

## CURRICULUM VITAE - ELIZABETH G. PONTIKES

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Google Scholar Profile: <https://tinyurl.com/GScholarEGP>

### ACADEMIC POSITIONS

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University of California, Davis, Graduate School of Management  
2019 – present Associate Professor of Management

The University of Chicago Booth School of Business  
2012 – 2019 Associate Professor of Organizations and Strategy  
Associate Professor of Sociology (by courtesy)  
2008 – 2012 Assistant Professor of Organizations and Strategy

Kellogg School of Management, Northwestern University  
2018 – 2019 Visiting Associate Professor of Management & Organizations

### EDUCATION

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Stanford Graduate School of Business  
Ph.D. in Business Administration, 2008

Yale University  
Bachelor of Science in Physics, *magna cum laude* with distinction in physics, 1998  
*DeForest Pioneers prize for distinguished creative achievement in physics*  
*Saybrook College Banner Bearer*

### BOOKS

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Hannan, M, G. Le Mens, G. Hsu, B. Kovacs, G. Negro, L. Polos, E. Pontikes, and A. Sharkey  
(2019). *Concepts and Categories: Foundations for Cultural and Sociological Analysis*.  
Columbia University Press.

### JOURNAL PUBLICATIONS

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Pontikes, E.G. (forthcoming). “Category Innovation in the Software Industry: 1990 – 2002.”  
*Strategic Management Journal*.

Negro, G., M.L. Williams, E.G. Pontikes, and G. Lopiano (2021). “Destigmatization and Its  
Imbalanced Effects in Labor Markets.” *Management Science*, 67(12): 7291 – 7950.

McDonnell, M.H., K. Odziemkowska, and E.G. Pontikes (2021). “Bad Company: Shifts in  
Social Activists’ Tactics and Resources After Industry Crises.” *Organization Science*, 32(4):  
1033 – 1055.

Verhaal, J.C. and E.G. Pontikes (2021). “Shaping Cultural Meanings in Markets with Category  
Strategy and Optimal Distinctiveness: An Agency-Based Perspective.” in *Advances in  
Cultural Entrepreneurship (Research in the Sociology of Organizations)*, forthcoming). J.F.  
Soublière and Christi Lockwood (eds).

- Pontikes, E.G. and V. Rindova (2020). "Shaping Markets Through Temporal, Constructive, and Interactive Agency." *Strategy Science*, 5(3): 149 – 159.
- Pontikes, E.G. (2018). "Category Strategy for Firm Advantage." *Strategy Science*, 3: 620-631.
- Pontikes, E.G. and W.P. Barnett (2017). "The Non-Consensus Entrepreneur: Organizational Responses to Vital Events." *Administrative Science Quarterly*, 62: 140 – 178.
- Pontikes, E.G. and R. Kim (2017). "Strategic Categorization." in *From Categories to Categorization: Studies in Sociology, Organizations and Strategy at the Crossroads (Research in the Sociology of Organizations, Volume 51)*. Durand, R., N. Granqvist, and A. Tyllström (eds), Emerald Publishing Limited, pp. 71-111.
- Pontikes, E.G. and W.P. Barnett (2017). "The Coevolution of Organizational Knowledge and Market Technology." *Strategy Science*, 2: 64 – 82.
- Pontikes, E.G. and W.P. Barnett (2015). "The Persistence of Lenient Market Categories." *Organization Science*, 26: 1415 – 1431.
- Pontikes, E.G. (2015). "Social Classification," in *Emerging Trends in the Social and Behavioral Sciences* (eds.) Robert Scott and Stephen Kosslyn, Hoboken, NJ: John Wiley and Sons.
- Pontikes, E.G. and M.T. Hannan (2014). "An Ecology of Social Categories." *Sociological Science*, 1: 311 – 343.
- Pontikes, E.G. (2012). "Two Sides of the Same Coin: How Ambiguous Classification Affects Multiple Audiences' Evaluations." *Administrative Science Quarterly*, 57: 81 – 118.
- Pontikes, E.G., G. Negro and H. Rao (2010). "Stained Red: A Study of Stigma by Association to Blacklisted Artists during the 'Red Scare in Hollywood, 1945-1960.'" *American Sociological Review*, 75: 456 – 478.
- Barnett, W.P. and E.G. Pontikes (2008). "The Red Queen, Success Bias, and Organizational Inertia." *Management Science*, 54: 1237 – 1251.
- Barnett, W. P. and E.G. Pontikes (2005). "The Red Queen: History-Dependent Competition Among Organizations." *Research in Organizational Behavior*. Staw, B. & Kramer, R.M. (eds.) Jai Press.

## WORKING PAPERS

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- Sharkey, A., E.G. Pontikes, and G. Hsu. "Minding the Gap?: Employee-driven Reputational Pressures in the Wake of Mandated Pay Gap Transparency." 2<sup>nd</sup> R&R requested from *Administrative Science Quarterly*.
- Pontikes, E.G. and H. Rao. "Product Meaning, Involvement, and Specialist Advantage: Evidence from Two Experiments."
- Pontikes, E.G. and A. Sharkey. "Competitive and Descriptive Market Definitions: Effects on Firm Value."
- Pontikes, E.G. "The Categorical Basis of Combination. A Theory and Two Empirical Tests."

“Why do Scientists Disagree?” With Gary Lupyan, James Evans, and Justin Sulik.

## TEACHING

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University of California, Davis, Graduate School of Management

Organizational Strategy and Structure (2019 - )

Strategic Thinking (2021 - ), in partnership with the Graduate School of Nursing for their Fellowship Program.

Kellogg School of Management, Northwestern University

Corporate Entrepreneurship: Organization Design for Disruption (2019)

Leadership in Organizations (2018 - 2019)

The University of Chicago Booth School of Business

Strategy and Structure (2008 – 2018)

Stanford Graduate School of Business

Norms and Culture, Stanford Graduate School of Business Alumni Study Group (2005)

## CASES

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Dandelion Chocolate (2015). University of Chicago Booth School of Business.

## HONORS, GRANTS, AND AWARDS

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Outstanding reviewer award, *Organization Science*, 2015 - 2016

William S. Fishman Faculty Scholar, University of Chicago Booth, 2015 – 2017

Initiative on Global Markets Research Grant, University of Chicago Booth, 2015 – 2016

Metaknowledge Research Grant, University of Chicago, 2014 - 2016

Neubauer Family Faculty Fellow, University of Chicago Booth, 2012 – 2013

Charles E. Merrill Faculty Scholar, University of Chicago Booth, 2010 – 2012

Polsky Center Research Grants, University of Chicago Booth, 2010 – 2012

William H. Newman award for outstanding dissertation, Academy of Management, 2008

Louis R. Pondy Award for best paper based on a dissertation, Organization and Management Theory division of the Academy of Management, 2008

Academy of Management Doctoral Consortium, 2007

High Honors, Organizational Behavior Field Exam, Stanford Graduate School of Business, 2004

Fellowships, Stanford Graduate School of Business, 2003 - 2008

*Magna cum laude* with distinction in physics, Yale University, 1998

DeForest Pioneers prize for achievement in physics, Yale University, 1998

Saybrook College Banner Bearer, Yale University, 1998

## SERVICE

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### Editorial:

*Management Science* Associate Editor (2020 - )  
*Strategy Science* Senior Editor (2020 - ); Contributing Editor (2018 - 2020);  
*Administrative Science Quarterly* Editorial Board (2022 - )  
*Academy of Management Review* Editorial Board (2017 - )  
*Organization Science* Editorial Board (2016 - )  
*Strategy Science* Editorial Board (2014 – 2018)

### University of California, Davis, Graduate School of Management:

Faculty Executive Committee member (2021-2022)

#### Diversity Committee:

Chair (2020 – 2021)

- Instituted the first DBE&I training for faculty, a Learning Experience attended by 25 faculty members.
- Developed a deferred enrollment plan aimed at increasing diversity and inclusion in our student body.
- Creating a diversity packet for faculty to promote practices for enhancing inclusion and belonging in the classroom, including cases with representation, community standards, and suggestions for group formation.

Member (2019 – 2020; 2021-2022)

- Led a study to investigate our application pipeline to identify areas where we can increase student diversity. Recommended an overhaul to our tracking system.
- Co-developed a name pronunciation project to facilitate faculty and students ability to learn the proper pronunciation of names.

### University of Chicago Booth School of business:

Organizations and Markets Workshop (various quarters, 2008 – 2017)

Founded and co-organized the seminal Junior Org Theory Conference (2013)

## MEDIA COVERAGE

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2021 Best & Brightest MBAs: Samantha Brill, U.C.-Davis. Poets & Quants. Recognized as favorite MBA professor.

The Advantage of Entering a Not-So-Hot Market. MIT Sloan Management Review. April 2017.

Little Chocolate's Big Moment. Bloomberg. February 2017.

Entrepreneurs: Bucking the Trend Pays Off. Chicago Booth Review. February 2016.

Entrepreneurs Follow Your Own Market. Interview on The Opening Bell. October 2016.

Why You Should Follow Your Instincts to Do Something Different. Entrepreneur.com. September 2016.

Entrepreneurs Avoiding Consensus Likely to Stay in Market: Study. Business Standard. September 2016. Also available at The Economic Times, India Retailing, and The Statesman.

“Finding the Next Billion-dollar Company. Want to spot a unicorn? Look for the horse running against the herd.” *Insights by Stanford Business*. April, 2016.

“Million Dollar D.” *Chicago Business*. October 2013.

BBC Radio, Interview on Thinking Allowed. October 11, 2010. Discussed findings from “Stained Red” regarding stigma by mere association during the Red Scare in Hollywood.

*Software Magazine*. Column on Market Position:

“Creating a Sector,” Spring 2011.

“Finding the Right Sector,” Spring 2012.

*Capital Ideas*, Chicago Booth. October 2009. Feature on “Fitting in or Starting New.”

*Portfolio.com*. October 16, 2009. Feature on “Fitting in or Starting New.”

#### ACADEMIC PRESENTATIONS

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Academy of Management Annual Conference (2020), Virtual. Symposium: Cultural Entrepreneurship Within, Outside, Between and Across Categories. Discussant.

University of California, Berkeley (2020). Presented “Product Meaning, Involvement, and Specialist Advantage: Evidence from Two Experiments.”

Stanford, GSB (2019). Presented “Competitive and Descriptive Market Definitions: Effects on Firm Value.”

University of California, Davis (2019). Presented “Competitive and Descriptive Market Definitions: Effects on Firm Value.”

University of Michigan, Strategy (2018). Presented “Competitive and Descriptive Market Definitions: Effects on Firm Value.”

UCSB, Technology Management (2018). Presented “Competitive and Descriptive Market Definitions: Effects on Firm Value.”

UC Irvine, Organization and Management (2018). Presented “Competitive and Descriptive Market Definitions: Effects on Firm Value.”

Washington University, Olin (2018). Presented “Competitive and Descriptive Market Definitions: Effects on Firm Value.”

University of Oregon, Lundquist (2018). Presented “Competitive and Descriptive Market Definitions: Effects on Firm Value.”

Economic Sociology Conference (2018). Presented “Bad Company: Tactics, Stigma, and Shifts in Support for Environmental SMOs after the BP Oil Spill.”

Academy of Management Annual Conference (2018), Chicago, IL. PDW: Lean Start-Ups and Innovation Strategy. Presenter.

Academy of Management Annual Conference (2018), Chicago, IL. Symposium: Understanding Intra and Inter-Industry Heterogeneity. Presenter.

Strategy Science Conference (2018). Presented “Category Strategy for Firm Advantage.”

Academy of Management Annual Conference (2017), Atlanta, GA. Presented “Construing Novelty: Category Boundaries and Venture Capital Investment in Recombination.”

Annual Meeting of Organizational Ecologists, Madrid, Spain (2017). Presented: McDonnell, M and Pontikes, E.G. “Bad Company: Tactics, Stigma, and Shifts in Support for Environmental SMOs after the BP Oil Spill.”

Harvard Business School (2017). Presented “Concept Innovation in the Software Industry: 1990 - 2002.”

Kellogg School of Management, Northwestern University (2017). Presented “Construing Novelty: Category Boundaries and Venture Capital Investment in Entrepreneurs’ Recombination.”

Olin Business School, Washington University (2017). Presented “Concept Innovation in the Software Industry: 1990 - 2002.”

Rotman School of Management, University of Toronto (2017). Presented “Construing Novelty: Category Boundaries and Venture Capital Investment in Entrepreneurs’ Recombination.”

London Business School (2017). Presented “Construing Novelty: Category Boundaries and Venture Capital Investment in Entrepreneurs’ Recombination.”

Tuck School of Business, Dartmouth College (2017). Presented “Construing Novelty: Category Boundaries and Venture Capital Investment in Entrepreneurs’ Recombination.”

Stanford Graduate School of Business, Evolutionary Perspectives on Strategy (2016). Invited to present “The Coevolution of Organizational Knowledge and Technology” (with W. Barnett).

Harvard Business School (2015). Presented “Perspectives on Recombination.”

Boston University Questrom School of Business (2015). Presented “Perspectives on Recombination.”

MIT Economic Sociology Conference (2015). Discussant on sociology of entrepreneurship.

Academy of Management Annual Conference (2015), Vancouver, BC. Symposium: Breathing Life into Technology. Presenter.

Academy of Management Annual Conference (2015), Vancouver, BC. Author on paper “Destigmatization improves hiring and liking for the stigmatized more than for their mere associates.”

Academy of Management Annual Conference (2015), Vancouver, BC. PDW: The Social Construction of Markets. Presenter.

Academy of Management Annual Conference (2015), Vancouver, BC. Symposium: Unpacking Reputation: Benefits, Burdens, and Contingencies. Author on paper presented.

Eighteenth Annual Meeting of Organizational Ecologists, Istanbul, Turkey (2015). Presented: Negro, G., Williams, M. and Pontikes, E.G. Observational and Experimental Evidence of Imbalance in Destigmatization.

Columbia, NYU and Princeton: Text Analysis Conference II. Presented: “Identity in Rap Music: A Textual Analysis” (with D. Phillips and G. Negro).

Academy of Management Annual Conference (2014), Philadelphia, Pennsylvania. PDW: From Stable and Static Categories to a Dynamic View on Categories and Categorization. Presenter.

Academy of Management Annual Conference (2014), Philadelphia, Pennsylvania. Symposium: Industry Evolution Revisited. Presenter. Awarded Best Symposium by the OMT division.

Academy of Management Annual Conference (2014), Philadelphia, Pennsylvania. PDW: From Revisiting the Product Ontology. Presenter.

Academy of Management Annual Conference (2014), Philadelphia, Pennsylvania. Symposium: Product Demography in Management and Organization Theory. Presenter.

Seventeenth Annual Meeting of Organizational Ecologists, Barcelona, Spain (2014). Presented: Pontikes, E.G. Perspectives on Recombination.

Georgetown University (2014). Presented: Presented: Pontikes, E.G. Perspectives on Recombination.

Smith Entrepreneurship Conference, College Park, Maryland (2014). Presented: Pontikes, E.G. Perspectives on Recombination.

American Sociological Association, New York, New York (2013). Paper Presentation: Pontikes E.G. and W.P. Barnett. The Persistence of Lenient Market Categories.

American Sociological Association, New York, New York (2013). Round Table: Pontikes E.G. and M.T. Hannan. An Ecology of Market Categories.

Sixteenth Annual Meeting of Organizational Ecologists, Budapest, Hungary (2013). Presented: Pontikes, E.G. Mediators and Market Evolution.

Academy of Management Annual Conference, Boston, Massachusetts (2012). Presented: Pontikes, E.G. and W.P. Barnett. Organizational Knowledge and Technological Change.

Fifteenth Annual Meeting of Organizational Ecologists, Copenhagen, Denmark (2012). Presented: Pontikes, E.G. and W.P. Barnett. The Persistence of Lenient Market Spaces.

Academy of Management Annual Conference, San Antonio, Texas, Professional Development Workshop (2011). Presented: Pontikes, E.G. and W.P. Barnett. Entry Selection into Ambiguous Market Spaces.

University of Chicago Booth School of Business, Organizations and Markets workshop (2010). Presented: Pontikes, E.G. Organizational Entry and the Persistence of Ambiguous Market Spaces.

Harvard Business School (2010). Presented: Pontikes, E.G. Two Sides of the Same Coin: How Category Ambiguity Affects Multiple Audience Evaluations.

Hass School of Business, University of California Berkeley (2010). Presented: Pontikes, E.G. Two Sides of the Same Coin: How Category Ambiguity Affects Multiple Audience Evaluations

Academy of Management Annual Conference, Montreal, Quebec (2010). Presented: Pontikes, E.G. Two Sides of the Same Coin: How Category Ambiguity Affects Multiple Audience Evaluations.

Thirteenth Annual Meeting of Organizational Ecologists, Helsinki, Finland (2010). Presented: Pontikes, E.G. and W.P. Barnett. Exuberance and Hesitation Following Iconic Events: Why Nonconformity Pays after Salient Successes and Failures.

Princeton University, Center for the Study of Social Organization (2010). Presented: Two Sides of the Same Coin: How Category Ambiguity Affects Multiple Audience Evaluations.

University of Michigan Ross School of Business (2009). Presented: Two Sides of the Same Coin: How Category Ambiguity Affects Multiple Audience Evaluations.

Twelfth Annual Meeting of Organizational Ecologists, Vienna, Italy (2008). Presented: Pontikes, E.G.. Two Sides of the Same Coin: How Category Ambiguity Affects Multiple Audience Evaluations.

Academy of Management Annual Conference, Chicago, Illinois (2009). Presented: Pontikes, E.G., Knowledge Cohesion and Category Growth.

Northwestern University Kellogg School of Management (2008). Presented: Fitting in or Starting New? An Analysis of Invention, Constraint, and the Emergence of New Categories in the Software Industry.

MIT Harvard Economic Sociology Seminar (2008). Presented: Fitting in or Starting New? An Analysis of Invention, Constraint, and the Emergence of New Categories in the Software Industry.

Eleventh Annual Meeting of Organizational Ecologists, Antwerp, Belgium (2008). Pontikes, E.G. Knowledge Cohesion and Category Growth.

Academy of Management Annual Conference, Anaheim, California (2008). Presented: Pontikes, E.G. Fitting in or Starting New? An Analysis of Invention, Constraint, and the Emergence of New Categories in the Software Industry.

Academy of Management Annual Conference, Anaheim, California (2008). Presented: Pontikes, E.G. & Barnett, W.P., Stigma and Halo Following Iconic Events: Why Nonconformity Pays after Salient Successes and Failures.

Academy of Management Annual Conference, Philadelphia Pennsylvania (2007). Presented: Pontikes, E.G., Knowledge sharing or competition? How knowledge space crowding affects knowledge progress and market survival.

Academy of Management Annual Conference, Philadelphia Pennsylvania (2007). Presented: Pontikes, E.G, G. Negro & H. Rao. Negative Categories and the Transmission of Stigma.

Academy of Management Annual Conference, Philadelphia Pennsylvania (2007). Presented: Pontikes, E.G. & W.P. Barnett. How Adaptive is R&D? Cumulative Research and Technical Change in Organizational Communities.

Tenth Annual Meeting of Organizational Ecologists. Istanbul, Turkey (2007). Presented: Pontikes, E.G. Knowledge sharing or competition? How knowledge space crowding affects knowledge progress and market survival.

Academy of Management Annual Conference, Atlanta, Georgia, PDW for Ecology and Technology (2006). Presented: Pontikes, E.G. & Barnett, W.P.. Technical Change Among Organizational Communities.

Academy of Management Annual Conference, Atlanta, Georgia (2006). Presented: Pontikes, E.G. Learning from Others: How Knowledge Crowding Exacerbates the Effects of Organizational Inertia.

Ninth Annual Meeting of Organizational Ecologists, Sintra, Portugal (2006). Presented: Pontikes, E.G. & Barnett, W.P. A Community Perspective on Organizational Innovation.



Harvard Business School Strategic Management Conference (2005). Presented: Barnett, W.P. & Pontikes, E.G., The Red Queen, Success Bias, and Organizational Inertia

Eighth Organizational Ecology Conference, University of Durham, England (2005). Presented: Pontikes, E.G., Market Position and Innovative Potential: A Study of how Knowledge Misalignment affects Organizational Survival.

Academy of Management Annual Conference, Honolulu, Hawaii. Presented: Barnett, W.P. & Pontikes, E.G. (2005). The Red Queen, Success Bias, and Organizational Inertia.

Academy of Management Annual Conference, Honolulu, Hawaii (2005). Symposium chair, "Organizational Identity: Meanings, Constraints, Sanctions and Consequences."

#### NON-ACADEMIC EMPLOYMENT

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Director of Solution Engineering, 2001 – 2003  
Coremetrics, Inc., Burlingame, California (acquired by IBM)

Program Manager, 1998 – 2001  
MicroStrategy, Inc., Vienna, Virginia