

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 Huising</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 Deskian, 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 *Prof. Giada Di Stefano* on my job market paper, “What Michelin means.”
- 2023 SCANCOR PhD Workshop in Institutional Theory, Oslo. (5 Credits)
Lectures and Seminars by *Bruce Carruthers, Gili Drori, Renate Meyer, Woody Powell, and Sarah Soule*

CONFERENCE PRESENTATIONS

- 2023-25 “What Michelin means: Justifications of (dis)agreement in the social evaluations of haute cuisine”
- 2025 EGOS, 2024 KTO PDW at SKEMA, 2023 EGOS, PDW on Valuation at Aalto, the 16th advanced Chamonix seminar.

- 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. (5 Credits)
Lectures and Seminars by *Bruce Carruthers, Gili Drori, Renate Meyer, Woody Powell, and Sarah Soule*
- 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 *Organization Studies*
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
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Christof Brandtner, Associate Professor
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Giada Di Stefano, Professor and Director
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