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| Parham ASHUR PhD Candidate EM Lyon Business School | ashur@em-lyon.com parham-ashur.github.io 144 Av. Jean Jaurès, Lyon, France |

## EDUCATION

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| 2020–2025 (expected) |  | PhD in Management, EM Lyon Business School, France  *Committee*: Bernard Forgues, Christof Brandtner, and Giada Di Stefano |
| 2020-2022 |  | M.Phil. in Management and Organization Sciences, EM Lyon, France  *Supervisor*: 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*. ([OSF](https://osf.io/3gjcw/?view_only=aa30ddb43b4e4d728afd6e350e546699), [SSRN](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4277817)).  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

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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)   * 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).   * 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.”   * 2022 PROS Symposium. |

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 *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](https://www.youtube.com/@stormresearch/videos) (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 *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 |