

MATTHEW R. YEATON

1 Rue de la Liberation ◊ Jouy-en-Josas, France 78351
+33 6 76 39 01 35 ◊ yeaton@hec.fr ◊ matthewyeaton.info

ACADEMIC APPOINTMENTS

HEC Paris Assistant Professor of Strategy	2021 - present <i>Jouy-en-Josas, France</i>
Hi! Paris Center for AI in Society and Business Chair Holder	2021 - present <i>Paris, France</i>

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

PUBLICATIONS

Yeaton, M., Anshuman, S., Srivastava, S.B. 2026. "From Conflict to Cohesion: Structural Similarity Dampens Uncivil Discourse in Polarized Social Groups." *American Journal of Sociology*. Published online on February 1, 2026.

WORKING PAPERS

Yeaton, M. "The Double-Edged Sword of Network Echo: How Network Structure Shapes Linguistic Evolution in Alt-Right Echo Chambers." (2nd Round Revise and Resubmit: *Management Science*)

Banerjee, M., Koçak, Ö., Yeaton, M. "Moving the Goalposts: Exposure to AI-made Products Changes Evaluation Criteria for Human-made Products." (Revise and Resubmit: *Organization Science*)

Yeaton, M., Green, P., Cormier, G., Yang, L., Srivastava, S.B. "Engineering Opportunity: A Longitudinal Field Experiment Reveals How Convergent Versus Divergent Network Exposure Influences Social Belonging, Network Trajectories, and Career Attainment." (Finalist (2nd prize), Best Paper Award, 2025 Wharton People Analytics Conference, under review *American Journal of Sociology*)

Yeaton, M., Barrios, O., Huysentruyt, M., Durand R. "Heavy Pipes and Light Prisms: How Disclosure Reshapes Constraints in Socially Embedded Markets."

Yeaton, M., Gregorich, G., M., Carlson, N.A., Wang, D. "Who Mobilizes When Others Protest? The Seesaw Effect of Tactic Efficacy Beliefs in Social Movement Diffusion."

Yeaton, M., Kogut, B. "Durable Identities and Fragile Networks: The Effect of Network Cohesion in Mobilizing Action During the Gamestop Short Squeeze."

FELLOWSHIPS AND GRANTS

Columbia Digital Futures Initiative Grant (2025)

Hi! Paris Collaborative Scientific Projects Grant (2025)

HEC Paris in Qatar Projects Grant (2025)
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
Congresso Stefano Franscini (ETH) Conference Award 2019
Columbia Business School Graduate Research Fellowship, 2015-2020

CONFERENCE PRESENTATIONS AND INVITED WORKSHOPS

2025 Nagymaros Conference
2025 EGOS Conference subtheme: The Future of Activism
2025 Wharton/Columbia Management, Analytics and Data Conference
2025 NYUAD Frontiers of Network Science Conference
2025 London Business School (invited talk)
2025 Berkeley Culture Conference
2024 DRUID Nice
2024 Wharton/Columbia Management, Analytics and Data Conference, New York, NY, United States
2024 Stanford & Berkeley Computational Culture Lab 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 Senior Research Analyst	July 2013 - July 2016 <i>New York, NY</i>
Columbia University Research Assistant	September 2011 - May 2013 <i>New York, NY</i>
Federal Reserve Bank of New York Summer Research Analyst	June 2012 - August 2012 <i>New York, NY</i>

TEACHING

Technology Strategy: Platforms and Artificial Intelligence MBA, MiM (CEMS, MSc in Strategic Management)	2022 - present
---	----------------