peer-reviewed journal articles

2025 Brandtner, C., **Ashur, P.**, and Srinivasa Desikan, B. “Dynamic persistence of institutions: Modeling the historical endurance of Red Vienna’s public housing utopia,” *Organization Studies*. ([OSF](#), [SSRN](#)).

Schoeller, F., **Ashur, P.**, Larralde, J., Le Couedic, C., Mylapalli, R., Krishnanandan, K., ... & Adrien, V. Gesture sonification for enhancing agency: An exploratory study on healthy participants. *Frontiers in Psychology*.

Working papers

Ashur, P., Brandtner, C., and Di Stefano, G. “What Michelin means: Justifications of (dis)agreement in the social evaluations of haute cuisine restaurants,” target journal: *Organization Science*.

In progress

Ashur, P. “Understanding the cultural and cognitive mechanisms of expert endorsements: A conceptual model.”

Czischek, E. A., & Leixnering, S., Brandtner, C., & **Ashur, P.** “Dynamic purpose: tracing endurance of public facilities in Vienna.”

RESEARCH VISIT & PHD WORKSHOP

2025	Visiting Researcher, Department of Management, Bocconi University, Italy — May–July 2025. Collaborated with <i>Prof. Giada Di Stefano</i> on my job market paper, “What Michelin means.”
2023	SCANCOR PhD Workshop in Institutional Theory, Oslo. (5 Credits) Lectures and Seminars by <i>Bruce Carruthers, Gili Drori, Renate Meyer, Woody Powell, and Sarah Soule</i>

CONFERENCE PRESENTATIONS

2023-25	“What Michelin means: Justifications of (dis)agreement in the social evaluations of haute cuisine” <ul style="list-style-type: none">• 2025 EGOS, 2024 KTO PDW at SKEMA, 2023 EGOS, PDW on Valuation at Aalto, the 16th advanced Chamonix seminar.
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2024	“Understanding the cultural and cognitive mechanisms of expert endorsements: A conceptual model.”
	• 2024 Organization Studies and Organization Theory Workshop in Barcelona
2023-24	“Dynamic persistence of institutions: Modeling the historical endurance of Red Vienna’s public housing utopia”
	• 2024 EGOS, 2024 DRUID (Best Paper Award nominee), 2023 AOM.
2023	SCANCOR PhD Workshop in Institutional Theory, Oslo. (<i>5 Credits</i>) Lectures and Seminars by <i>Bruce Carruthers, Gili Drori, Renate Meyer, Woody Powell, and Sarah Soule</i>
2022	“The role of audience evaluations in legitimatizing professional jurisdictional claims: A process analysis.”
	• 2022 PROS Symposium.

TEACHING

2023/2025	Technology, Planet, Society: Transformations in Strategizing and Organizing, EM Lyon, PGE/Masters in Management
2025	International Marketing and Business Development Consulting Project, EM Lyon, PGE/Masters in Management
2022	Microeconomics, EM Lyon, PGE/Masters in Management

PROFESSIONAL AFFILIATIONS and SERVICE

Associations	Academy of Management (AoM) European Group of Organizational Studies (EGOS)
Reviewing	Ad hoc reviewer for <i>Organization Studies</i> Academy of Management Annual Meeting DRUID annual conference
Service	“Text as Data” workshop at EM Lyon (2024, co-organizer and presenter) PhD workshop organizer, EM Lyon (2023-25) Coordinator for STORM research center YouTube channel (2022-25)

MISCELLANEOUS

Software	Python, R, Stata, Qualtrics, Tableau, and NVivo
Languages	English, French, Farsi

REFERENCES

Bernard Forgues , Professor and Director <i>Strategy and Organization, STORM</i> EM Lyon Business School forgues@em-lyon.com	Christof Brandtner , Associate Professor <i>Innovation & Entrepreneurship, InvEnt</i> EM Lyon Business School brandtner@em-lyon.com
Giada Di Stefano , Professor and Director <i>Strategy</i> , Bocconi University giada.distefano@unibocconi.it	