

JASON GREENBERG

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NEW YORK, NEW YORK 10012

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I. PERSONAL INFORMATION:

Citizenship: USA
Place of birth: Bronx, New York

II. EMPLOYMENT AND ACADEMIC AFFILIATIONS:

2010 – Assistant Professor of Management (tenure track), NYU-Stern School of Business
2013 – Research Fellow, Center for the Study of Economy & Society, Cornell University
2010 – Postdoctoral Research Fellow, Institute for Quantitative Social Science, Harvard University
2009 and Departments of Political Science and Computer Science, Northeastern University

III. EDUCATION:

DEGREE

2009 (Sept.) Doctor of Philosophy
(management)

2002 Master of Public Policy

2000 Master of Arts (sociology)

1996 Bachelor of Arts (sociology), *w/honors*

INSTITUTION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY,
Cambridge, MA

UNIVERSITY OF CHICAGO, Chicago, IL

UNIVERSITY OF FLORIDA, Gainesville, FL

BINGHAMTON UNIVERSITY, Binghamton, NY

IV. FELLOWSHIPS AND AWARDS:

2019 FRONTIERS OF ENTREPRENEURSHIP RESEARCH GRANT, UNC-CHAPEL HILL (\$10,000)
2018 NEW YORK UNIVERSITY DALE E. ZAND BEST PAPER AWARD IN MANAGEMENT
2017 ACADEMY OF MANAGEMENT, OUTSTANDING PUBLICATION AWARD IN OB
2017–2019 NATIONAL SCIENCE FOUNDATION, Principal Investigator (apx. \$294,000)
2016–2018 EWING MARION KAUFFMAN FOUNDATION FELLOWSHIP (apx. \$86,000)
2015–2016 EWING MARION KAUFFMAN FOUNDATION JUNIOR FACULTY FELLOW (\$35,000)
2014 NEW YORK UNIVERSITY DALE E. ZAND BEST PAPER AWARD IN MANAGEMENT
2011 WILLIAM H. NEWMAN AWARD, Entrepreneurship Division Nominee and Finalist
2010 NATIONAL FEDERATION OF INDEPENDENT BUSINESS CERTIFICATE OF DISTINCTION
2009 INFORMS/ORGANIZATION SCIENCE DISSERTATION PROPOSAL COMPETITION, First Runner-Up
2008–2009 EWING MARION KAUFFMAN FOUNDATION DISSERTATION AWARD (\$20,000)
2006–2007 MASSACHUSETTS INSTITUTE OF TECHNOLOGY SLOAN FELLOWSHIP AND GEORGE HENNING FELLOWSHIP
2005–2006 MASSACHUSETTS INSTITUTE OF TECHNOLOGY SLOAN FELLOWSHIP
2004–2005 MASSACHUSETTS INSTITUTE OF TECHNOLOGY PRESIDENTIAL FELLOWSHIP
2000–2002 UNIVERSITY OF CHICAGO DEAN'S FELLOWSHIP
1998–2000 UNIVERSITY OF FLORIDA GRINTER FELLOWSHIP
1995 GOLDEN KEY NATIONAL HONOR SOCIETY
1994 PHI SIGMA OMICRON HONOR SOCIETY

V. AREAS OF ACADEMIC INTEREST:

Economic, organizational, and urban sociology; social networks; stratification; big data; entrepreneurship; crowdfunding; strategic hiring; race and gender; microfinance; experiments

VI. DISSERTATION:

“Three Essays on Social Networks and Entrepreneurship.”

VII. RESEARCH:

Greenberg, Jason (Provisionally accepted). “Evaluation Updating and (Experimental) Social Positions.” *Organization Science*.

Greenberg, Jason. 2019. “What’s *Alter* Got to do with It? A Consideration of Network Content and the Social Ties that Provide It.” *Sociological Theory* 37(3): 293-314.

Greenberg, Jason. 2019. “Inequality and Crowdfunding.” Pp. 303 – 322 in Annaleena Parhankangas, Colin Maon, and Hands Landström (eds.) *Handbook of Research on Crowdfunding*. Edward Elgar.

Greenberg, Jason. 2019. “Social Relations and the Performance of Different Startup Types: The Networks Don’t Lie.” Pp. 135 - 155 in Sharon Matusik and Jeff Reuer (eds.) *Entrepreneurship and Collaboration*. Oxford University Press.

Cattani, Gino, Daniel Sands, Joe Porac, and Jason Greenberg. 2018. “Competitive Sensemaking in Value Creation and Capture.” *Strategy Science* 3(4): 632-57.

*Greenberg, Jason and Ethan Mollick. 2017. “Activist Choice Homophily and the Crowdfunding of Female Founders.” *Administrative Science Quarterly* 62(2): 341-74.

-Winner, Academy of Management Outstanding Publication in OB, 2017

Eason, John M., L. Ash Smith, Jason Greenberg, Richard D. Abel, and Corey Sparks. 2017. “Crime, Punishment, and Spatial Inequality.” In Ann R. Tickameyer, Jennifer Sherman, and Jennifer Warlick (eds). *Rural Poverty in the United States*. Columbia University Press.

Greenberg, Jason and Roberto M. Fernandez. 2016. “The Strength of Weak Ties in MBA Job Search: A Within-Person Test.” *Sociological Science* 3: 296-316.

*Canales, Rodrigo and Jason Greenberg, Jason. 2016. “A Matter of (Relational) Style: Loan Officer Consistency in Contract Enforcement in Microfinance.” *Management Science* 62(4): 1202-24.

Greenberg, Jason. 2014. “What You Care about or What You Know: Which Mechanism Explains the Intergenerational Transmission of Business Ownership Expectations?” *Research in the Sociology of Work* 25: 85-126.

Fernandez, Roberto M. and Jason Greenberg. 2013. “Race, Network Hiring, and Statistical Discrimination.” *Research in the Sociology of Work* 24: 81-102.

Papers under revision invitation

Greenberg, Jason and Christopher Liu. “Freedom to Act? Strategic Peer Evaluation, Negative Relationships and Brokerage.” *Organization Science*.

Greenberg, Jason and Ethan Mollick. “Strangers on a Founding Team: Lifeblood or Liability?” *Social Forces*.

*Bian, Jiang, Jason Greenberg, Jizhen Li, and Yanbo Wang. “Good to Go First? Position Order Effects in Expert Evaluation of Early-Stage Ventures.” *Management Science*.

- Greenberg, Jason, Venkat Kuppaswamy, and Ethan Mollick "Gender, Hubris, and Interpretation of Signals in Crowdfunding." *Strategic Management Journal*.
- Greenberg, Jason, Daniel Sands, Gino Cattani, and Joseph Porac. "Rating Systems and Increased Heterogeneity in Business Performance: Evidence from the New York City Restaurant Industry, 1994 – 2013." *Strategic Management Journal*.
- Greenberg, Jason. "Parental Business Ownership Moderates Their Children's Miscalibration of Likely Returns to Self-employment and Entry Choice." *Journal of Business Venturing*.
- Greenberg, Jason. "Overconfidence in Earnings Ability and Self-employment." *Strategic Entrepreneurship Journal*.

Under review and working papers

- Greenberg, Jason. "A Novel Experimental Test of Heterogeneous Social Influence Effects Using Chatbots." *Under review*.
- Greenberg, Jason and Ethan Mollick. "Sole Survivors: Solo Ventures Versus Founding Teams." *In preparation for submission*.
- Greenberg, Jason, Matt Marx, and Abraham Oshotse. "The Gig Economy in Historical Context: A Longitudinal Analysis of the Population of the U.S. Self-employed, 1998- 2014." *In preparation for submission*.
- Greenberg, Jason, Gino Cattani, Joseph Porac, and Daniel Sands. "Categorical and Relational Determinants of Competition: A Multi-Data Study of the NYC Restaurant Industry." *In preparation for submission*.
- Sands, Daniel B., Jason Greenberg, Gino Cattani, and Joseph Porac. "In Search of Plausible Competition: The Cognitive Embeddedness of Distinctiveness and the Infinite Dimensionality of Organizations." *In preparation for submission*.
- Sands, Daniel B., Gino Cattani, Jason Greenberg, and Joseph Porac. "Markets, Prices and Isomorphism: Pricing Activity within the NYC Restaurant Industry." *In preparation for submission*.
- Greenberg, Jason, Lazer, David M., Binz-Scharf, Maria, and Ines Mergel. "Social Constraints, Agency, and Institutions in the Formation of Interorganizational Tie Formation and Knowledge Diffusion." *In preparation for submission*.
- Greenberg, Jason and David M. Lazer. "Microfoundations of (Coordinator) Brokerage." *In preparation for submission*.
- Greenberg, Jason, Lazer, David M., and Ines Mergel. "Rewiring the Network: Evaluating the Impact of the State Health Leadership Initiative on the Networks of State Health Officials." *In preparation for submission*.
- Greenberg, Jason. "The Distributional Consequences of IT and the Proliferation of Ratings on Comparative Business Performance."
- Greenberg, Jason, Yanbo Wang, Jizhan Li, and Jiang Bian. "Gender Composition and the Evaluation of Innovative Ideas."
- Greenberg, Jason and Rodrigo Canales. "The Impact of Employee-Organization Relational Style (Mis)fit and Turnover and Performance in Microfinance."
- Greenberg, Jason and Michael Housman. "The Professional Purity Thesis Revisited: The Problem of Physician Proprietors."
- Greenberg, Jason and John M. Eason. "Trading Places? Decreasing (Increasing) Murder Rates in Urban (Rural) America, 1975 - 2005."
- Greenberg, Jason. "When Opportunity Moves to You: An Analysis of the Mechanisms Linking Geographic, Economic, Institutional, and Social Space with Entrepreneurship."

Ongoing large-scale research projects

- NSF and Kauffman funded research on strategy, competition, gender and race in the NYC restaurant industry (includes IRS financial data, review data from 5 sites, 1.1 million restaurant menu-items and price data, 900,000 individual reviews, a probability survey of owners' strategic decisions, and 53 semi-structured interviews with owners about strategic decision-making)
 - How information technology has influenced the distributional returns to restaurants as a function of various firm-specific feature combinations
- A study of the distributional returns to entrepreneurship and self-employment across industries in America, uses non-anonymized individual tax-return, industry, and geo-spatial data to determine how industry, geography, and time account for the distribution of entrepreneurial rents (with Matt Marx, BU)
 - A focus on how self-employment earnings and market structural changes help explain the rise in inequality in the United States

A life-course perspective on initial career choice, including entrepreneurship, and subsequent employment form episodes and trajectories using 100s of millions of person-earnings-year observations (with Matt Marx, BU)
- A study of minority and female firm ownership and performance using LBD, LEHD, IRS, and proprietary data to determine: (a) homophily in hiring, (b) employee preferences for same race/gender owners, (c) pay differentials for employees with race/gender homophilous owners, and (d) firm-level performance as a function of employee gender/race composition and ownership homophily
- Network experimental platform applications concerning evaluation-updating manipulating social network positions and peers' observable status, gender, and race using chatbots to standardize network content

**Denotes equal authorship*

VIII. SELECT PRESENTATIONS:

2018. "An Experimental Test of Social Network Opportunity, Choice, and Structure in Evaluation Updating." MIT-Harvard Economic Sociology Seminar, Boston University, Questrom (Strategy), Temple University (Information Systems)
"A Novel Experimental Test of Heterogeneous Social Influence Effects Using Chatbots." Stanford GSB, Conference on Hiring and Organizations
- 2017- "Freedom to Act?" Harvard Business School (Entrepreneurship), NYU
"Co-Founders and Startup Success" Strategic Management Society
"The Cognitive Embeddedness of Competition. Organization Studies Conference, Academy of Management
- 2016- "Strategic Network Formation." NYU Complex Organizations Workshop NSF/Wharton/MIT
2015. Knowledge Conference
"Leaning in or Leaning on?" Carnegie Mellon University
"Freedom to Act?" Academy of Management
2014. "What's the *Value* of Social *Capital*? A Within-Person Job Offer and Choice Test." American Sociological Association, Academy of Management, Michigan ICOS, NYU Stern Strategy, Organizational Theory and Entrepreneurship Brown Bag
"Social Comparison and Economic Outcomes" (Presider). American Sociological Association
"A Crowd-Based Evaluation Model in a Business School Setting." Academy of Management
"Homophily, Gender-Typing and Backer Activism in Crowdfunding." Academy of

- Management, University of Maryland, NYU Creativity and Innovation Research Initiative
2013. "A Sociological Approach to Strategy." Dartmouth Strategy Conference
 "Structure, Agency, and Network Formation: A Multidisciplinary Perspective" (Organizer and moderator). NSF/Wharton/MIT Knowledge Conference
 "The Impact of Employee-Organization Relational Style (Mis)fit and Turnover and Performance in Microfinance." Annual meeting of the American Sociological Association
 "Social Consideration in Founding Teams." National Institute of Health, Health Policy Scholars Program
- 2014-2012. "A Matter of (Relational) Style: Loan Officer Consistency in Contract Enforcement in Microfinance." MIT Economic Sociology Working Group, Harvard Business School, Cornell Sociology, Duke Fuqua, Organization Science Winter Conference, Academy of Management, NYU Stern Strategy, Organizational Theory and Entrepreneurship Brown Bag
2011. "Social Constraints, Agency, and Institutions in the Formation of Interorganizational Tie Formation and Knowledge Diffusion." INSNA
- 2011-2009. "Lifeblood or Liability? Schumpeter, Stinchcombe, and the Double-edged Sword of Strangers in the Startup Process." CCC 16th Annual Colloquium, MIT-Sloan Organization Studies Group Colloquium, Harvard/MIT Economic Sociology Seminar, Academy of Management, American Sociological Association
2009. "Rivalry and Excludability of Capital: A Study of the Content that Flows across Different Social Ties, Why, and its Implications or Startups." American Sociological Association
2009. "The Networks Don't Lie: Social Relationships as a Basis for Differentiating Founding Types." Academy of Management
2009. "What You Care About or What You Know: Which Mechanism Explains the Intergenerational Transmission of Business Ownership Expectations?" American Sociological Association
2007. "Chip Off the Old Block? Socialization, Information, and Intergenerational Work Role Transmission." Academy of Management; American Sociological Association
2005. "Hiring Managers' Race in the Hiring Process." American Sociological Association

IX. TEACHING & RESEARCH EXPERIENCE:

NEW YORK UNIVERSITY, STERN SCHOOL OF BUSINESS, New York, NY

- Professor, "Patterns of Entrepreneurship"
- Professor, "Management and Organizations"
- Professor, "Organizational Theory" (PhD Seminar)
- Professor, "Social Networks" (PhD Seminar)

MASSACHUSETTS INSTITUTE OF TECHNOLOGY, Cambridge, MA

- Teaching Assistant, "Innovation and Entrepreneurship" (James Utterback), spring 2009
- Teaching Assistant, "Doctoral Seminar in Research Methods II" (Roberto Fernandez), spring 2009
- Research Assistant (for Roberto Fernandez or Ezra Zuckerman), fall 2009, spring 2008, fall 2007, summer 2007, spring 2007, fall 2006, spring 2006, fall 2005, spring 2005, fall 2004

UNIVERSITY OF FLORIDA, Departments of Criminal Law & Criminology and Sociology, Gainesville, FL

- Teaching Assistant (for John Henretta, Terry Mills, Karen Parker, or Karen Pyke), spring

2000 fall 1999, spring 1999, fall 1998

X. NOTABLE ACADEMIC COMMUNITY SERVICE:

NEW YORK UNIVERSITY, New York, NY

- Lead Founder, Economic Sociology Workshop (subsequently held at Yale, MIT, Northwestern, Georgetown/Maryland, Duke/UNC, and Emory)
 - University-wide task force member concerning master's program in "People Analytics"
 - Co-chair, UPC Entrepreneurship Tract Concentration Committee
 - Faculty Advisor, NYU-Stern Venture Capital Club
 - Co-chair, Research Committee, spring 2017 – fall 2016 spring 2016 – fall 2015; spring 2014 – fall 2013
- PhD student advising (Jin Jun (first placement, Michigan))

MASSACHUSETTS INSTITUTE OF TECHNOLOGY, Cambridge, MA

- Student Coordinator, MIT/Harvard Economic Sociology Seminar, fall 2007
- Coordinator, Organization Studies Group Seminar Series, spring 2006, fall 2005

UNIVERSITY OF FLORIDA, Gainesville, FL

- Committee on Higher Degrees, Student Representative, spring 2000 – fall 1999

Editorial board: Organization Science

Ad hoc reviewer: Administrative Science Quarterly, American Sociological Review, Academy of Management Journal, JIBS, Kauffman Foundation, Management Science, Strategic Management Journal

XI. SELECT MEDIA COVERAGE (OVER 150 MENTIONS IN TOTAL):

ABC News (August 2014)	Findlaw.com (August 2014)
American Express (August 2014)	FOX (August 2014)
BBC (August 2014)	Good Housekeeping (August 2014)
Bloomberg (May 2017)	Huffington Post (August 2014)
CBS (August 2014)	
Chicago Tribune (August 2014)	Harvard Business Review (April 2016)
CNBC (September 2014)	Korea Times (August 2014)
CNN (August 2014)	Pittsburgh Tribune Review (December 2013)
Financial Times (January 2014; April 2016)	Marketwatch (April 2015)
San Francisco Gazette (August 2014)	NBC (August 2014)
The Atlantic (August 2014; May 2016)	NPR (January 2019)
The Economist (August 2014; May 2016)	USA Business Daily (August 2014)
The New Zealand Herald (August 2014)	Wall Street Journal (August 2014, April 2019)
Think Progress (August 2014)	WalletHub (September 2017)
Time Magazine (August 2014)	Washington Post (August 2014)
Inc.com (May 2019)	Yahoo! Finance (August 2014)
	Venturebeat (August 2014)
	Vinepair (March 2019)

XII. CURRENT PROFESSIONAL MEMBERSHIPS:

Academy of Management; American Sociological Association

XIII. REFERENCES:

Beth Bechky, PhD, Jacob B. Melnick Term Professor of Management and Organizations,
Area PhD Coordinator
New York University, Stern School of Business
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New York, New York 10012
bbechky@stern.nyu.edu

Emilio J. Castilla, PhD, NTU Professor of Management
Massachusetts Institute of Technology, Sloan School of Management
E62-332, Cambridge, MA 02142
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New York University, Department of Sociology
Puck Building, 295 Lafayette Street
New York, NY 10012
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Massachusetts Institute of Technology, Sloan School of Management
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Ezra W. Zuckerman, PhD, Deputy Dean, Alvin J. Sitemen Professor of Strategy and
Entrepreneurship and Co-Chair, Economic Sociology Program
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