

# 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

## WORKING PAPERS

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Yeaton, M. (2025) “Networks Shape Cultural Evolution: Evidence from Alt-Right Echo Chambers” (R&R Management Science)

Yeaton, M., Anshuman, S., Srivastava, S.B. (2025) “From Contestation to Camaraderie: Structural Similarity Dampens Derogatory Discourse in Polarized Social Groups” (R&R AJS)

Green, P., Yeaton, M., Cormier, G., Yang, L., Srivastava, S.B. (2025) “Consonance Versus Dissonance: How Exposure to Unfamiliar Colleagues Within and Across Network Communities Affects Social Belonging and Network Change” (under review ASR)

Yeaton, M., Gregorich, G., M., Carlson, N.A., Wang, D. (2025) “True Believers and New Believers: The Impact of Tactic Efficacy Beliefs on Social Movement Diffusion”

Banerjee, M., Koçak, Ö., Yeaton, M. (2025) “Moving the Goalposts: Exposure to AI-made Products Changes Evaluation Criteria for Human-made Products”

Yeaton, M., Kogut, B. (2024) “The Organizational Ship of Theseus: Cultural Storage during Turnover in Polarized Social Groups”

## FELLOWSHIPS AND GRANTS

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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

Congressi Stefano Franscini (ETH) Conference Award 2019

Columbia Business School Graduate Research Fellowship, 2015-2020

## CONFERENCE PRESENTATIONS AND INVITED WORKSHOPS

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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 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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**Federal Reserve Bank of New York**  
Senior Research Analyst

July 2013 - July 2015  
*New York, NY*

**Columbia University**  
Research Assistant

September 2011 - May 2013  
*New York, NY*

**Federal Reserve Bank of New York**  
Summer Research Analyst

June 2012 - August 2012  
*New York, NY*

## **TEACHING**

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**Technology Strategy in the Age of Artificial Intelligence**  
MBA, MiM (CEMS, MSc in Strategic Management)

2022 - present