

## EDUCATION

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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 <i>Supervisor:</i> Ruthanne Huising
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

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### Peer-reviewed journal articles

- 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](#)).

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.”

## CONFERENCE PRESENTATIONS

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| 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"><li>2024 EGOS, 2024 DRUID (Best Paper Award nominee), 2023 AOM.</li></ul>  |
| 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"><li>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.</li></ul> |
| 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"><li>2022 PROS Symposium.</li></ul>  |

## TEACHING

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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

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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 <a href="#">YouTube channel</a> (2022–25)

## MISCELLANEOUS

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

## REFERENCES

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**Bernard Forgues**, Professor and Director  
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**Christof Brandtner**, Associate Professor  
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