

MATTHEW R. YEATON

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ACADEMIC APPOINTMENTS

HEC Paris

Assistant Professor of Strategy

2021 - present

Jouy-en-Josas, France

Hi! Paris Center for AI in Society and Business

Chair Holder

2021 - present

Paris, France

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*. 131(6): 1397–1465.

WORKING PAPERS

Yeaton, M. "Network Integration and the Erosion of Cultural Differentiation: Evidence from Alt-Right Echo Chambers." (2nd Round Revise and Resubmit: *Management 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." (Revise and Resubmit: *American Journal of Sociology*)
—Finalist (2nd prize), Best Paper Award, 2025 Wharton People Analytics Conference

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. "Fusion and Fission: Anchoring, Contrast, and the Evolution of Political Categories." (Invited Submission: *Research in the Sociology of Organizations*)

Yeaton, M., Barrios, O., Huysentruyt, M., Durand R. "Heavy Pipes and Light Prisms: How Disclosure Reshapes Constraints in Socially Embedded Markets." (under review: *Academy of Management Journal*)

Yeaton, M., Gregorich, G., 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. "Network Fragility and De-Adoption Cascades: Evidence from the Memestock 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
Congressi Stefano Franscini (ETH) Conference Award 2019
Columbia Business School Graduate Research Fellowship, 2015-2020

CONFERENCE PRESENTATIONS AND INVITED WORKSHOPS

2026 Academy of Management Conference
2026 Nagymaros Conference
2026 Creative Industries Conference
2025 Paris Strategy Conference
2025 Nagymaros Conference
2025 EGOS Conference sub-theme: “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	July 2013 - July 2016
Senior Research Analyst	<i>New York, NY</i>
Federal Reserve Bank of New York	June 2012 - August 2012
Summer Research Analyst	<i>New York, NY</i>

TEACHING

Technology Strategy: Platforms and Artificial Intelligence	2022 - present
MBA, MiM (CEMS, MSc in Strategic Management)	
Computational Social Science for Management, Economics, and Sociology	2025 - present
Doctoral Short Course	

PROFESSIONAL SERVICE

HEC Paris
 External Seminar Coordinator, 2022-2026; MA Thesis Supervisor, 2024-2026; PhD Monitoring Committee, 2024-2026

Hi! Paris Center for AI in Society and Business
 Hi! Paris White Book 2021-2026; Hi! Paris Artificial Intelligence MOOC (joint with HEC Paris and IPP); Human-AI Collaboration Project; Scientific Committee: Hi! Paris Summer School

Ad Hoc Reviewer
Administrative Science Quarterly, Organization Science, Strategic Management Journal, Management Science, Social Forces, Strategy Science, Organization Studies