MATTHEW R. YEATON

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ACADEMIC APPOINTMENTS

HEC Paris 2021 - present
Assistant Professor of Strategy *Jouy-en-Josas, France*

Hi! Paris Center for AI in Society and Business 2021 - present
Chair Holder *Paris, France*

EDUCATION

Columbia Business School, Columbia University, New York, NY
Ph.D., Management, 2021
M. Phil, Management, 2019

Columbia College, Columbia University, New York, NY
Bachelor of Arts, Mathematics and Economics with Honors, 2013

WORKING PAPERS

Yeaton, M. (2024) "Networks Shape Cultural Evolution: Evidence from Alt-Right Echo Chambers" (R&R Management Science)

Yeaton, M., Gregorich, G., M., Carlson, N.A., Wang, D. (2024) "True Believers and New Believers: The Impact of Tactic Efficacy Beliefs on Social Movement Diffusion" (under review AJS)

Yeaton, M., Anshuman, S., Srivastava, S.B. (2024) "From Contestation to Camaraderie: Structural Similarity Dampens Derogatory Discourse in Polarized Social Groups" (under review AJS)

Green, P., Yeaton, M., Cormier, G., Yang, L., Srivastava, S.B. (2025) "Consonance Versus Dissonance: How Exposure to Unfamiliar Colleagues Within and Across Network Communities Affects Social Belonging and Network Change"

Banerjee, M., Koçak, Ö., Yeaton, M. (2025) "Moving the Goalposts: Exposure to AI-made Products Changes Evaluation Criteria for Human-made Products"

Yeaton, M., Kogut, B. (2024) "The Organizational Ship of Theseus: Cultural Storage during Turnover in Polarized Social Groups"

FELLOWSHIPS AND GRANTS

Hi! Paris Collaborative Scientific Projects Grant (2022)

HEC Foundation Grant 2022-2023 (Budget F)

Paul and Sandra Montrone Doctoral Fellowship, 2020-2021

Columbia Business School NLP Research Support Grant, 2020

Paul and Sandra Montrone Doctoral Fellowship, 2019-2020

Congressi Stefano Franscini (ETH) Conference Award 2019

Columbia Business School Graduate Research Fellowship, 2015-2020

CONFERENCE PRESENTATIONS AND INVITED WORKSHOPS

2023 DRUID Nice

2024 Wharton/Columbia Management, Analytics and Data Conference, New York, NY, United States

2024 Stanford & Berkeley Computational Culture Seminar

2023 L'Arcom Research Event

2023 IESE (invited talk)

2023 AoM: Symposium on "Studying Organizations and Markets: New Methodological Frontiers" in OMT Division

2023 AoM: Symposium on "New Frontiers on User Communities: Interaction Dynamics and Content" in TIM Division

2023 EGOS: convening sub-theme "Computational Approaches to Culture and Creativity: Advancing Theories of Organizations and Markets"

2023 DRUID Lisbon

2023 Wharton/Columbia Management, Analytics and Data Conference

2023 Columbia Management Research Conference

2022 Strategic Management Society Conference

2022 Junior Faculty Organizational Theory Conference

2022 Academy of Management Annual Meeting

2022 Wharton/Columbia Management, Analytics and Data Conference, New York, NY, United States

2022 MISQ Social Issue Author Development Workshop

2021 ESSEC-HEC-INSEAD Management Workshop, Paris, France

2021 HEC Paris Data Conference

2021 Strategic Management Society Conference

2021 Academy of Management Annual Meeting

2021 Networks 2021

2021 NBER Economics of Digitization Tutorial

2021 North American Social Networks Conference (NASN)

2021 Berkeley Culture Conference

2020 HBS Digital Initiative Doctoral Workshop, Cambridge, MA, United States

2020 CMU Economic Sociology Conference, Pittsburgh, PA, United States

2020 East Coast Doctoral Conference, New York, NY, United States

2020 NBER Economics of Digitization Tutorial, Stanford, CA, United States

2019 Academy of Management Annual Meeting, Boston, MA, United States

2019 Organizing in the Era of Digital Technology, Monte Verità, Switzerland (Best Presentation Prize)

2019 Consortium on Competitiveness and Cooperation (CCC), Duke/UNC, United States.

2019 East Coast Doctoral Conference, New York, NY, United States

2019 NBER Economics of Digitization Tutorial, Stanford, CA, United States

2018 East Coast Doctoral Conference, New York, NY, United States

PRIOR WORK EXPERIENCE

Federal Reserve Bank of New York   July 2013 - July 2015
Senior Research Analyst   *New York, NY*

Columbia University September 2011 - May 2013
Research Assistant *New York, NY*

Federal Reserve Bank of New York June 2012 - August 2012
Summer Research Analyst *New York, NY*

TEACHING

Technology Strategy in the Age of Artificial Intelligence 2022 - present
MBA, MiM (CEMS, MSc in Strategic Management)