

## MITALI BANERJEE

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[mitalibanerjee.com](http://mitalibanerjee.com)

### EMPLOYMENT

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Aug 2023 - **McGill University, Strategy & Organizations Area, Montreal, Canada**  
Assistant Professor

Sep 2016-July 2023 **HEC Paris, Strategy and Business Policy Division, France**  
Assistant Professor

### EDUCATION

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May 2017 **Columbia Business School, New York, NY**  
PhD, Management Division  
Dissertation Committee: Damon J. Phillips (chair), Paul Ingram, Dan Wang, Sheena Iyengar and Peter Bearman

May 2013 **Columbia University, Columbia Business School, New York, NY**  
MPhil, Management

May 2003 **University of Rochester, Rochester NY**  
Bachelor of Science in Mathematics, *summa cum laude*  
Bachelor of Arts in Economics, *summa cum laude*

### RESEARCH INTERESTS

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My research combines computational tools with unique empirical contexts such as modern art, jazz and the executive search market to study how social structure and differentiation shape valuation in creative and managerial contexts.

### RESEARCH

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#### PUBLISHED PAPERS

[“Distinctive from What? And for Whom?” Deep Learning-Based Product Distinctiveness, Social Structure, and Third-Party Certifications](#), with Benjamin Cole & Paul Ingram, (August 2023, *Academy of Management Journal*)

[The Fragility of Artists' Reputation 1795-2020](#), with Letian Zhang, Shinan Wang & Zhoqiao Hong (August 2023, *PNAS*)

#### WORKING PAPERS

[Paper on using computer vision to study creative Ideas] with Daniel Kaplan (under review at *Academy of Management Journal*)

[Who Represents Jazz? Categorical Exemplars and the False dichotomy of Intra-Professional Purity and Extra Professional Engagement](#), with Damon J. Phillips, (under preparation for submission to *Organization Science*)

[Fame as an Illusion of Creativity: Evidence from the Pioneers of Abstract Art](#) with Paul Ingram, (*Reject & Resubmit, American Journal of Sociology*).

### HONORS & AWARDS

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Qatar Foundation Grant: EUR 6000.00

Labex Ecodec Grant from French National Agency on AI & Machine Learning (2018-20): EUR 18,920.00

Columbia Business School CIBER Summer Research Grant (2013)

Phi Beta Kappa (Junior Year)

Rush Rhees Scholarship (1998-2002)

John Dows Mairs Prize for overall excellence in Economics as a junior

### SELECTED SEMINAR PRESENTATIONS

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Jan 2023 Oxford Saïd, Deferred

Nov 2022 McGill Desautels Strategy & Organizations, Area

Feb 2022 INSEAD Organizational Behavior Group

Jan 2020 Carnegie Melon, Tepper School of Business  
Jan 2020 University of Pittsburgh, Joseph M. Katz Graduate School of Business  
Jan. 2019 Boston University, Questrom School of Business, Strategy & Innovation Group  
Dec 2018. Cornell SC Johnson College of Business, Strategy Area  
Dec 2018 ESMT Berlin, Management Area  
Nov 2018 Yale School of Management, Organization Behavior Group

#### **CONFERENCE PRESENTATIONS SINCE 2017**

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Sep 2023 Panelist for SMS Strategies in Creative Industries  
August 2023 Panelist for AOM PDW: Qualitative and Quantitative Analysis of Visual Data  
Panelist for AOM PDW: Optimal Distinctiveness Panel  
July 2023 Co-convenor and presenter for EGOS sub-theme: Computational Approaches to Culture & Creativity  
Aug 2022 AOM PDW on Computational Approaches to Studying Culture  
Aug 2021/22 AOM PDW: Culture & Tech: Building Bridges across Entrepreneurship & Innovation Research Contexts  
May 2022 Creative Industries Conference, Amsterdam  
Aug 2019/20 /21 AOM 2019 PDW & Symposium on Computational Approaches to Studying Culture.  
Dec 2019/Jan 2021 Artificial Intelligence/Machine Learning Conference, Hyderabad, India  
Jan 2020/2019 Berkeley Haas Culture Conference  
Aug 2018 AOM OMT Junior Faculty Consortium 2018  
April 2017 Academy of Management Big Data Conference, Surrey, UK  
Jan 2017 IOBC-Creativity Conference, Tel Aviv Israel.  
Aug 2017 ASA Annual Conference, Montreal Canada

#### **OTHER PRESENTATIONS**

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Sep 2022: Hi!Paris Computer Vision Roundtable  
May 2022: Success in the Art Market, HEC UK Art Club, HEC Paris Alumni  
Dec 2021: [Art Networks](#), Panel Discussion with Albert-László Barabási, Viola Lukács and Maximilian Schich

#### **TEACHING EXPERIENCE**

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##### **HEC Paris**

Image Recognition Using Deep Learning, Hi!Paris (Summer Workshop 2022 & 2021)  
Strategic Challenges in Creative Industries (MBA & MSc in Strategy Specialization, 2020-22)  
Core Strategy (MiM, Grand École, 2016-2018)  
Foundations of Strategy- (PhD) (2017-2022)  
GlobStrat Challenges - (Grande École, Master's Students)- Instructor & Co-Coordinator (2016-2022)  
CARS Strategy Implementation -Grande École, Master's Students & Executive Education (2020-2022)  
Strategic Challenges in Creative Industries: (Custom Entrepreneurship Program, 2020-2021)

#### **SERVICE**

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Editorial Review Board: *Academy of Management Discoveries*  
Advisory Board Member: *Berkeley Haas Culture Initiative*  
Reviewer for *Administrative Science Quarterly*, *Information Systems Research*, *Journal of International Business, Management Science*, *Organization Science*, *Strategic Management Journal*

Co-Organizer of EGOS Colloquium 2023: [Computational Approaches to Culture and Creativity: Advancing Theories of Organizations and Markets](#)

Organizer of Annual AOM PDW on Computational Approaches to Organizations & Markets (2019-2022)

Co-Organizer of Annual AOM PDW on Culture & Technology (2021-2023)

Organizer of Conference on [AI, Robotics and Work](#), HEC Paris' 4<sup>th</sup> Annual Conference

2023- Analytics, Advanced Digital Technologies and AI Initiative committee member at McGill Desautels

2016-2019 Co-organizer of departmental seminar series

HEC Paris' Representative for Women's Forum Daring Circle: Women & AI

#### **OTHER WORK EXPERIENCE**

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2005-2007 **Harvard Business School, Boston, MA**

### **Research Associate**

Developed teaching materials for Professors Dennis Yao & Elon Kolhberg. Research focused on topics in game theory, probability theory, competitive dynamics and industry-self regulation. Researched and analyzed field literature, developed Excel-based simulations for probability problems and theories, wrote and edited case studies and teaching notes

### **INDUSTRY EXPERIENCE**

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- 2009            **MSP Associates, New Delhi, India**  
**Associate**  
Advised companies in India on restructuring and cross border capital raising transaction
- 2008            **Jordan Edminston Group, Inc, New York, NY**  
**Analyst – Media & Information Investment Banking (M&A)**
- 2003-2007      **Dirac LLC, Rochester, NY**  
**Founder & Director**  
Founded Dirac as an investment advisory company to help firms based in India to raise capital in the US market.

### **OTHER**

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- PRESS**        “[Art Networks](#)”, BarabásiLabs & ZKM, Dec 2021  
                  “[Artistic Differentiation and Fame](#)”, Machine & Masterpieces Podcast with Christophe Spaenjers, Oct 2021  
                  “[Cliques & Cosmopolitans: How do Social Networks Shape Innovators’ Fame](#)”, Knowledge@HEC, July 2020  
                  “Can Algorithms Measure Creativity?” in *Analytics in the Era of Big Data*, Knowledge@HEC, April 2017 (top 5 tweeted articles on #HECParis ExecEd )  
                  “[Fame is Based More on the Company You Keep Than Your Creativity](#)” in *PRN Newswire*, March 2019  
                  “[Artists Become Famous Through Their Friends](#)” on *Artsy.net*, Feb 2019

**LANGUAGES**    Fluent in English, Bengali and Hindi  
                  Basic French

**PROGRAMMING & STATISTICAL SOFTWARE**  
                  PYTHON, R, STATA