

# MATTHEW R. YEATON

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## ACADEMIC APPOINTMENTS

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

## EDUCATION

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**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

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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*. Forthcoming.

## WORKING PAPERS

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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." (under review *Organization Science*)

Yeaton, M., Barrios, O., Huysentruyt, M. "Daring to Differ: Information Provision and Middle-Status Conformity in Cultural Markets." (under review *Administrative Science Quarterly*)

Yeaton, M., Green, P., Cormier, G., Yang, L., Srivastava, S.B. "Consonance Versus Dissonance: How Exposure to Unfamiliar Colleagues Within and Across Network Communities Affects Social Belonging and Network Change." (Finalist (2nd prize), Best Paper Award, 2025 Wharton People Analytics Conference)

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

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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**

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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**

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<b>Federal Reserve Bank of New York</b> Senior Research Analyst	July 2013 - July 2016 <i>New York, NY</i>
<b>Columbia University</b> Research Assistant	September 2011 - May 2013 <i>New York, NY</i>
<b>Federal Reserve Bank of New York</b> Summer Research Analyst	June 2012 - August 2012 <i>New York, NY</i>

## **TEACHING**

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