MICKI EISENMAN

Organizational Behavior & Strategy and Entrepreneurship Groups

Jerusalem School of Business Administration

Hebrew University of Jerusalem

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EMPLOYMENT

The Hebrew University of Jerusalem, Jerusalem School of Business Administration

Associate Professor	2024-
Senior Lecturer (Tenured)	2017-2024
Lecturer	2010-2017

University of Maryland, Smith School of Business   2019-2020
Visiting Scholar

Baruch College, Zicklin School of Business

Assistant Professor	2006 - 2010
Instructor	2005 - 2006

EDUCATION

Columbia Business School, Columbia University	New York, NY
Ph.D. in Management	May 2006
A. B. Freeman School of Business, Tulane University	New Orleans, LA
Master of Business Administration	August 1999
Hebrew University of Jerusalem	Jerusalem, Israel
Bachelor of Arts	June 1996

PUBLICATIONS

Eisenman, Micki, Foroughi, Hamid, & Foster, William. 2024. Addressing inequality in management education: How to disrupt of the myth of neoliberal meritocracy. *Academy of Management Learning and Education* 23(3) 1–19. https://doi.org/10.5465/amle.2023.0015.

Foroughi, Hamid, **Eisenman, Micki**, & Parsley, Samantha. 2024. ""Old Skool" Spinning and Syncing: Memory, Technology and Occupational Membership in a DJ Community". *Journal of Management Studies.* https://doi.org/10.1111/joms.13086

Eisenman, Micki & Casey, Andrea. Forthcoming. Constructing legacy: Managing legacy in discursive and embodied ways. To appear in Casey, A., Coman, S. & Foroughi, H. (Eds.) *Legacy and Change: Perspectives from Organizational History.* De Gruyter.

Eisenman, Micki & Frenkel, Michal. 2021. Remembering materiality: A Material–Relational Approach to Organizational Memory. *Organization Theor*y 2(3): 1-24.

Eisenman, Micki, Paruchuri, Srikanth, & Puranam, Phanish. 2020. The Design of Emergence in Organizations. *Journal of Organization Design* 9: 25.

Eisenman, Micki & Tal Simons. 2020. A Rising Tide Lifts all Boats: The Origins of Institutionalized Aesthetic Innovation. Special Issue on Aesthetics and Style in Strategy *Advances in Strategic Management* 42: 125-154.

Eisenman, Micki, Frenkel, Michal, & Wasserman, Varda. 2019. The Interpretation of Design-Based-Cues: A Processual Approach. In Reay, T., Zilber, T.B., Langley, A. & Tsoukas, H. (Eds.). *Institutions and organizations: A process view. Perspectives on process organization studies, Vol. 9. 118-133. Oxford University Press.*

Eisenman, Micki & Paruchuri, Srikanth. 2019. Inventor Knowledge Recombination Behaviors in a Pharmaceutical Merger: The Role of Intra-Firm Networks. *Long Range Planning,* 52: 189-201.

Eisenman, Micki. 2018. A Multimodal Investigation of the Institutionalization of Aesthetic Design as a Dimension of Competition in the PC Industry. *Research in the Sociology of Organizations* 54A: 183-214.

Eisenman, Micki. 2013. Understanding Aesthetic Design in the Context of Technological Evolution. *Academy of Management Review* 38(3): 332-351.

      Lead Article

      Academy of Management Review Paper of the Year First Runner Up

Paruchuri, Srikanth & Micki Eisenman. 2012. Microfoundations of Firm R&D Capabilities: A Study of Inventor Networks in a Merger. *Journal of Management Studies* 49(8): 1509-1535. (Equal Contribution).

Shinnar, Rachel, Melissa Cardon, Micki Eisenman, Virginia Zuiker-Solis, & Myung-Soo Lee. 2009. Immigrant and U.S. Born Mexican Owned Businesses: Motivations and Management. *Journal of Developmental Entrepreneurship* 14(3): 273-295.

Abrahamson, Eric & Micki Eisenman. 2008. Employee-Management Techniques: Transient Fads or Trending Fashions? *Administrative Science Quarterly* 53(4): 719-744.

Cardon, Melissa, Rachel Shinnar, Micki Eisenman, & Edward G. Rogoff. 2008. Segmenting the Population of Entrepreneurs: A Cluster Analysis Study. *Journal of Developmental Entrepreneurship* 13(3): 293-314.

Shelton, Lois, Sharon Danes, & Micki Eisenman. 2008. Role Demands, Difficulty in Managing Work-Family Conflict, and Minority Entrepreneurs. *Journal of Developmental Entrepreneurship* 13(3); 315-342.

Abrahamson, Eric & Micki Eisenman. 2001. Why Management Scholars Must Intervene Strategically in the Management Knowledge Market, *Human Relations*, 54(1): 67-76.

Eisenman, Micki, Frenkel, Michal, & Wasserman, Varda. 2014 Naming what you see: Facilitating shared interpretations of visual design. In C. Reed, R. Thomas, A. Davies, T. Keenoy, A. McDermott, S. Hurlow, I. Sabelis, S. Ybema, C. Oswick, N. Beech, C. Hardy (Eds.), *Organizational Discourse: Terra Firma, Terra Nova, Terra Incognita, Proceedings of the 11th Biennial Conference*, ISBN 978-1-900089-11-1

Eisenman, Micki. 2007. Cultivating Taste: Constructing the Importance of Product Aesthetics in Technological Industries. In George T. Solomon (Ed.), *Proceedings of the Sixty-Sixth Annual Meeting of the Academy of Management* (CD), ISSN 1543-8643.
Paper selected as the William H. Newman Award Nominee, MOC Division.

Eisenman, Micki. 2004. Aesthetic Interfaces: A Theory of Symbolic Differentiation. In D.H. Nagao (Ed.), *Proceedings of the Sixty-third Annual Meeting of the Academy of Management* (CD), ISSN 1543-8643.
Finalist for Best Student Paper, MOC Division.

Eisenman, Micki. 2004. Dynamics of Symbol Imitation in the Personal Computer Industry. In C. Combes, D. Grant, T. Keenoy, C. Oswick, I. Sabelis, M. Veenswijk, and S. Ybema (Eds.), *Organizational Discourse: Artefacts, Archetypes and Architexts, Proceedings of the 6th Biennial Conference,* ISBN 1 900089 06 8.

SCIENTIFIC EDITORSHIP AND REVIEWS

Guest Editor (with Srikanth Paruchuri and Phanish Puranam), Special issue: "Linking Design and Emergence: Structure, Culture, and Networks in Organizations." *Journal of Organizational Design*, 2020.

ARTICLES UNDER REVIEW

MANUSCRIPTS IN FINAL STAGES OF PREPARATION

Eisenman, Micki & Foroughi Hamid. Vicarious legacy: Cross-firm legacy transmission using the discourse of the business elite. (Targeting *Academy of Management Perspectives*)

Eisenman, Micki, Opazo, M. Pilar, Frenkel, Michal, Wasserman, Varda. Material Institutional Entrepreneurship and Challenging the Taken-for-Granted in Molecular Cuisine. (Targeting *Journal of Management Studies*)

Paruchuri, Srikanth, Awate, Snehal, & **Eisenman, Micki**. Time to look at "time": Incorporating a temporal dimension of impact in knowledge recombination activities. (Targeting *Organization Science*)

HONORS & AWARDS

Israel Science Foundation Grant (ILS141,900)	2022-2027
The Halbert Center for Canadian Studies at The Hebrew University, funding for Joint Israeli-Canadian workshop on Organizational Memory (with Michal Frenkel & Vered Vinitzky Sarousi) (CAD12,000) Supported by additional Hebrew University Grant (USD$5000)	2022-2023
Best Developmental Reviewer Award, *Academy of Management Review*	2020
Israel Science Foundation Grant (ILS125,000)	2018-2022
Danish Agency for Science and Higher Education, International Network Program (with Eva Boxenbaum, Michal Frenkel, Renate Meyer, Silviya Svejenova, & Tammar Zilber) ($44,000)	2018-2020
The Halbert Center for Canadian Studies at The Hebrew University, funding for Joint Israeli-Canadian workshop on Socio-Materiality (with Michal Frenkel & Tammar Zilber) (CAD12,000) Supported by additional Hebrew University Grant (USD$2000)	2018-2019
Best Reviewer Award, *Academy of Management Review*	2017

Eisenman, Micki. 2013. Understanding Aesthetic Design in the Context of Technological Evolution. *Academy of Management Review* 38(3): 332-351.

Academy of Management Review Paper of the Year Award Nominee	2014
Julian Simon Grant ($4,000)	2011
Marie Curie Reintegration Grant (€100,000)	2010-2014
PSC-CUNY Research Grant ($3,200)	2009
Eugene M. Lang Junior Faculty Research Fellowships ($6,200)	2008
PSC-CUNY Research Grant ($3,990)	2008

Cultivating Taste: Constructing the Importance of Product Aesthetics in Technological

Industries.

William H. Newman Award Nominee, Managerial and Organizational Cognition

Division, Academy of Management Conference, Philadelphia, PA	2007
Organization and Management Theory Division Best Reviewer Award: OMT ABCD (Above and Beyond the Call of Duty) Award. Academy of Management Conference, Philadelphia, PA	2007
PSC-CUNY Research Grant ($5,800)	2007
William Stewart Travel Grant ($300)	2007
PSC-CUNY Research Grant ($5,400)	2006
First Place, INFORMS Organization Science Dissertation Proposal Competition	2004

Graduate Fellow, Columbia Institute for Social and Economic Research and Policy 2004-2006

Aesthetic Interfaces: A Theory of Symbolic Differentiation

Paper selected for Best Paper Proceedings, Academy of Management Conference 2004

Finalist for Best Student Paper, Managerial and Organizational Cognition

Division, Academy of Management Conference 2004

Pay Attention to Beauty: The Effects of the Increasing Prevalence of Beautiful
Products on the Personal Computer Industry.
Runner up for Best Student Submission Award, the 7th Annual Cognition in the
Rough Workshop, Academy of Management Conference, New Orleans, LA. 2004

Full Fellowship, Columbia Business School 1999-2005

International Full Fellowship, A.B. Freeman School of Business 1997-1999

Beta Gamma Sigma, National Business Honor Society 1999-Pres.

REFEREED PRESENTATIONS

Eisenman, Micki, Elias, Allison, Wilcox-King, Adelaide, Purpose and Profits at a Crossroads:
Establishing Expertise in the Field of Psychedelic Assisted Therapy. Paper presented at:
> *Strategic Management Society 44th Annual Conference. Istanbul, Turkey (October, 2024).*

Eisenman, Micki, Elias, Allison, Wilcox-King, Adelaide, The Psychedelic-Assisted Therapy
Ecosystem: Charting New Scholarship in Value Creation & Distribution. Paper presented at:
> *Academy of Management Annual Meeting*, Chicago, IL (August 2024).

Eisenman, Micki & Casey, Andrea. Making New Memories: Novel Places and Faces for Memory
Scholarship. Paper presented at:
> *Academy of Management Annual Meeting*, Chicago, IL (August 2024).

Boutinot, Amélie, Jost, Mathilde, Michel, Sophie, & **Eisenman, Micki**. The path of scalability in the
creative industries: How to scale individual cultural entrepreneurship to achieve sustainability. Paper
presented at:
> *The 40th EGOS Colloquium, Milan, Italy (July, 2024).*

Foroughi, Hamid, **Eisenman, Micki**, & Parsley, Samantha. Re-membering DJs: A material-relational
study on the maintenance of mnemonic communities in an occupational context. Paper presented at:
> *Academy of Management Annual Meeting, Boston, MA (August, 2023).*

Eisenman, Micki & Casey, Andrea. Managing events. Paper presented at:
> *The 39th EGOS Colloquium, Cagliari, Italy (July 2023).*

Eisenman, Micki. A trip down memory lane: Constructing a mnemonic relational field. Paper
presented at:
> T*he 38th EGOS Colloquium, Vienna, Austria (July 2022).*

Eisenman, Micki & Hamid Foroughi. Unhinging: inequality: The CEO Autobiography Genre and The Discursive Superstructure of the Myth of Meritocracy. Paper presented at:
> *The New Institutionalism Workshop*, Madrid, Spain (March, 2022).
> *Academy of Management Annual Meeting, Seattle, WA (August, 2022).*

Eisenman, Micki & Tal Simons. A Rising Tide Lifts all Boats: The Origins of Institutionalized Aesthetic Innovation. Paper presented at:
> *The New Institutionalism Workshop*, Uppsala, Sweden (March, 2019).
> *Creative Industries conference, Paris, France (June, 2019).*
> *The 35th EGOS Colloquium, Edinburgh, UK (July, 2019).*
> *Academy of Management Annual Meeting, Boston, MA (August, 2019).*

Eisenman, Micki & Hamid Foroughi. How should History Remember Me? The Role of Autobiographies in the Legitimation of Investor Capitalism and its Subsequent Wealth Gap. Paper presented at:
> *The 34th EGOS Colloquium*, Tallinn, Estonia (July 2018).
> Organization Studies Summer Workshop on "*Responding to displacement, disruption, and division: Organizing for Social and Institutional Change*", Samos, Greece (May 2018).
> *The New Institutionalism Workshop*, Milan, Italy (March 2018).
> *Paper Development Masterclass, Inequality and Organizations*, York Business School, UK (September, 2019). Funded by SAMS (Society for the advancement of Management Studies).

Eisenman, Micki, Opazo, Pilar, Frenkel, Michal, Wasserman, Varda. Multimodal Innovation: Creating New Meanings in the Context of Molecular Gastronomy. Paper presented at:
> 12th Organization Studies Summer Workshop on "*Food Organizing Matters: Paradoxes, Problems and Potentialities*", Crete, Greece (May 2017).
> *The New Institutionalism Workshop*, Jerusalem, Israel (March 2017).
> *The Annual Meeting of the Eastern Sociological Society*, Philadelphia, PA (February 2017).
> *The Academy of Management Annual Meeting*, Atlanta, GA (August, 2017).
> *Creative Industries Conference,* New York, NY (August, 2017).
> *International Organization Behavior Conference,* Tel Aviv, Israel (January, 2018).

Eisenman, Micki, Frenkel, Michal, Wasserman, Varda. Why Bother with Workspace Design? Rethinking Effective Organizational Aesthetic Communication. Paper presented at:
> *The Academy of Management Annual Meeting*, Anaheim, CA (August 2016).
> *The 6th Organizations, Artifacts & Practices workshop*, Lisbon, Portugal (June 2016).
> *The European Academy of Management*, Paris, France (June 2016).

Eisenman, Micki, Frenkel, Michal, Wasserman, Varda. Three-way streets: Toward a theory of effective aesthetic communication. Paper presented at:
> *The 31th EGOS Colloquium*, Athens, Greece (July 2015).
> *Academy of Management Annual Meeting*, Vancouver, Canada (August 2015) as part of "The Social Construction of Innovation" symposium

Eisenman, Micki, Frenkel, Michal, Wasserman, Varda. Naming what you see: Facilitating shared interpretations of visual design. Paper presented at:
> *The 30th EGOS Colloquium*, Rotterdam, The Netherlands (July 2014).
> *11th International Conference on Organizational Discourse*, Cardiff, UK (July, 2014)

Eisenman, Micki & Ainamo, Antii. Does it Work or is it Pretty: Resolving Tensions between Utilitarian and Cultural Elements of Production. Paper presented at:
> *OMT Research Development Workshop*, Istanbul, Turkey. (June 2013)

The *16th Annual Cognition in the Rough Workshop, The Academy of Management Conference*, Orlando, FL. (August 2013).

Eisenman, Micki. How does it make you feel? Constructing the meaning of technological products. Paper presented at The 28th EGOS Colloquium, Helsinki, Finland (July 2012).

Eisenman, Micki. Understanding Aesthetic Design in the Context of Technological Evolution. Paper presented at the Academy of Management Annual Meeting, San Antonio, TX (August 2011).

Eisenman, Micki. Fashion-Driven Competition in Non-Fashion Industries. Paper presented at The 26th EGOS Colloquium, Lisbon, Portugal (July 2010).

Paruchuri, Srikanth & Micki Eisenman. Inventors' Knowledge Sourcing Behaviors in the Absence of Formal Collaboration Mechanisms. Paper presented at the Academy of Management Annual Meeting, Chicago, IL (August 2009).

Paruchuri, Srikanth & Micki Eisenman. Merger of equals: Inventors' knowledge sourcing behaviors in the context of a structurally separated merger. Paper presented at the 2nd Israel Strategy Conference, Tel Aviv University (December, 2008).

Shinnar, Rachel, Melissa Cardon, Micki Eisenman, Virginia Zuiker-Solis, & Myung-Soo Lee. Immigrant and U.S. Born Mexican-American Owned Businesses: Motivations and Management. Paper presented at the Academy of Management Annual Meeting, Anaheim, CA (August 2008).

Eisenman, Micki & Elissa Grossman. Unsettled times: A Content Analysis of Legitimation Tactics in Boom and Bust Dot Com Business Plans. Paper presented at the 11th Annual Cognition in the Rough Workshop, The Academy of Management Conference, Anaheim, CA. (August 2008).

Eisenman, Micki. Cultivating Taste: Constructing the Importance of Product Aesthetics in Technological Industries. Paper presented at the Academy of Management Annual Meeting, Philadelphia, PA (August 2007).

Eisenman, Micki & Antti Ainamo. Hybrid Institutional Logic: Content Analyses of Technological and Cultural Logics in Five Industries. Paper presented at the Academy of Management Annual Meeting, Philadelphia, PA (August 2007).

Eisenman, Micki. Aesthetic Innovation: Changing Institutional Logics in Standardized High-Technology Industries. Paper presented at The 23rd EGOS Colloquium, Vienna, Austria (July 2007).

Rachel S. Shinnar, Micki Eisenman, Melissa S. Cardon, & Ed Rogoff. Minority Entrepreneurs: Motivations for Entry and Self-assessment of Success. Paper presented at San Francisco-Silicon Valley Global Entrepreneurship Research Conference (March 2007).

Eisenman, Micki. Manufacturing Excitement: Aesthetic Innovation in Commoditized Technological Industries. Paper presented at *The Organization Science Winter Conference*. Steamboat Springs, CO. (February 2007).

Eisenman, Micki & Antti Ainamo. At the Cross-roads of Production and Consumption of Culture: Press Releases as Media for Interweaving Technologies of Use and Aesthetics of Perusal. Paper presented at *The 22nd EGOS Colloquium,* Bergen, Norway (July 2006).

Eisenman, Micki. Aesthetic Innovations and Commoditized Industries as Fashion Systems. Paper presented at *The Strategic Management Society Conference*, Orlando, FL. (October 2005).

Eisenman, Micki. Aesthetic Innovations and Commoditized Industries. Paper presented at The *Academy of Management Conference*, Honolulu, HI. (August 2005).

Selected for "High-tech and High-touch: Exploring the Role of Fashion and Aesthetics in Technology Markets", Showcase Symposium BPS, OMT, & TIM Divisions.

Eisenman, Micki. Aesthetic Interfaces: A Theory of Symbolic Differentiation. Paper presented at *The Academy of Management Conference*, New Orleans, LA. (August 2004).

Selected for Best Paper Proceedings and Best Student Paper Session, MOC Division.

Eisenman, Micki. Pay Attention to Beauty: The Effects of the Increasing Prevalence of Beautiful Products on the Personal Computer Industry. Paper presented at the *7th Annual Cognition in the Rough Workshop, The Academy of Management Conference*, New Orleans, LA. (August 2004).

Runner up for Best Student Submission Award.

Eisenman, Micki. Dynamics of Symbol Imitation in the Personal Computer Industry. Paper presented at the *6th International Conference on Organizational Discourse: Artefacts, Archetypes and Architexts*, Amsterdam. (July 2004).

Eisenman, Micki. Catching the Wave: Sensing the Zeitgeist and Incorporating it into Product Aesthetics. Paper presented at *Managing Symbol Intensive Organizations: Paper Development Workshop*, Bocconi University, Milan. (September 2003).

Eisenman, Micki. Aesthetic Interfaces: Securing Sustainable Competitive Advantages by Combining Technology and Aesthetics. Paper presented at *The Academy of Management Conference*, Seattle, WA. (August 2003).

Paper also presented at

Managing Symbol Intensive Organizations: Paper Development Workshop, Bocconi University, Milan. (September 2003).

Paruchuri, Srikanth & Micki Eisenman. The Effects of Diversity on Innovation. Paper presented at *The Academy of Management Conference*, Seattle, WA. (August 2003).

Eisenman, Micki. Incorporating Taste to our Understanding of Competitive Dynamics. Paper presented at *The Trans-Atlantic Doctoral Conference at London Business School*, London. (June 2002).

Abrahamson, Eric & Micki Eisenman. The Evolution of Technical Business Knowledge. Paper presented at *The Academy of Management Conference*, Washington, D.C. (August 2001).

Abrahamson, Eric & Micki Eisenman. Fashion Trends as Evolutionary Processes: The Employee Management Knowledge Niche 1971-2000. Paper presented at *The Academy of Management Conference*, Washington, D.C. (August 2001).

INVITED PRESENTATIONS

Memory Work: Challenges and Opportunities. Academy of Management symposium (August 2023).

The Hebrew University of Jerusalem, Israel, Special Research Group "The Past within the Past. Eisenman, Micki & Hamid Foroughi. Re-membering DJs: A material-relational study on the maintenance of mnemonic communities in an occupational context. (June 2023).

The Hebrew University of Jerusalem, Israel. Eisenman, Micki & Hamid Foroughi. How should History Remember Me? The Role of Autobiographies in the Legitimation of Investor Capitalism and its Subsequent Wealth Gap. (December 2018).

Paper also presented at:
Ethos seminar series, Cass Business School, (October 2019).
Qualitative Lunch Series, Stern School of Business, New York University (April 2020).

De-Fooding: Material Agency and Challenging the Taken-for-Granted in Molecular Cuisine. (Joint work with Pilar Opazo, Michal Frenkel, & Varda Wasserman). Presented under various titles at:

Workshop on Visuality, Materiality, and Multimodality: Novel (methodological) approaches to the study of meaning, organizations and institutions. Copenhagen Business School, Denmark. (September 2016).
The Hebrew University of Jerusalem, Israel (December 2017).
Copenhagen Business School, Denmark. (March 2018).
Tel Aviv University (May 2018).
Halbert Workshop on Sociomateriality and Understanding Affordances, The Hebrew University, Jerusalem (June 2019).
Davis Qualitative Conference, UC Davis, California (March 2020).
EM Strasbourg, France (October 2022).

The Hebrew University of Jerusalem, Israel. Time to look at "time": Incorporating a temporal dimension of impact in knowledge recombination activities. (Joint work with Srikanth Paruchuri and Snehal Awate). (January 2018).

The Academy of Management, Anaheim, CA. Invited panellist in caucus session titled "Using Design to Build (More) Meaningful Organizations: Toward a Research Agenda" (August 2016)

Creative Industries Conference, University of Edinburgh, UK. Why Bother with Workspace Design? Rethinking Effective Organizational Aesthetic Communication (July 2016). (Joint work with Michal Frenkel and Varda Wasserman)
Also presented at:
Organizational Aesthetics Practices Workshop, Lisbon, Portugal (June 2016).
5th European Theory Development Workshop, Aalto and Hanken Universities, Finland. (July 2016).

Organizing for Innovation Workshop, Imperial College, London, UK. Any Color So Long as it's Black: The Institutionalization of Aesthetic Design in the PC Industry. (June 2016)

Cass Business School, London, UK. Unraveling the Complexity of Effective Material Communication (December 2015). (Joint work with Michal Frenkel and Varda Wasserman)

The Hebrew University of Jerusalem, Israel. Unraveling the Complexity of Effective Material Communication (November 2015). (Joint work with Michal Frenkel and Varda Wasserman)
4th European Theory Development Workshop, Cardiff University, UK. Three-way streets: Toward a theory of effective aesthetic communication (June 2015) (Joint work with Michal Frenkel and Varda Wasserman)

The Hebrew University of Jerusalem, Israel. A Theory of Aesthetic Capital. (December 2014). (Joint work with Michal Frenkel and Varda Wasserman)

Also presented at:
3rd Mellon Biennial Harriet Zuckerman Conference, Columbia University (April 2015)

Bar Ilan University, Israel. Manufacturing Excitement: Aesthetic Innovation in Technologically Stable Industries. (November 2014).

3rd European Theory Development Workshop, VU University Amsterdam, The Netherlands. Naming what you see: Facilitating shared interpretations of visual design (June 2014). (Joint work with Michal Frenkel and Varda Wasserman)

"*Giving visual and material form to ideas, identity and imagination: Architecture, urbanism and sustainable construction,*" workshop at WU Vienna University of Economics and Business (May 2014). Eisenman, Micki, Frenkel, Michal, Wasserman, Varda. Naming what you see: Facilitating shared interpretations of visual design.

Tilburg University, The Netherlands. Manufacturing Excitement: Aesthetic Innovation in Technologically Stable Industries. (January 2014).

The Hebrew University of Jerusalem, Israel. Manufacturing Excitement: Aesthetic Innovation in Technologically Stable Industries. (December 2013).

Ben Gurion University, Israel. Manufacturing Excitement: Aesthetic Innovation in Technologically Stable Industries. (December 2013).

Tel Aviv University, Israel. Manufacturing Excitement: Aesthetic Innovation in Technologically Stable Industries. (December 2013).

Imperial College, London. Understanding Aesthetic Design in the Context of Technological Evolution (June 2011).

The Hebrew University of Jerusalem, Israel. Cultivating Taste: Constructing the Importance of Product Aesthetics in Technological Industries (January 2008).

HEC School of Management, Paris. Cultivating Taste: Constructing the Importance of Product Aesthetics in Technological Industries (November 2007).

Cass Business School, City University, London. Cultivating Taste: Constructing the Importance of Product Aesthetics in Technological Industries (November 2007).

European Science Foundation Exploratory Workshop on "Exploring Symbolic Value Creation in Organizations" Hosted by Bocconi University, Milan (September 2007).
Ainamo, Antti & Micki Eisenman. Fashion as Strategy: Communication competences and Offering Portfolios in the Cultural Goods Business.

Boston College. Manufacturing Excitement: Aesthetic Innovation in Commoditized Technological Industries (November 2006).

Organization Science Cluster, Informs Conference. Language as a Window to Cultural and Technological Markets (November 2006).

Technion, Israel. Manufacturing Excitement: Aesthetic Innovation in Commoditized Technological Industries (June 2006).

Barnard College Seminar on Science and Scientists. Aesthetic Interfaces (November 2003).

TEACHING EXPERIENCE

Organizational Memory (graduate elective)	Spring, 2023
Strategic Implementation Simulation	Fall, 2021; Fall, 2022, Fall 2023
Seminar in Business Plan Writing	Spring, 2021
Seminar in Social Business Plan Writing	Spring, 2021, Spring 2022; Fall, 2022, Fall 2023
Growth Strategies (graduate elective)	Fall 2019, Spring 2021, Spring 2022
Technological Entrepreneurship for Dentists	Spring 2022; Spring 2023
Business Policy (graduate capstone)	Spring 2010, Spring 2011, Spring 2012, Spring 2013, Spring 2014; Spring 2015; Spring 2016; Spring 2017; Fall 2017; Spring 2018; Fall 2018; Spring 2019
Business Policy (undergraduate capstone)	Spring 2021
Business Entrepreneurship (graduate elective)	Spring 2010, Spring 2011, Spring 2012, Fall 2012, Spring 2013, Fall 2013, Spring 2014; Fall 2014; Spring 2015; Fall 2015; Spring 2016; Fall, 2016; Spring 2017; Fall 2017; Spring 2018; Fall 2018; Spring 2019, Spring 2022
Business Entrepreneurship (Jerusalem School of Business Executive Program for Accountants)	Spring, 2014; Spring, 2015

Entrepreneurial Management (undergraduate elective)	Fall 2005; Spring, 2006;
	Fall 2006; Spring 2007; Spring 2008, Fall 2008
Marketing and Strategy Seminars for the Lawrence N. Field	Fall 2006; Spring 2007;
Center for Entrepreneurship at Baruch College	Fall 2007, Spring 2008,
	Fall 2008
Mentor, Baruch College Entrepreneurship Competition	2005-2009
Mentor, SBDC Clients requiring consultation at the	2005-2010
Lawrence N. Field Center for Entrepreneurship at Baruch College	

DOCTORAL SUPERVISION

Michal Malinovitch, Informational externalities of Initial Public Offerings (IPOs): A market-level analysis of incumbents' responses	Ph.D. Expected 2025
Rotem Rittblat, Committee Member In Between Chaos and Linearity in Teaching Innovation and Creativity	Ph.D. Expected 2025

ACTIVITIES AND PROFESSIONAL AFFILIATIONS

Academy of Management Review, Editorial Board Member	2014-Pres.
Organization Studies, Editorial Board Member	2024-Pres.
Organization Theory, Editorial Board Member	2019-Pres.
Ph.D. Defense Jury Member, Mathilde Jost, EM Strasbourg, University of Strasbourg	2023
Co-organizer, Workshop "Conflicting memories: Understanding how collective consciousness and mnemonic communities affect envisioned futures", The Hebrew University	2023
Chair, Academy of Management's William H. Newman Award Committee	2022
Facilitator, Organization Theory Winter Workshop	2022
Co-organizer, Workshop "Conversations on Understanding Affordances and Sociomateriality", The Hebrew University	2019
Co-organizer for Israel Strategy Conference	2010-2011
Co-convener for "Creating Symbolic Value through the Manipulation of Meanings and	

Symbols", conference stream at 25th European Group of Organizational Studies Colloquium

in Barcelona   2009

Member, Academy of Management   2000-Pres.

Member, European Group of Organizational Studies   2006-Pres.

Member, Academy of Management's William H. Newman Award Committee   2021-2023

Member, OMT division research committee, at Academy of Management   2012-2016

Member, Strategic Management Society   2005

Ad hoc reviewer:

Academy of Management Review (2003-Pres.); Academy of Management Journal (2008-Pres.); Organization Science (2008-Pres.); Organization Studies (2009-Pres.); Journal of Management Studies (2004-Pres.); Journal of Management (2015-Pres.); Academy of Management Perspectives (2017-Pres.); Academy of Management Discoveries (2017-Pres.); Long Range Planning (2018-Pres.); Research Policy (2013-Pres.); Human Relations (2020-Pres.); Strategic Organization (2021-Pres.); Journal of Product Innovation Management (2020-Pres.); Journal of Engineering and Technology Management (2020-Pres.); International Journal of Cultural Studies (2020-Pres.); European Management Journal (2012-Pres.); Journal of Organizational Behavior (2005); Journal of Developmental Entrepreneurship (2009); Journal of Business Research (2008); Journal of Small Business Management (2006); Transactions on Engineering Management (2012, 2023); British Journal of Management (2023-Pres.); The Open Psychology Journal (2018); Industry and Innovation (2022-); Philosophies (2024-)

Academy of Management Conference (various divisions in various years: OMT, MH, , BPS, TIM, ENT) (2002-Pres.)

Israel Strategy Conference (2009-Pres); Israel Science Fund (2008-Pres.); United States Association for Small Business and Entrepreneurship, Annual Conference (2006-2008); Flanders Research Foundation (2018); Veni Interdivisional grants (The Netherlands) (2015); INFORMS dissertation proposal competition (2007); Vienna Science and Technology Fund (2005); Routledge Research (2005); McGraw-Hill Irwin (2005)

INTERNAL SERVICE

Head, Strategy and Entrepreneurship Unit   2020-

Academic Officer for Diversity and Gender Fairness   2022-

Head, International MBA Program   2020-2022

Academic Committee, Smart Center for Communication, Member   2019-

Head, Asper Center for Entrepreneurship and Innovation   2017-2019

Head, Ethics Committee   2015-2019

Member, Ethics Committee	2012-2015
Asper Center for Entrepreneurship Committee, Member	2011-2017
Acting Head, Strategy and Entrepreneurship Unit	2011-2012