

MITALI BANERJEE

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Strategy & Business Policy Division
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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

My research falls into three broad streams. In one stream, I study how a key form of human capital, novelty, relates to several crucial forms of social capital such as social networks, reputation and fame. I study this in the context of the modern art market and jazz music. Using machine learning (neural nets) based measures of novelty of paintings, I show that across 95 years and five languages an artist with high peak levels of novelty is more likely to be famous whereas an artist with high average levels of novelty is less likely to be famous. In a related project, I use expert as well as the machine learning based novelty, to demonstrate that the fame of an innovator is associated with the compositional diversity of their local network and not their individual novelty. In another project, I examine the relationship between two key forms of social capital - peer reputation and fame in the context the jazz industry. In a second stream of research, I am examining the relationship between machine, expert and lay people's evaluation of complex output. My goal is to understand to what extent and under what conditions machines and human judgments of complex output differ or converge. In a third stream of research, I examine conventionality and atypicality in the career trajectories of professionals. As part of this stream, I use automated text analysis techniques to examine atypicality and conventionality in MBA students' careers and labor market outcomes for MBAs.

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 under revision)

We build a social structural model of fame, which departs from the atomistic view of prior literature where creativity is the sole driver of fame in creative markets. We test the model in a significant empirical context: 90 pioneers of the early 20th century (1910–25) abstract art movement. We find that an artist in a brokerage rather than a closure position was likely to become more famous. This effect was not, however, associated with the artist's creativity, which we measured using both objective computational methods and subjective expert evaluations, and which was not itself related to fame. Rather than creativity, brokerage networks were associated with cosmopolitan identities—broker's alters were likely to differ more from each other's nationalities--and this was the key social-structural driver of fame.

“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)

In this study, we undertake a large scale analysis of the relationship between an innovator’s fame and her creativity. We focus on a specific dimension of creativity – the novelty of an innovator’s creative output. Our sample includes 74 pioneers of early 20th century modern art. Using advances in image recognition techniques, we create a computational measure of novelty of over 7000 paintings of these artists. These measures, in conjunction with the Google nGram corpus, allow us to examine the relationship between the novelty and fame of these artists over 95 years and five languages. Focusing on fame at the level of the artist, rather than the work, we develop a theory that allows us to hypothesize the relationships between an artist’s fame and the creative production over the course of a career. We find that over 95 years and five languages, artists with greater average novelty in their paintings are less likely to be famous. In addition, we find that an artist with higher peak novelty is more likely to be famous. One key implication of this result is that innovators recognized as pioneers of paradigmatic shifts in a culture are likely to be more conventional rather than novel. These results form a uniquely comprehensive picture of the relationship between fame and novelty over time, and provide a comprehensive framework for further research.

“Recognition and Fame: How Peer Endorsements Affect Artistic Innovators’ Fame” with Damon J. Phillips (manuscript under preparation)

In this study we examine how a producer’s recognition among her peers relates to her fame. Using a unique data set on jazz musicians spanning 1910-60, we disaggregate a producer’s peers across two dimensions of social distance – expertise and formal collaboration. We find that a producer who is more socially proximate to her peer evaluators (the ones who bestow their recognition on her) in the expertise dimension is likely to experience a decline in fame, whereas a producer who is more socially distant from her peer evaluators in the formal collaboration dimension is likely to experience an increase in fame. Further analysis reveals that a producer who is socially distant from her peers evaluators is more likely to receive votes from the public as well as critics. We argue that producer who are more socially distant from their peer evaluators are more likely to create output that appeals to a diverse tastes. As such they are likely to be famous. Our results clarify the ambiguous relationship between two key forms of social capital – peer recognition and fame. They also illuminate, why talented innovators respected by their peers, might remain obscure.

“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” with Roxana Barbulescu and Marieke Huysentruyt. (data analysis)

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

HONORS & AWARDS

Labex Ecodec Grant from French National Agency on Machine and Expert Evaluation (2019)

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

INVITED PRESENTATIONS

Mar 2019 USI, Faculty of Economics, Lugano Switzerland

March 2019 AI, Robotics and Work, HEC Paris

Jan. 2019 Boston University, Questrom School of Business, Strategy & Innovation Group

Jan 2019 Berkeley Haas Culture Conference

Dec 2018. Cornell SC Johnson College of Business, School of Hotel Administration

Dec 2018 ESMT Berlin, Management Area

Nov 2018 Junior Organization Theory Conference

Nov 2018 Yale School of Management, Organization Behavior Group

July 2018 Creative Industries Conference, Edinburgh, UK

July 2017 Creative Industries Conference, New York, New York

CONFERENCE PRESENTATIONS

Aug 2018 AOM OMT Junior Faculty Consortium
May 2018 Society and Organizations Conference, HEC Paris, Jouy-en-Josas, France
April 2017 Academy of Management Big Data Conference, Surrey, UK
Jan 2017 IOBC-Creativity Conference, Tel Aviv Israel.
Aug 2017 ASA Annual Conference, Montreal Canada
May 2017 Society and Organizations Conference, HEC Paris, Jouy-en-Josas, France
Nov 2016 Network Evolution Conference, INSEAD, Fontainebleau, France
Aug 2016 AoM Symposium – The Intersection of Culture and Networks in Organization Theory
Jun 2016 Collective Intelligence Conference at NYU
Oct 2015 MIT Economic Sociology Conference

TEACHING EXPERIENCE

HEC Paris

2018-19
GlobStrat Challenges-Fall Term (Grande École-Master's in Management), Instructor, 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 “[Fame is Based More on the Company You Keep Than Your Creativity](#)” in *PRN Newswire*, March 2019
“[Artists Become Famous Through Their Friends](#)” on *Artsy.net*, Feb 2019
“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

SERVICE Ad Hoc Reviewer for *Organization Science*, *Journal of International Business*

COMMUNITY Organizer of Conference on [AI, Robotics and Work](#), HEC Paris’ 4th Annual Conference
ISPOCC, Columbia University
University of Rochester Intercollegiate Debate Team