MITALI BANERJEE

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HEC Paris
Strategy & Business Policy Division
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Jouy-en-Josas Cedex
France 78351

EMPLOYMENT

Sep 2016-   **HEC Paris, Strategy and Business Policy Division, France**
Assistant Professor

EDUCATION

May 2017   **Columbia Business School, New York, NY**
PhD, Management Division
Dissertation Committee: Damon Phillips (chair), Paul Ingram, Dan Wang, Sheena Iyengar and Peter Bearman

May 2013   **Columbia University, Columbia Business School, New York, NY**
MPhil, Management

May 2003   **University of Rochester, Rochester NY**
Bachelor of Science in Mathematics, *summa cum laude*
Bachelor of Arts in Economics, *summa cum laude*

RESEARCH INTERESTS

I study the relationship between individual social networks, creativity, and fame. In one project, I use a machine learning algorithm (neural nets) to develop a novelty measure of 7000 paintings created by the innovators of the early 20th century modern art. Using this measure, I find that across 95 years and five languages, novelty hurts an innovator's fame. In a related project, I use expert as well as the machine learning based measure of the paintings, to demonstrate that fame of an innovator is associated with the compositional diversity of their local network and not their individual creativity. My findings imply that among the pioneers of a paradigm shift, the more conventional producers are more likely to be recognized as pioneers. Moreover, my findings enrich the existing atomistic view of fame by providing evidence for a structural model of fame. In a related stream of research, I examine the relationship between two key forms of social capital - peer endorsements and fame in the context the jazz industry. Finally, I am using the neural net measure of novelty to examine the relationship between machine, expert and lay people's evaluation of complex products such as paintings. Overall, my work combines literature in organizational theory, sociology, psychology and entrepreneurship with methods from social network analysis and computational social science to understand the determinants and consequences of the social capital and creativity of innovators.

RESEARCH

Dissertation   Elements of Innovators' Fame: Social Structure, Creativity and Identity

Articles & Working Papers   "Fame as an Illusion of Creativity: Evidence from the Pioneers of Abstract Art"
    with Paul Ingram (manuscript ready)

"Who becomes famous among creative pioneers? An empirical study of the relationship between novelty and fame across time and space" *with Daniel Kaplan* (manuscript under preparation)

"Recognition and Fame: How Peer Endorsements Affect Artistic Innovators' Fame" *with Damon J. Phillips*

"Anxiety of Influence or Desire for Creative Equals? The Role of Observed Creativity in Driving Tie Formation" (working paper)

" David Bomberg's Path to Obscurity: The Creative and Social Trajectory of a Neglected Genius"
(working paper)

Projects in Progress

"Atypicality and Conventionality in MBA Careers". (data collection and analysis)

"In the Eye of the Beholder: The Relationship Between Machine and Experts' Evaluation of Creativity"
(data collection and analysis)

"Relationship between numerical evaluations and text reviews in an online car-sharing platform." (data collection)

HONORS & AWARDS

Columbia Business School CIBER Summer Research Grant (2013)
Phi Beta Kappa (Junior Year)
Rush Rhees Scholarship (1998-2002)
John Dows Mairs Prize for overall excellence in Economics as a junior

SELECTED PRESENTATIONS

May 2018   Society and Organizations Conference, HEC Paris, Jouy-en-Josas, France
" Who becomes famous among creative pioneers? An empirical study of the relationship between novelty
and fame across time and space."

April 2017   Academy of Management Big Data Conference, Surrey, UK
"Who becomes famous among creative pioneers? An empirical study of the relationship between novelty
and fame across time and space."

Jan 2017   IOBC-Creativity Conference, Tel Aviv Israel.
"Who becomes famous among creative pioneers? An empirical study of the relationship between novelty
and fame across time and space."

Aug 2017   ASA Annual Conference, Montreal Canada
"Structure, Creativity & Identity? An Empirical Study of the Factors that Make
Artistic Innovators Famous Beyond their Peer Network"

Aug 2017   Creative Industries Conference, New York, New York,
"All that's Novel is Famous? A Longitudinal Analysis of the Novelty and Fame of Artistic Innovators
Across Five Languages"

May 2017   Society and Organizations Conference, HEC Paris, Jouy-en-Josas, France
"Reputation Among Peers and the Fame (and Obscurity) of Artistic Innovators"

Nov 2016   Network Evolution Conference, INSEAD, Fontainbleau, France
"Role of Social Structure and Creativity in Shaping Innovators' Fame"

Aug 2016   AoM Symposium – The Intersection of Culture and Networks in Organization Theory
"Reputation Among Peers and the Fame (and Obscurity) of Artistic Innovators"

Jun 2016   Collective Intelligence Conference at NYU
"In the Eye of the Beholder: The Relationship Between Machine and Experts' Evaluation of Creativity"

Oct 2015   MIT Economic Sociology Conference, Poster Presentation
"Social and Creative Basis of Fame: The Role of Social Structure and Creativity in Shaping Early 20th

Century Abstract Artists' Fame."

Aug 2015 OMT Doctoral Consortium Dissertation Workshop, Academy of Management, Vancouver, Canada

May 2015 NYU-Columbia Doctoral Student Conference, New York
"Social and Creative Basis of Fame: The Role of Social Structure and Creativity in Shaping Early 20th Century Abstract Artists' Fame."

July 2014 EGOS 2014, Erasmus University Rotterdam, Netherlands
"Social Structure of Fame: A Network View of Early 20th Century Abstract Artists' Fame."

May 2014 Trans- Atlantic Doctoral Conference, London Business School, London, UK
"Social Structure of Fame: A Network View of Early 20th Century Abstract Artists' Fame."

TEACHING EXPERIENCE
HEC Paris

2017- 18
Strategy Core-Spring Term (Grande École-Master's in Management), Instructor, HEC Paris

GlobStrat Challenges-Fall Term (Grande École-Master's in Management), Instructor, HEC Paris

2016- 17
Strategy Core- Spring Term(Grande École-Master's in Management), Instructor, HEC Paris

GlobStrat Challenges-Fall Term(Grande École-Master's in Management), Instructor, HEC Paris

Columbia Business School

2010-15 Deutsche Bank Executive Education Program, Teaching Assistant, *Columbia Business School*

2012-13 Leadership & Organizational Change EMBA course, Teaching Assistant, *Columbia Business School*

2012-13 CITIC Executive Education Program, Teaching Assistant, *Columbia Business School*

2012 Debevoise & Plimpton Executive Education Program, Teaching Assistant, *Columbia Business School*

2005-07 Games of Chance & Games of Strategy, Research Associate (course development), *Harvard Business School*

OTHER ACADEMIC WORK EXPERIENCE

2005-2007 **Harvard Business School, Boston, MA**
   Research Associate
   Research focused on topics in game theory, probability theory and competitive dynamics. Researched and analyzed field literature, developed Excel-based simulations for probability problems and theories, wrote and edited case studies and teaching notes

INDUSTRY EXPERIENCE

2009 **MSP Associates, New Delhi, India**
   Associate
   Advised companies in India on restructuring and cross border capital raising transactions.

2008	**Jordan Edminston Group, Inc, New York, NY**
	Analyst – Media & Information Investment Banking (M&A)

2003-2007	**Dirac LLC, Rochester, NY**
	Founder & Director
	Founded Dirac as an investment advisory company to help firms based in India to raise capital in the US market.

OTHER

PROFESSIONAL AFFILIATIONS

Society and Organizations (SnO) Center, HEC Paris

Academy of Management, American Sociological Association, European Group for Organization Studies

PRESS   "Can Algorithms Measure Creativity?" in *Analytics in the Era of Big Data*, Knowledge@HEC, April 2017 (top 5 tweeted articles on #HECParis ExecEd)

LANGUAGES   Fluent in English, Bengali and Hindi

PROGRAMMING & STATISTICAL SOFTWARE

R, STATA

COMMUNITY ISPOCC, Columbia University

University of Rochester Intercollegiate Debate Team