

ARNAUD CUDENNEC

Birthdate: 04/23/1992

Nationality: French

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RESEARCH INTERESTS

Disciplines: organization theory, economic sociology

Topics: social categories, expertise, institutions

Methods: experimental designs, quantitative longitudinal data analysis

ACADEMIC POSITION

Hong Kong Polytechnic University (PolyU) – Faculty of Business | *Hong Kong (China SAR)* | July 2020 – present
Assistant Professor (tenure-track position), Management

Northwestern University – Kellogg School of Management | *Evanston (Illinois, USA)* | January – June 2019
Visiting Predoctoral Fellow (Visiting Scholar), *Host: Edward B. Smith*

EDUCATION

Doctorat (PhD) & Predoctoral certificate (MPhil equiv.)	Management (Organization Theory)	HEC Paris <i>Jouy-en-Josas (France)</i> <i>PhD Thesis supervisor: Rodolphe Durand</i>
Bachelor (BA)	Philosophy	University of Paris X – Nanterre <i>Nanterre (France)</i>
M2 (MPhil)	Sociology	University of Paris IV – Sorbonne <i>Paris (France)</i>
M2 (MPhil)	Management (Organization Theory)	University of Lyon III – Jean Moulin <i>Lyon (France)</i>
M2 (MSc)	Management (Business Administration)	EM Lyon <i>Ecully (France)</i>
Undergraduate	Economics & Humanities	Carnot – Preparatory Classes for the <i>Grandes Ecoles</i> <i>Dijon (France)</i>

PUBLICATIONS & RESEARCH PROJECTS

(*) alphabetical order: equal contributions

Publications

Boulongne R., Cudennec A. & Durand R. (*) 2019. "When Do Market Intermediaries Sanction Categorical Deviation? The Role of Expertise, Identity and Competition." *Research in the Sociology of Organizations*. Eds. Haack P., Sieweke J. and Wessel L. Issue on the "Microfoundations of Institutions" 65(A), pp. 67-84

Cudennec A. 2018. "Under the Magnifying Glass: The Role of Expertise and Categorization on the Perception of Atypicality". *Academy of Management Best Papers Proceedings*

Paper awarded as "Best Student Paper Award Finalist" at the Academy of Management (OMT Division) in 2018

Under Review

Cudennec A. & Durand R. [Title hidden]. *R&R to Academy of Management Journal*

Working Papers

Cudennec A. & Durand R. Some Like It Odd: Organizational Atypicality, Audience's Expertise and Valuation in Venture Capital" [AOM Proceedings 2019]

Cudennec A. To Be True and To Be Good: Meaning and Valence Ambiguities and Experts as Authenticators [accepted for presentation at the AOM 2020]

Boulongne R, Cudennec A., Wry T. (*) Does it Pay to Certify your CSR Initiative? An Experimental Investigation.

TEACHING EXPERIENCE

Teaching

Winter & Spr. University of Paris I – Panthéon Sorbonne – Faculty of Economics | Paris (France)

2018 Instructor ("Chargé de Travaux Dirigés"), Markets & Organization Theory (36h, in French)

Course Creation & Development

Fall, 2018-19 HEC Paris | Jouy-en-Josas (France)

Creation and development of a new elective course for MSc/M2 - ValueS-Based Strategy, 18h, in collaboration with R. Durand (course on legitimacy and corporate social responsibility)

Grading, Research & Teaching Assistantships, Supervision, Jury Membership

2016-2020 HEC Paris | Jouy-en-Josas (France)

Grading & TA at graduate level: ValueS-Based Strategy, Corporate Strategy, Business Strategy, Statistics
Supervision of 11 masters' theses
Jury member for 20 masters' theses

AWARDS & GRANTS

Awards

2018 ABCD Award for Excellence in Scholarly Reviews, OMT division, AOM Annual Meeting

2018 Best Student Paper Award Finalist, OMT division, AOM Annual Meeting

2011 Best Academic Research Project in Social Sciences, Bachelor level, EM Lyon

Grants

2019 - 2020 'Labex Ecodec' Research Grant (€1,500, Ecole Polytechnique, ENSAE and HEC Paris)

2019 Research Grant (€1,000, HEC Paris & CNRS-French National Center for Scientific Research)

2019 Visiting Fellowship at Northwestern - Kellogg (€2,500, HEC Paris)

2015 - 2020 PhD Full Scholarship, 5 years (HEC Paris Foundation)

ACADEMIC PRESENTATIONS

International Conferences

- 2020 European Group for Organizational Studies (EGOS), Annual Colloquium, *Hamburg (Germany) – virtual event*
2019 Academy of Management (AOM), Annual Meeting, *Boston (USA)*
European Group for Organizational Studies (EGOS), Annual Colloquium, *Edinburgh (UK)*
2018 Academy of Management (AOM), Annual Meeting, *Chicago (USA)*

Workshops & Seminars

- 2021 European Theory Development Workshop (ETDW), Hebrew University, *Jerusalem (Israel)*
2020 HEC Paris (Society & Organizations Center), *Jouy-en-Josas (France)*
Hong Kong Polytechnic University - Faculty of Business, *Hong Kong (China SAR)*
2019 IESE Business School, *Barcelona (Spain)*
Rotterdam School of Management, *Rotterdam (Netherlands)*
Northwestern-Kellogg (PhD workshop), *Evanston (Illinois, USA)*
2018 “Strategy, Organization & Society” (international research workshop), *Vals-les-Bains (France)*
2017 HEC Paris (Society & Organizations Center), *Jouy-en-Josas (France)*
2015 EM Lyon (“Community & Organization” research workshop, as a masters’ student), *Ecully (France)*

ACADEMIC ACTIVITIES

Ad-Hoc Peer-Reviews (alphabetical order): Entrepreneurship: Theory and Practice, European Management Review, M@n@gement, Organization and Environment, Organization Science, Research in the Sociology of Organizations, Strategic Management Journal

Affiliations

International

Academy of Management (AOM) –Division: *Organization & Management Theory (OMT)*
European Group in Organization Studies (EGOS)

French

Society & Organizations Institute (interdisciplinary research group at HEC) (2015 –)
Doctoral School of the *Institut Polytechnique de Paris* (2019 – 2020)
GREGHEC: Mixed research unit between HEC and CNRS (French National Center for Scientific Research) (2017 – 2020)

SUPERVISION

MSc theses at HEC Paris

11. Blondeau, Salomé, 2020. Think tanks as boundary organizations across the fields of politics, science and corporations: A study in the French context
10. N’doye, Fatou-Kiné, 2019. The effect of CEO activism on gender equality on employer attractiveness
9. Pébrier, Sabine, 2019. Does reputation predict status? The case of French business schools and their European networks.
8. Itani, Omar, 2019. “Let’s agree to disagree”: Market intermediaries’ expertise and consensus in the context of the video game industry
7. Wang, Mengxi, 2019. How beauty brands could use sponsored KOL UGC to success social marketing in China?
6. Dewan, Hari, 2018. Why are tech leaders speaking out? The causes for increased CEO activism in the Silicon Valley
5. Frehen, Rosa Johanna, 2018. CEO Activism and Political Ideologies in the Silicon Valley
4. Goujon, Timothée, 2018. The impact of artificial intelligence and digital automation on the consulting industry and the consultant’s legitimacy
3. Maarek, Hawāi, 2018. The vising hand of critic in haute cuisine: Is reaching for the Michelin stars still worth it?
2. He, Wang, 2017. Digital transformation’s impacts on SME consulting in China
1. Pate de Rohden, Arnaud, 2017. A study on the influence of movie reviews on customers’ perception of quality

NON-ACADEMIC PROFESSIONAL EXPERIENCE

2015 **Sonecom** – Sociological Research Analyst (intern) | *Brussels (Belgium)*
3 months *Publisher of applied sociological research studies*

2014 **McKinsey & Company** – Research Analyst (intern) | *Paris (France)*
6 months *Global strategic consulting firm*

2013 **Xerfi** – Economic Research Analyst (intern) | *Lyon (France)*
3 months *Publisher of applied economic research studies*

2012 **Aguettant Asia Pacific** – Business Analyst (intern) | *Ho-Chi-Minh City (Vietnam)*
6 months *Pharmaceutical company*

OTHER

Languages **French:** native; **English:** fluent; **Spanish:** intermediate; **Mandarin:** early beginner

Softwares Stata, SPSS, Ucinet, Pajek, NVivo, Qualtrics, Excel

Other training Auditor in art history at the *Ecole du Louvre*, 2019 – 2020 (*Paris, France*)

Media Les Echos (Le Cercle) x2, France Culture

REFERENCES

Rodolphe DURAND
HEC Paris
Joly Family Professor of Purposeful Leadership
Department of Strategy and Business Policy
1, rue de la Libération
78351 Jouy-en-Josas, France
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