

AMANDINE ODY-BRASIER

McGill University, Desautels Faculty of Management
1001 Sherbrooke Street West, Montreal, QC H3A 1G5

POSITIONS

McGill Desautels Faculty of Management,*Organizational Behavior*

Associate Professor (with tenure), Cleghorn Faculty Scholar 2022–

Yale School of Management,*Organizational Behavior*

Associate Professor 2019–2022

Maternity Leaves 2014–15, 2017–18

Assistant Professor 2012–2019

Visiting positions**Bocconi University, Management and Technology**

Nov–Dec 2021

INSEAD (Fontainebleau), Organizational Behavior

Sept–Oct 2021

EDUCATION

London Business School (U.K.)

PhD Strategy & Entrepreneurship

2007–2012

HEC Montreal (Canada)

MSc Administration – MSc Honor Roll

2002–2004

Institut d'Études Politiques (France)

MA Political Science – with Distinction

1998–2002

PUBLICATIONS

Ody-Brasier A. and Sharkey A. (2023) “Accounting for negative attention: Status and costs in the market for audit services.”

Organization Science, articles in advance (<https://doi.org/10.1287/orsc.2021.15814>)

Cohen-Mohliker A. and Ody-Brasier A. (2022) “Religious affiliation and wrongdoing: Evidence from U.S. nursing homes.”

Management Science, 69(1): 533–554.

Ody-Brasier A. (2022) “The price of belonging: price setting in the market for Champagne grapes.”

Organization Science, 34(1): 51–74.

Doering L. and Ody-Brasier A. (2021) “Time and punishment: Sanctioning in Colombian microsavings groups.”

American Journal of Sociology, 127(2): 441–491.

2023 Outstanding Recent Contribution in Social Psychology Award

Ody-Brasier A. and Vermeulen F. (2020). “Who gets punished most for trying to change the status quo?”

Academy of Management Journal, 63(5): 1621–1651.

Ody-Brasier A. and Sharkey A. (2019). “Under pressure: Reputation, ratings, and inaccurate self-reporting in the nursing home industry.”
Strategic Management Journal, 40(10): 1517–1544.

Ody-Brasier A. and Fernandez-Mateo I. (2017). “When being in the minority pays off: Relations among sellers and price setting in the Champagne industry.”
American Sociological Review, 82(1): 147–178.
2015 Academy of Management Best Papers Proceedings.

Ody-Brasier A. and Vermeulen F. (2014). “The Price you pay: Price-setting as a response to norm violations in the market for Champagne grapes.”
Administrative Science Quarterly, 59(1): 109–144.

WORKING PAPERS

“Deviance as a means to build a legitimate career: Evidence from the Electronic and Dance Music community.”
(with Xu Li).
2022 OMT Best International Paper Award; 2022 Carolyn B. Dexter Award Finalist
Revise & Resubmit (2nd round) at *Administrative Science Quarterly*.

“The effect of supervision on abuse prevention.” (with Yijia Ding, Freek Vermeulen, and Yajing Zhu).
In preparation for submission.

RESEARCH IN PROGRESS

“Pricing in the arts market.” (with Marina Gertsberg and Victoria Sevchenko).
Data collection in progress.

“Relations and pricing in the French real estate market.”
Data cleaning in progress.

OTHER PUBLICATIONS, AWARDS, AND MEDIA COVERAGE

McGill Desautels Cleghorn Faculty Scholar Award (2022–2025).

Doering L. and Ody-Brasier A. (2022).
[The Conversation](#)

Cohen-Mohliiver A. and Ody-Brasier A. (2022).
[Yale Insights](#)

Ody-Brasier A. and Vermeulen F. (2020).
[Harvard Business Review, digital article](#); [Yale Insights](#)

Ody-Brasier A. (2018). “Not the usual suspects: Default expectations and the strategic use of categories.”
Research in the Sociology of Organizations, 55: 237–270.

Ody-Brasier A. and Fernandez-Mateo I. (2017).
[Harvard Business Review, digital article](#); [Washington Post](#); [Quartz](#); [Smart Company](#)

Ody-Brasier A. (2015). “Re-Imagining Economic Sociology. By Patrik Aspers and Nigel Dodd.”
Journal of Economic Literature, 54: 953–955.

Ody-Brasier A. and Vermeulen F. (2014).
[The Guardian](#)

TEACHING ACTIVITIES

Undergraduate , McGill Desautels Introduction to Organizational Behavior – Core	Winter 2023; Fall 2023
PhD , Yale School of Management - Organizations and the Environment - Pre-seminar	Fall 2020 Fall 2019
MBA , Yale School of Management - Innovator’s Perspective – Core - Strategic Management – Elective	Spring 2015–Spring 2022 Spring 2013, Fall 2014
EMBA , Yale School of Management Innovator’s Perspective – Core	2017, 2020–2022
Executive Education , London Business School Tutoring – IBM Strategic Conversations Program	2011
Masters Management , London Business School Seminar teaching – Strategic Analysis	2010

INVITED PRESENTATIONS

Feb. 2024	Seminar – Columbia Business School – Columbia University
May 2022	Seminar – Rotman School of Management – University of Toronto
February 2022	Seminar – Gies College of Business – University of Illinois Urbana-Champaign
October 2021	Seminar – INSEAD
June 2021	Authenticity Seminar Series – MIT Sloan School of Management
May 2021	Seminar – SIE Seminar Series
March 2021	Seminar – Olin Business School – Washington University in St. Louis
June 2020	Seminar – Copenhagen Business School
June 2020	Seminar – EM Lyon
March 2020	Seminar – London Business School
October 2019	Junior Organization Theory Workshop – McGill Desautels
Sept. 2019	Economic Sociology Conference – Emory University
June 2018	Sumantra Ghoshal Conference, London Business School
February 2018	Seminar – University of California Berkeley, Haas School of Business
February 2018	Seminar – Stanford University, Graduate School of Business
October 2017	People and Organizations Conference – Wharton School, University of Pennsylvania
October 2017	Seminar – University of California Riverside, SoBA
August 2017	Academy of Management Annual Meeting (Atlanta, GA)
June 2017	Organizational Ecology Workshop (Madrid, Spain)
May 2017	Seminar – KEDGE Business School
February 2017	Seminar – HEC Paris, Strategy and Business Policy Group
Nov. 2016	Informa College of Organization Science Conference (Nashville, TN)
Nov. 2016	Junior Organization Theory Workshop – Tepper Business School, Carnegie Mellon University
October 2016	Duke Strategy Conference – Fuqua School of Business, Duke University
October 2016	Economic Sociology Conference – Kellogg School of Management, Northwestern University
July 2016	Creative Industries Conference – Edinburgh Business School
June 2016	DRUID Annual Meeting (Copenhagen, Denmark)
February 2016	Seminar – MIT Sloan School of Management, Economic Sociology

February 2016	Informs Winter Conference (Park City, UT)
August 2015	American Sociological Association Annual Meeting (Chicago, IL)
August 2015	Academy of Management Annual Meeting (Vancouver, Canada)
Nov. 2014	Junior Organization Theory Workshop (Berkeley CA)
October 2014	People and Organizations Conference – Wharton School, University of Pennsylvania
March 2014	Seminar – Università della Svizzera Italiana, Organizations and Markets
March 2014	Strategic Management Society Special Conference (Tel Aviv, Israel)
February 2014	Seminar – Melbourne Business School, Strategy
December 2013	Harvard Business School, Strategy Research Conference
August 2011	Academy of Management Annual Meeting (San Antonio, TX)
May 2011	Annual Transatlantic Doctoral Conference (London, UK)
April 2011	Seminar – ESSEC Business School, Management
April 2011	CCC Doctoral Conference – MIT Sloan School of Management
March 2011	Seminar – Rotterdam School of Management, Strategic Management and Entrepreneurship
March 2011	Seminar – Cass Business School, City University of London, Strategy
Sept. 2010	Strategic Management Annual Meeting (Rome, Italy)
May 2010	Annual Transatlantic Doctoral Conference (London, UK)
October 2009	Strategic Management Annual Meeting (Washington, DC)
May 2009	Annual Transatlantic Doctoral Conference (London, UK)

TEACHING CASES

2011. Desso A: Taking on the sustainability challenge & Desso B: Moving Forward. London Business School case 11–030, ECCH Case No. 711–050–1, <https://casecent.re/p/103990> (with Ioannis Ioannou)

2007. Hornby Plc: Building communities. London Business School case 11-019, ECCH Case No. 307–147–, <https://casecent.re/p/72399> (with Freek Vermeulen)

2007. Intel A: Exploration & Intel B: Exploitation. London Business School case 11–017 (with Freek Vermeulen)

PROFESSIONAL SERVICES & OTHER AFFILIATIONS

Senior Editor–Organization Science (2023–)

STR Dissertation Consortium Mentor, *Academy of Management* meeting (2023)

Desautels Faculty of Management

Teaching Merit Committee (2023–2004); Masters Programs Committee (2022–); Laidley Centre for Business Ethics (2022); OB faculty search committee (2022–)

OMT Doctoral Consortium Mentor, *Academy of Management* meetings (2021, 2020)

Ad hoc reviewer for *Administrative Science Quarterly*, *American Journal of Sociology*, *Academy of Management Journal*, *American Sociological Review*, *Management Science*, *Organization Science*, *Socio-Economic Review*, *Strategic Management Journal*

Yale School of Management

OB faculty search committee (2012–2021); OB Ph.D. qualifying committee (2012–2021)

Co-organizer, 2017 Junior OT Workshop (September 22–23, Yale SOM)

Co-organizer, 2017 Creative Industries Conference (August 1–2, NYU)

Design & Innovation lecture during Global Network Week at Yale SOM (March 2017)