CURRICULUM VITAE - ELIZABETH G. PONTIKES

egpontikes@ucdavis.edu | elizabethpontikes.org
Google Scholar Profile: https://tinyurl.com/GScholarEGP

ACADEMIC POSITIONS

University of California, Davis, Graduate School of Management
2024 – Professor of Management
2019 – 2024 Associate Professor of Management

The University of Chicago Booth School of Business
2012 – 2019 Associate Professor of Organizations and Strategy
Associate Professor of Sociology (by courtesy)
2008 – 2012 Assistant Professor of Organizations and Strategy

Kellogg School of Management, Northwestern University
2018 – 2019 Visiting Associate Professor of Management & Organizations

EDUCATION

Stanford Graduate School of Business
Ph.D. in Business Administration, 2008

Yale University
Bachelor of Science in Physics, *magna cum laude* with distinction in physics, 1998
DeForest Pioneers prize for distinguished creative achievement in physics
Saybrook College Banner Bearer

BOOKS

Hannan, M, G. Le Mens, G. Hsu, B. Kovacs, G. Negro, L. Polos, E. Pontikes, and A. Sharkey (2019). *Concepts and Categories: Foundations for Cultural and Sociological Analysis*. Columbia University Press.

JOURNAL PUBLICATIONS

Pontikes, E.G (2024). "Borders and Boundaries in Markets: A Sociocognitive Approach for Market Definition and Implications for Antitrust." *University of Chicago Legal Forum,* 2023 (9): 217-240.

Sharkey, A., E.G. Pontikes, and G. Hsu (2022). "The Impact of Mandated Pay Gap Transparency on Firms' Reputations as Employers." *Administrative Science Quarterly*, 67 (4): 1136-1179.

Pontikes, E.G. (2022). "Category Innovation in the Software Industry: 1990 – 2002." *Strategic Management Journal*, 43(9): 1697-1727.

Verhaal, J.C. and E.G. Pontikes (2022). "Shaping Cultural Meanings in Markets with Category Strategy and Optimal Distinctiveness: An Agency-Based Perspective." in *Advances in Cultural Entrepreneurship*, (*Research in the Sociology of Organizations* Volume 80). J.F. Soublière and Christi Lockwood (eds).

Negro, G., M.L. Williams, E.G. Pontikes, and G. Lopiano (2021). "Destigmatization and Its Imbalanced Effects in Labor Markets." *Management Science*, 67(12): 7291 – 7950.

McDonnell, M.H., K. Odziemkowska, and E.G. Pontikes (2021). "Bad Company: Shifts in Social Activists' Tactics and Resources After Industry Crises." *Organization Science*, 32(4): 1033 – 1055.

Pontikes, E.G. and V. Rindova (2020). "Shaping Markets Through Temporal, Constructive, and Interactive Agency." *Strategy Science*, 5(3): 149 – 159.

Pontikes, E.G. (2018). "Category Strategy for Firm Advantage." *Strategy Science*, 3: 620-631.

Pontikes, E.G. and W.P. Barnett (2017). "The Non-Consensus Entrepreneur: Organizational Responses to Vital Events." *Administrative Science Quarterly*, 62: 140 – 178.

Pontikes, E.G and R. Kim (2017). "Strategic Categorization." in *From Categories to Categorization: Studies in Sociology, Organizations and Strategy at the Crossroads* (*Research in the Sociology of Organizations*, Volume 51). Durand, R., N. Granqvist, and A. Tyllström (eds), Emerald Publishing Limited, pp. 71-111.

Pontikes, E.G. and W.P. Barnett (2017). "The Coevolution of Organizational Knowledge and Market Technology." *Strategy Science*, 2: 64 – 82.

Pontikes, E.G. and W.P. Barnett (2015). "The Persistence of Lenient Market Categories." *Organization Science*, 26: 1415 – 1431.

Pontikes, E.G. (2015). "Social Classification," in *Emerging Trends in the Social and Behavioral Sciences* (eds.) Robert Scott and Stephen Kosslyn, Hoboken, NJ: John Wiley and Sons.

Pontikes, E.G. and M.T. Hannan (2014). "An Ecology of Social Categories." *Sociological Science*, 1: 311 – 343.

Pontikes, E.G. (2012). "Two Sides of the Same Coin: How Ambiguous Classification Affects Multiple Audiences' Evaluations." *Administrative Science Quarterly*, 57: 81 – 118.

Pontikes, E.G., G. Negro and H. Rao (2010). "Stained Red: A Study of Stigma by Association to Blacklisted Artists during the 'Red Scare in Hollywood, 1945-1960." *American Sociological Review*, 75: 456 – 478.

Barnett, W.P. and E.G. Pontikes (2008). "The Red Queen, Success Bias, and Organizational Inertia." *Management Science*, 54: 1237 – 1251.

Barnett, W. P. and E.G. Pontikes (2005). "The Red Queen: History-Dependent Competition Among Organizations." *Research in Organizational Behavior*. Staw, B. & Kramer, R.M. (eds.) Jai Press.

WORKING PAPERS

Pontikes, E.G. and A. Sharkey. "When do Firms Benefit from Positioning in Multiple Market Categories? The Conditional Effects of Competitive and Descriptive Similarity on Sales."

Sulik, Justin, Nakwon Rim, Elizabeth Pontikes, James Evans, and Gary Lupyan. "Why do Scientists Disagree?"

Hsu, G. and E. Pontikes. An investigation of stigma cycles in the sexual harassment scandals in the VC industry.

Identifying acquisitions from text, with H. Bhargava and J. Boehnke. (Data Analysis phase).

McKean, A., B. King and E. Pontikes. Capitol Insurrection: "Corporate Political Involvement and Stakeholder Evaluations."

Computational Approach to Market Definition in Antitrust, with J. Porac (Data Collection phase)

TEACHING

University of California, Davis, Graduate School of Management
Organizational Strategy and Structure (2019 -)
Strategic Change: Organization Design for Disruption (2022 -)
Strategic Leadership (2022 -)
Strategic Thinking (2021 - 2022), in partnership with the Graduate School of Nursing for their Fellowship Program.

Kellogg School of Management, Northwestern University
Corporate Entrepreneurship: Organization Design for Disruption (2019)
Leadership in Organizations (2018 - 2019)

The University of Chicago Booth School of Business
Strategy and Structure (2008 – 2018)

Stanford Graduate School of Business
Norms and Culture, Stanford Graduate School of Business Alumni Study Group (2005)

CASES

Dandelion Chocolate (2015). University of Chicago Booth School of Business.

HONORS, GRANTS, AND AWARDS

Women in Leadership Award, Women in Leadership (WIL) club, UC Davis GSM, 2024

UC Davis GSM Class of 1989 Faculty Excellence Award 2023

New Research Initiatives Grant, UC Davis, 2022 – 2023

Small Research Grant, UC Davis, 2022 – 2024

Small Research Grant, UC Davis, 2020 – 2022

Outstanding reviewer award, *Organization Science*, 2015 - 2016

William S. Fishman Faculty Scholar, The University of Chicago Booth, 2015 – 2017

Initiative on Global Markets Research Grant, The University of Chicago Booth, 2015 – 2016

Metaknowledge Research Grant, The University of Chicago, 2014 - 2016

Neubauer Family Faculty Fellow, The University of Chicago Booth, 2012 – 2013

Charles E. Merrill Faculty Scholar, The University of Chicago Booth, 2010 – 2012

Polsky Center Research Grants, The University of Chicago Booth, 2010 – 2012

William H. Newman award for outstanding dissertation, Academy of Management, 2008

Louis R. Pondy Award for best paper based on a dissertation, Organization and Management Theory division of the Academy of Management, 2008

Academy of Management Doctoral Consortium, 2007

High Honors, Organizational Behavior Field Exam, Stanford Graduate School of Business, 2004

Fellowships, Stanford Graduate School of Business, 2003 - 2008

Magna cum laude with distinction in physics, Yale University, 1998

DeForest Pioneers prize for achievement in physics, Yale University, 1998

Saybrook College Banner Bearer, Yale University, 1998

SERVICE

Editorial:

Management Science Department Editor (2024 -); Associate Editor (2020 - 2024)
Strategy Science Senior Editor (2020 -); Contributing Editor (2018 - 2020); Editorial board (2014 – 2018)
Administrative Science Quarterly Editorial Board (2022 -)
Academy of Management Review Editorial Board (2017 -2020)
Organization Science Editorial Board (2016 -)

University of California, Davis, Graduate School of Management:

Faculty Executive Committee member (2021-22; 2024-25)

START Support Services Taskforce (University Committee) member (2024-25)

Ad-hoc committee on teaching equity, Chair (2022-23)

Ad-hoc committee on high performance computing, Member (2022-23)

IT Committee:

- Chair (2023 – 2024). Worked with IT to design and implement a portal for faculty to easily access IT resources; worked to implement an emergency line for IT access.
- Member (2022 – 2023). Designed a web interface so faculty can easily view student information by class, including name pronunciation.

Diversity Committee:

Chair (2020 – 21)

- Instituted the first DBE&I training for faculty, a Learning Experience attended by 25 faculty members.

- Developed a deferred enrollment plan aimed at increasing diversity and inclusion in our student body.
- Creating a diversity packet for faculty to promote practices for enhancing inclusion and belonging in the classroom, including cases with representation, community standards, and suggestions for group formation.

Member (2019-20; 2021-22)

- Led a study to investigate our application pipeline to identify areas where we can increase student diversity. Recommended an overhaul to our tracking system.
- Co-developed a name pronunciation project to facilitate faculty and students ability to learn the proper pronunciation of names.

Recruiting Committee: Business Analytics (2022-23); Management (2021-22)

Yale Alumni Nonprofit Alliance (YANA), Bay Area Chapter Leadership Team (2023 -)

Women in Leadership Speaker Series, "Leading from Where You Are." 2021

University of Chicago Booth School of Business:

Organizations and Markets Workshop (various quarters, 2008 – 2017)

Founded and co-organized the seminal Junior Org Theory Conference (2013)

MEDIA COVERAGE

Is Transparency the Right Path to Equal Pay? ASU News. October 21, 2022.

2021 Best & Brightest MBAs: Samantha Brill, U.C.-Davis. Poets & Quants. Recognized as favorite MBA professor.

The Advantage of Entering a Not-So-Hot Market. MIT Sloan Management Review. April 2017.

Little Chocolate's Big Moment. Bloomberg. February 2017.

Entrepreneurs: Bucking the Trend Pays Off. Chicago Booth Review. February 2016.

Entrepreneurs Follow Your Own Market. Interview on The Opening Bell. October 2016.

Why You Should Follow Your Instincts to Do Something Different. Entrepreneur.com. September 2016.

Entrepreneurs Avoiding Consensus Likely to Stay in Market: Study. Business Standard. September 2016. Also available at The Economic Times, India Retailing, and The Statesman.

"Finding the Next Billion-dollar Company. Want to spot a unicorn? Look for the horse running against the herd." *Insights by Stanford Business*. April, 2016.

"Million Dollar D." *Chicago Business*. October 2013.

BBC Radio, Interview on Thinking Allowed. October 11, 2010. Discussed findings from "Stained Red" regarding stigma by mere association during the Red Scare in Hollywood.

Software Magazine. Column on Market Position:

"Creating a Sector," Spring 2011.

"Finding the Right Sector," Spring 2012.

Capital Ideas, Chicago Booth. October 2009. Feature on "Fitting in or Starting New."

Portfolio.com. October 16, 2009. Feature on "Fitting in or Starting New."

ACADEMIC PRESENTATIONS

Carlson School of Management, University of Minnesota (2023). Presented When do Firms Benefit from Positioning in Multiple Market Categories? The Conditional Effects of Competitive and Descriptive Similarity on Sales.

Academy of Management Annual Conference, Boston (2023). PDW: Novel Methods and Data in Studying Industry Emergence and Evolution, Presenter; PDW: Cultural Entrepreneurship Paper Development Workshop, Roundtable Mentor; PDW: From Lab to Business School: Leveraging STEM in Management, Panelist; Symposium: Corporate Political Responsibility: Corporate Engagement in the Aftermath of the Capitol Riot, Presented Capitol Insurrection: Corporate Political Involvement and Stakeholder Evaluations.

Nagymaros Annual Conference, Amsterdam (2023). Presented Why do Scientists Disagree?

The University of Chicago Law School Forum (2022). Presented Socio-Cognitive Categories and Dynamic Markets (Invited).

Academy of Management Annual Conference (2022). PDW: Culture & Technology: Building Bridges across Entrepreneurship & Innovation Research Contexts, Presenter; Symposium: Mind Your Category in a Shifting World: New Frontiers in Market Categories and Firm Strategy; Presenter; Symposium: Shaping the Future: Past, Present and Future Avenues for Research on Market Shaping, Presenter.

Nagymaros Annual Conference, Berlin Germany (2022). Presented Competitive and Descriptive Market Definitions: Effects on Firm Value.

Academy of Management Annual Conference (2021). PDW: Deciphering Managerial Cognition.

Baruch College, CUNY (2021). Presented The Impact of Mandated Pay Gap Transparency on Firms' Reputations as Employers.

Academy of Management Annual Conference (2020), Virtual. Symposium: Cultural Entrepreneurship Within, Outside, Between and Across Categories. Discussant.

University of California, Berkeley (2020). Presented "Product Meaning, Involvement, and Specialist Advantage: Evidence from Two Experiments."

Stanford, GSB (2019). Presented "Competitive and Descriptive Market Definitions: Effects on Firm Value."

University of California, Davis (2019). Presented "Competitive and Descriptive Market Definitions: Effects on Firm Value."

University of Michigan, Strategy (2018). Presented "Competitive and Descriptive Market Definitions: Effects on Firm Value."

UCSB, Technology Management (2018). Presented "Competitive and Descriptive Market Definitions: Effects on Firm Value."

UC Irvine, Organization and Management (2018). Presented "Competitive and Descriptive Market Definitions: Effects on Firm Value."

Washington University, Olin (2018). Presented "Competitive and Descriptive Market Definitions: Effects on Firm Value."

University of Oregon, Lundquist (2018). Presented "Competitive and Descriptive Market Definitions: Effects on Firm Value."

Economic Sociology Conference (2018). Presented "Bad Company: Tactics, Stigma, and Shifts in Support for Environmental SMOs after the BP Oil Spill."

Academy of Management Annual Conference (2018), Chicago, IL. PDW: Lean Start-Ups and Innovation Strategy. Presenter.

Academy of Management Annual Conference (2018), Chicago, IL. Symposium: Understanding Intra and Inter-Industry Heterogeneity. Presenter.

Strategy Science Conference (2018). Presented "Category Strategy for Firm Advantage."

Academy of Management Annual Conference (2017), Atlanta, GA. Presented "Construing Novelty: Category Boundaries and Venture Capital Investment in Recombination."

Annual Meeting of Organizational Ecologists, Madrid, Spain (2017). Presented: McDonnell, M and Pontikes, E.G. "Bad Company: Tactics, Stigma, and Shifts in Support for Environmental SMOs after the BP Oil Spill."

Harvard Business School (2017). Presented "Concept Innovation in the Software Industry: 1990 - 2002."

Kellogg School of Management, Northwestern University (2017). Presented "Construing Novelty: Category Boundaries and Venture Capital Investment in Entrepreneurs' Recombination."

Olin Business School, Washington University (2017). Presented "Concept Innovation in the Software Industry: 1990 - 2002."

Rotman School of Management, University of Toronto (2017). Presented "Construing Novelty: Category Boundaries and Venture Capital Investment in Entrepreneurs' Recombination."

London Business School (2017). Presented "Construing Novelty: Category Boundaries and Venture Capital Investment in Entrepreneurs' Recombination."

Tuck School of Business, Dartmouth College (2017). Presented "Construing Novelty: Category Boundaries and Venture Capital Investment in Entrepreneurs' Recombination."

Stanford Graduate School of Business, Evolutionary Perspectives on Strategy (2016). Invited to present "The Coevolution of Organizational Knowledge and Technology" (with W. Barnett).

Harvard Business School (2015). Presented "Perspectives on Recombination."

Boston University Questrom School of Business (2015). Presented "Perspectives on Recombination."

MIT Economic Sociology Conference (2015). Discussant on sociology of entrepreneurship.

Academy of Management Annual Conference (2015), Vancouver, BC. Symposium: Breathing Life into Technology. Presenter.

Academy of Management Annual Conference (2015), Vancouver, BC. Author on paper "Destigmatization improves hiring and liking for the stigmatized more than for their mere associates."

Academy of Management Annual Conference (2015), Vancouver, BC. PDW: The Social Construction of Markets. Presenter.

Academy of Management Annual Conference (2015), Vancouver, BC. Symposium: Unpacking Reputation: Benefits, Burdens, and Contingencies. Author on paper presented.

Eighteenth Annual Meeting of Organizational Ecologists, Istanbul, Turkey (2015). Presented: Negro, G., Williams, M. and Pontikes, E.G. Observational and Experimental Evidence of Imbalance in Destigmatization.

Columbia, NYU and Princeton: Text Analysis Conference II. Presented: "Identity in Rap Music: A Textual Analysis" (with D. Phillips and G. Negro).

Academy of Management Annual Conference (2014), Philadelphia, Pennsylvania. PDW: From Stable and Static Categories to a Dynamic View on Categories and Categorization. Presenter.

Academy of Management Annual Conference (2014), Philadelphia, Pennsylvania. Symposium: Industry Evolution Revisited. Presenter. Awarded Best Symposium by the OMT division.

Academy of Management Annual Conference (2014), Philadelphia, Pennsylvania. PDW: From Revisiting the Product Ontology. Presenter.

Academy of Management Annual Conference (2014), Philadelphia, Pennsylvania. Symposium: Product Demography in Management and Organization Theory. Presenter.

Seventeenth Annual Meeting of Organizational Ecologists, Barcelona, Spain (2014). Presented: Pontikes, E.G. Perspectives on Recombination.

Georgetown University (2014). Presented: Presented: Pontikes, E.G. Perspectives on Recombination.

Smith Entrepreneurship Conference, College Park, Maryland (2014). Presented: Pontikes, E.G. Perspectives on Recombination.

American Sociological Association, New York, New York (2013). Paper Presentation: Pontikes E.G. and W.P. Barnett. The Persistence of Lenient Market Categories.

American Sociological Association, New York, New York (2013). Round Table: Pontikes E.G. and M.T. Hannan. An Ecology of Market Categories.

Sixteenth Annual Meeting of Organizational Ecologists, Budapest, Hungary (2013). Presented: Pontikes, E.G. Mediators and Market Evolution.

Academy of Management Annual Conference, Boston, Massachusetts (2012). Presented: Pontikes, E.G. and W.P. Barnett. Organizational Knowledge and Technological Change.

Fifteenth Annual Meeting of Organizational Ecologists, Copenhagen, Denmark (2012). Presented: Pontikes, E.G. and W.P. Barnett. The Persistence of Lenient Market Spaces.

Academy of Management Annual Conference, San Antonio, Texas, Professional Development Workshop (2011). Presented: Pontikes, E.G. and W.P. Barnett. Entry Selection into Ambiguous Market Spaces.

University of Chicago Booth School of Business, Organizations and Markets workshop (2010). Presented: Pontikes, E.G. Organizational Entry and the Persistence of Ambiguous Market Spaces.

Harvard Business School (2010). Presented: Pontikes, E.G. Two Sides of the Same Coin: How Category Ambiguity Affects Multiple Audience Evaluations.

Hass School of Business, University of California Berkeley (2010). Presented: Pontikes, E.G. Two Sides of the Same Coin: How Category Ambiguity Affects Multiple Audience Evaluations

Academy of Management Annual Conference, Montreal, Quebec (2010). Presented: Pontikes, E.G. Two Sides of the Same Coin: How Category Ambiguity Affects Multiple Audience Evaluations.

Thirteenth Annual Meeting of Organizational Ecologists, Helsinki, Finland (2010). Presented: Pontikes, E.G. and W.P. Barnett. Exuberance and Hesitation Following Iconic Events: Why Nonconformity Pays after Salient Successes and Failures.

Princeton University, Center for the Study of Social Organization (2010). Presented: Two Sides of the Same Coin: How Category Ambiguity Affects Multiple Audience Evaluations.

University of Michigan Ross School of Business (2009). Presented: Two Sides of the Same Coin: How Category Ambiguity Affects Multiple Audience Evaluations.

Twelfth Annual Meeting of Organizational Ecologists, Vienna, Italy (2008). Presented: Pontikes, E.G.. Two Sides of the Same Coin: How Category Ambiguity Affects Multiple Audience Evaluations.

Academy of Management Annual Conference, Chicago, Illinois (2009). Presented: Pontikes, E.G., Knowledge Cohesion and Category Growth.

Northwestern University Kellogg School of Management (2008). Presented: Fitting in or Starting New? An Analysis of Invention, Constraint, and the Emergence of New Categories in the Software Industry.

MIT Harvard Economic Sociology Seminar (2008). Presented: Fitting in or Starting New? An Analysis of Invention, Constraint, and the Emergence of New Categories in the Software Industry.

Eleventh Annual Meeting of Organizational Ecologists, Antwerp, Belgium (2008). Pontikes, E.G. Knowledge Cohesion and Category Growth.

Academy of Management Annual Conference, Anaheim, California (2008). Presented: Pontikes, E.G. Fitting in or Starting New? An Analysis of Invention, Constraint, and the Emergence of New Categories in the Software Industry.

Academy of Management Annual Conference, Anaheim, California (2008). Presented: Pontikes, E.G. & Barnett, W.P., Stigma and Halo Following Iconic Events: Why Nonconformity Pays after Salient Successes and Failures.

Academy of Management Annual Conference, Philadelphia Pennsylvania (2007). Presented: Pontikes, E.G., Knowledge sharing or competition? How knowledge space crowding affects knowledge progress and market survival.

Academy of Management Annual Conference, Philadelphia Pennsylvania (2007). Presented: Pontikes, E.G, G. Negro & H. Rao. Negative Categories and the Transmission of Stigma.

Academy of Management Annual Conference, Philadelphia Pennsylvania (2007). Presented: Pontikes, E.G. & W.P. Barnett. How Adaptive is R&D? Cumulative Research and Technical Change in Organizational Communities.

Tenth Annual Meeting of Organizational Ecologists. Istanbul, Turkey (2007). Presented: Pontikes, E.G. Knowledge sharing or competition? How knowledge space crowding affects knowledge progress and market survival.

Academy of Management Annual Conference, Atlanta, Georgia, PDW for Ecology and Technology (2006). Presented: Pontikes, E.G. & Barnett, W.P.. Technical Change Among Organizational Communities.

Academy of Management Annual Conference, Atlanta, Georgia (2006). Presented: Pontikes, E.G. Learning from Others: How Knowledge Crowding Exacerbates the Effects of Organizational Inertia.

Ninth Annual Meeting of Organizational Ecologists, Sintra, Portugal (2006). Presented: Pontikes, E.G. & Barnett, W.P. A Community Perspective on Organizational Innovation.

Harvard Business School Strategic Management Conference (2005). Presented: Barnett, W.P. & Pontikes, E.G., The Red Queen, Success Bias, and Organizational Inertia

Eighth Organizational Ecology Conference, University of Durham, England (2005). Presented: Pontikes, E.G., Market Position and Innovative Potential: A Study of how Knowledge Misalignment affects Organizational Survival.

Academy of Management Annual Conference, Honolulu, Hawaii. Presented: Barnett, W.P. & Pontikes, E.G. (2005). The Red Queen, Success Bias, and Organizational Inertia.

Academy of Management Annual Conference, Honolulu, Hawaii (2005). Symposium chair, "Organizational Identity: Meanings, Constraints, Sanctions and Consequences."

NON-ACADEMIC EMPLOYMENT

Director of Solution Engineering, 2001 – 2003
Coremetrics, Inc., Burlingame, California (acquired by IBM)

Program Manager, 1998 – 2001
MicroStrategy, Inc., Vienna, Virginia