

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 <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

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., and Brandtner, C. “What Michelin means: Justifications of (dis)agreement in the social evaluations of haute cuisine restaurants,” target journal: *Administrative Science Quarterly*.

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 (Best Paper Award nominee), 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
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
Strategy and Organization, STORM
EM Lyon Business School
forgues@em-lyon.com

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