

EDUCATION

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

PUBLICATIONS

Peer-reviewed journal article

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

Working paper

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

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.

CONFERENCE PRESENTATIONS

-
- | | |
|---------|--|
| 2023–24 | “Dynamic persistence of institutions: Modeling the historical endurance of Red Vienna’s public housing utopia” (w/ C. Brandtner and B. Srinivasa Deskian) <ul style="list-style-type: none">2024 EGOS, 2024 DRUID (nominated for the Best Paper Awards), 2023 AOM. |
| 2023–24 | “What Michelin means: Justifications of (dis)agreement in the social evaluations of haute cuisine restaurants” (w/ C. Brandtner). <ul style="list-style-type: none">2024 Organization Studies and Organization Theory Workshop in Barcelona, 2024 KTO PDW at SKEMA, 2023 EGOS, 2023 PDW on Valuation at Aalto, the 16th advanced Chamonix seminar. |
| 2023 | SCANCOR PhD Workshop in Institutional Theory, Oslo. |
| 2022 | “The role of audience evaluations in legitimatizing professional jurisdictional claims: A process analysis.” <ul style="list-style-type: none">2022 PROS Symposium. |

TEACHING

2023/2025	Technology, Planet, Society: Transformations in Strategizing and Organizing, EM Lyon, PGE/Masters in Management (4.1/5)
2025	International Marketing and Business Development (consulting project)
2022	Microeconomics, EM Lyon, PGE/Masters in Management (4.6/5)

PROFESSIONAL AFFILIATIONS and SERVICE

Associations	Academy of Management (AoM) European Group of Organizational Studies (EGOS)
Reviewing	Ad hoc reviewer for Organization Studies Academy of Management annual conference DRUID annual conference
Service	“Text as Data” workshop at EM Lyon (November 2024, co-organizer and presenter). PhD workshop organizer, EM Lyon (2023-25). Interviewer and 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
Strategy and Organization, STORM
EM Lyon Business School
forgues@em-lyon.com

Christof Brandtner, Associate Professor
Innovation & Entrepreneurship
EM Lyon Business School
brandtner@em-lyon.com