

## GIACOMO NEGRO

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Goizueta Business School  
Emory University  
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## EMPLOYMENT

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- 2017– Professor of Management and Organization, Goizueta Business School, and Professor of Sociology (by courtesy), College of Arts and Sciences, Emory University.
- 2013–2017 Associate Professor of Management and Organization (with tenure), and Goizueta Term Chair, Goizueta Business School, Emory University.  
Associate Professor of Sociology (by courtesy), Emory College of Arts and Sciences.
- 2008–2012 Associate Professor of Management and Organization, Goizueta Business School, Emory University.
- 2007–2008 Senior Lecturer of Strategy, Durham Business School, Durham University.
- 2006–2007 Assistant Professor of Strategy, Università Commerciale L. Bocconi, Milan.
- 2005–2006 Post-Doctoral Researcher, Università Commerciale L. Bocconi, Milan.

## EDUCATION

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- Dec 2004 Università Commerciale L. Bocconi, Milan, Italy. *Ph.D. in Management*.
- Apr 1998 Università Commerciale L. Bocconi, Milan, Italy. *Laurea cum laude in Economia*.
- Jul 1993 Liceo Scientifico G. Saccheri, Sanremo, Italy. *Scientific Diploma with honors*.

## OTHER ACADEMIC EXPERIENCE

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- 2014 Fellow, Nuffield College, Oxford.
- 2008– Fellow, Center for Research on Management and CRIORA, Università Commerciale L. Bocconi, Milan.
- 2006–07 Visiting Scholar, Stanford Graduate School of Business, Stanford University.
- 2005–06 Visiting Scholar, Anderson Graduate School of Management, UCLA.

## PUBLISHED WORK

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### BOOKS

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

Negro, G. and F. Perretti. 2003. *Economia del Cinema. Principi Economici e Variabili Strategiche nel Settore Cinematografico (The Economics of The Film Industry)*. In Italian. Milano: Etas Libri.

## EDITED BOOKS

Hsu, G., G. Negro and Ö. Koçak, editors. 2010. *Categories in Markets: Origins and Evolution. Research in the Sociology of Organizations* 31. Bingley UK: Emerald.

## ARTICLES

Negro, G. and W. Longhofer. 2018. "World Society, Legal Formalism, and Execution of Legal Procedures." *Social Forces*, <https://doi.org/10.1093/sf/soy052>.

Longhofer, W., G. Negro and P. W. Roberts. 2018. "The Changing Effectiveness of Local Civic Action: The Critical Nexus of Community and Organization." *Administrative Science Quarterly*, <https://doi.org/10.1177/0001839218762403>.

Bogaert, S., C. Boone, G. Negro and A. van Witteloostuijn. 2016. "Organizational Form Emergence: A Meta-Analysis of the Ecological Theory of Legitimation." *Journal of Management* 42: 1344-1373.

Negro, G. and S. Goodman. 2015. "Niche Overlap and Discrediting Acts: An Empirical Analysis of Informing in Hollywood." *Sociological Science* 2: 308-328.

Rider, C. I. and G. Negro. 2015. "Organizational Failure and Intraprofessional Status Loss." *Organization Science* 26: 633-649.

Negro, G., M. T. Hannan and M. Fassiotto. 2015. "Category Signaling and Reputation." *Organization Science* 26: 584-600.

Negro, G., F. Visentin and A. Swaminathan. 2014. "Resource Partitioning and the Organizational Dynamics of 'Fringe Banking.'" *American Sociological Review* 79: 680-704.

Negro, G., F. Perretti and G. R. Carroll. 2013. "Challenger Groups, Commercial Organizations, and Policy Enactment: An Empirical Study of Local Lesbian/Gay Rights Ordinances from 1972 to 2008." *American Journal of Sociology* 119: 790-832.

Roberts, P. W., G. Negro and A. Swaminathan. 2013. "Balancing the Skills of Entrepreneurs: Implications for the Quality of Organizational Outputs." *Strategic Organization* 11: 35-55.

Reis, S., G. Negro, O. Sorenson, F. Perretti and A. Lomi. 2013. "Resource Partitioning Revisited: Evidence from Italian Television Broadcasting." *Industrial and Corporate Change* 22 459-487.

Negro, G. and M. D. Leung. 2013. "'Actual' and Perceptual Effects of Category Spanning." *Organization Science*. 24: 684-696.

Hsu, G., G. Negro and F. Perretti. 2012. "Hybrids in Hollywood: A Study of the Production and Performance of Genre Spanning Films." *Industrial and Corporate Change* 21: 1427-1450.

Negro, G., M. T. Hannan and H. Rao. 2011. "Category Reinterpretation and Defection: Modernism and Tradition in Italian Wine Making." *Organization Science* 22: 1449-1463.

- Negro, G., G. Hsu and Ö. Koçak. 2010. "Research on Categories in the Sociology of Organizations." *Research in the Sociology of Organizations* 31: 3–35.
- Negro, G., M. T. Hannan and H. Rao. 2010. "Categorical Contrast and Niche Width: Critical Success in Winemaking." *Industrial and Corporate Change* 19: 1397–1425.
- 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.
- Cattani, G., S. Ferriani, G. Negro and F. Perretti. 2008. "The Structure of Consensus: Network Ties Legitimation and Exit Rates of U.S. Feature Film Producer Organizations". *Administrative Science Quarterly* 53: 145–182.
- Perretti, F., G. Negro and A. Lomi. 2008. "E Pluribus Unum: Domain Framing, Candidate Matching, and Organizational Form Emergence in U.S. Television Broadcasting, 1940–1960." *Organization Science* 19: 533–547.
- Perretti, F. and G. Negro. 2007. "Mixing Genres, Matching People: A Study in Innovation and Team Composition in Hollywood." *Journal of Organizational Behavior* 28: 563–586.
- Lovegren de Bivort, B., C–C. Chen, F. Perretti, G. Negro, T. M. Philip and Y. Bar–Yam, 2007. "Metabolic Implications for the Mechanism of Mitochondrial Endosymbiosis and Human Hereditary Disorders." *Journal of Theoretical Biology* 248: 26–36.
- Perretti, F. and G. Negro. 2006. "Filling Empty Seats: How Social Status and Organizational Hierarchies Affect Exploration vs. Exploitation in Team Design." *Academy of Management Journal* 49: 759–777.
- Negro, G. and O. Sorenson 2006. "The Competitive Dynamics of Vertical Integration. Evidence from U.S. Motion Picture Producers, 1912–1970." *Advances in Strategic Management* 23: 367–403.
- Perretti, F. and G. Negro. 2001. "La Competitività del Settore Cinematografico Europeo: Evoluzione, Ritardi e Interventi" (in Italian). *Economia e Politica Industriale* 109: 47–79.
- Perretti, F. and G. Negro. 2000. "La Carta e lo Spazio Digitale" (in Italian). *Problemi dell'Informazione* 25: 346–366.

## REFEREED CONFERENCE PROCEEDINGS

- Negro, G., Hannan M. T., and M. Fassiotto. 2014. "Category Signaling and Reputation: Biodynamic and Organic Wine Production in Alsace." Pp. 331–333 in *Proceedings of the Third Edition of the International Conference Series on Wine Active Compounds*. Université de Bourgogne, March.
- Hsu, G., Negro, G. and F. Perretti. 2007. "Same, Yet Different: Similarity, Distinctiveness and the Evolution of Film Genres". *Academy of Management Meetings Best Paper Proceedings*.
- Cattani, G., Ferriani, S., Negro G. and F. Perretti. 2006. "Integrating Ecologies: Population Dynamics and Interorganizational Networks in the U.S. Motion Picture Industry, 1912–1970." *Academy of Management Meetings Best Paper Proceedings*.

Lomi, A., Negro, G. and F. Perretti. 2006. "System Dependent Organizational Evolution: Evidence from the U.S. Television Industry, 1940–2000." *Academy of Management Meetings Best Paper Proceedings*.

## OTHER PUBLICATIONS

Negro, G. 2018. "Local Vino." *Contemporary Sociology* 47(4): 484–486.

Carroll, G. R. and G. Negro. 2012. "Organizational Ecology." *Palgrave Encyclopedia of Strategic Management*. <http://www.palgraveconnect.com/esm/doifinder/10.1057/9781137294678.0493>.

Lomi, A., G. Negro and F. Fonti. 2008. "Evolutionary Perspectives on Inter-organizational Relations." Pp. 313–339 In Cropper, S., Ebers, M., Huxham, C., and Smith Ring, P. (Eds.) *Oxford Handbook of Inter-Organizational Relations*, Oxford University Press.

Negro, G. 2003. "L'Internazionalizzazione dell'Attività di Ricerca e Sviluppo" ("The International Expansion of R&D Activities"). In Dematté C. and F. Perretti, *Strategie di Internazionalizzazione* (eds), Egea.

Perretti, F. and G. Negro. 2001. "Quotidiani Online al Bivio tra Due Modelli" ("What Business Model is Best Suitable for Online Newspapers"), *Il Sole 24 Ore* (February 2).

Negro, G. and F. Perretti. 2001. "Sul Grande Schermo Più Mercato e Meno Aiuti" ("More Competition and Less Subsidies for the Silver Screen"), *Il Sole 24 Ore* (April 19).

## HONORS

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|         |  |
|---------|--|
| 2016    | Outstanding Service on Editorial Board Award, INFORMS.   |
| 2014    | Jemolo Fellowship, Nuffield College, Oxford University.  |
| 2013    | Carol and Bruce Mallen Award for Lifetime Published Scholarly Contributions to Motion Picture Industry Economic Studies. |
| 2013–16 | Goizueta Business School, Goizueta Term Chair.   |
| 2010–12 | Goizueta Business School, Caldwell Research Fellow Award.  |
| 2007    | Università Commerciale L. Bocconi, Research Excellence Award.  |
| 2007    | Università Commerciale L. Bocconi, Best Management Paper Award.  |
| 2005    | Best Reviewer Award, Academy of International Business.  |
| 2004–05 | Fondazione IRI Scholarship.  |
| 2004    | Università Commerciale L. Bocconi, Best Management Paper Award.  |
| 1999    | Università Commerciale L. Bocconi, Best Graduates Annual Award.  |
| 1997    | Università Commerciale L. Bocconi, ISU Scholarship.  |

## GRANTS

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|            |   |
|------------|---|
| 2017       | Ad hoc research grant, Goizueta Business School, for “Resource Partitioning and Endogenous Network Formation in Hollywood Feature Film.”  |
| 2016       | Ad hoc research grant, Goizueta Business School, for “Imbalance of Destigmatization: Core Hypothesis and Evidence from Observational and Experimental Studies” and “Protest Events and Organizational Vitality of Challenger Groups.” |
| 2015       | Ad hoc research grant, Goizueta Business School, for “Micro versus Large Businesses: Understanding the Dynamics of Opportunity Creation for the Urban Poor.”  |
| 2009       | Ad hoc research grant, Goizueta Business School, for: “Crossing Category Boundaries in Italian and French Winemaking.”  |
| 2006–2008  | Ad hoc research grant, Università Bocconi, for: “An Ecology of Fads and Fashions.”  |
| 2004–2006  | Ad hoc research grant, Università Bocconi, for: “Bringing the Environment Back In: System–Dependent Selection, Dynamic Resource Constraints and Population Inertia in the Evolution of the Broadcasting Industry”.                    |
| 2005 –2007 | FNS (Swiss National Fund for Scientific Research) grant for: “The Evolution of Organizational Populations: Dynamic Resource Constraints and Density–Dependent Competition among American Television Stations”.                        |
| 2003–2006  | Ad hoc research grant, Università Bocconi, for: “International Strategies as Migration Paths across Complex Landscapes”.  |
| 2002–2004  | Ad hoc research grant, Mediaset, for: “Competitive Pressures and Internationalization Strategies in the Italian Motion Picture Industry”.   |
| 2001–2003  | Ad hoc research grant, Università Bocconi, for: “Dynamic Capabilities and Entry Strategies in the Media Industry”.  |

## INVITED PRESENTATIONS

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2017 SKEMA Business School Nice.

2016 University of Amsterdam.

2015 MIT Sloan School of Management; Emory University, Department of Sociology; SKK Seoul; NUS Singapore; Yale School of Management; Questrom School of Business, Boston University; Florida State University College of Business.

2014 Niehaus Center, Princeton University; OECD WAC Conference, Université de Bourgogne; Faculty of Economics, University of Lugano; Cass Business School, City University London; Bocconi University; Scheller College of Business, Georgia Tech; Columbia Business School, Columbia University; Sociology Department, Oxford University; Saïd Business School, Oxford University.

2013 Department of Sociology, Emory University; London Business School; Durham Business School, Durham University; Mallen Conference, Yale School of Management; Sociology Department, Mannheim University; Judge School of Business, Cambridge University; École Polytechnique de Lausanne; Stern School of Business, New York University.

2012 Haas School of Business University of California, Berkeley; Kellogg School of Management Northwestern University; Rotman School of Management University of Toronto.

2011 Department of Sociology, Oxford University.

2010 Ross School of Business University of Michigan; Booth School of Business, University of Chicago; Copenhagen Business School; Graduate School of Business, Stanford University (conference on Resource Partitioning); College of Business and Economics, Australian National University; Department of Sociology, Emory University.

2008 Graduate School of Management, University of California, Davis.

2007 Stern School of Business, New York University; Goizueta Business School, Emory University; Robert H. Smith School of Business, University of Maryland; Durham Business School, Durham University; School of Management, Sabanci University.

2005 Durham Business School, Durham University; Faculty of Economics, University of Groningen.

2004 University of Bologna, Faculty of Economics.

## TEACHING

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|           |  |
|-----------|--|
| 2016–2018 | Goizueta Business School: Japan Colloquium (EvMBA).  |
| 2018      | Emory College of Arts and Sciences. Sidecourse on Local Food as Business and Culture.  |
| 2014–     | Goizueta Business School: Strategies for Entertainment, Culture and Media Industries (MBA; EvMBA; BBA).  |
| 2008–     | Goizueta Business School: Organization Theory (PhD).   |
| 2008–2013 | Goizueta Business School: Multinational Firms and Strategy (MBA; EvMBA; BBA).  |
| 2007      | Durham University: Strategy (M.A.).  |
| 2001–2007 | Università Bocconi: International Business (BBA), Strategic Management (M.S.), Sociological and Interpretive Approaches to Strategy (PhD), Strategic Management of Arts and Cultural Industries (BBA). |

## TEACHING CASES

Luxottica: The acquisition of Bausch & Lomb's optical division. 2001. SDA Bocconi.

Producing the Italian "Big Brother": Il Grande Fratello (A). 2001. SDA Bocconi.

Producing the Italian “Big Brother”: Il Grande Fratello (*B*). 2001. SDA Bocconi.

Producing the Italian “Big Brother”: Il Grande Fratello (*C*). 2001. SDA Bocconi.

The New York Times from printed media to the Web. 2000. SDA Bocconi.

The Wall Street Journal from printed media to the Web. 2000. SDA Bocconi.

Cases are available in the *European Case Clearing House* (ECCH) catalogue of case studies:

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## ACADEMIC AFFILIATIONS

*Academy of Management*

*American Sociological Association*

*European Group for Organization Studies*

*European Academy of Management*

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## PROFESSIONAL SERVICE

|           |   |
|-----------|---|
| 2018–2021 | Treasurer, American Sociological Associations, Organizations, Occupations, and Work Section.            |
| 2017–     | Faculty Advisor, Media, Entertainment, and Sports Club MBA Club.  |
| 2017–2019 | Research Committee Member, Goizueta Business School.  |
| 2016–2017 | Faculty presenter and panellist, KTO Paper Development Workshop, SKEMA Business School.                 |
| 2015–2018 | Research Committee Chair, Goizueta Business School.   |
| 2016–2017 | W. Richard Scott Award for Distinguished Scholarship Committee, American Sociological Association.      |
| 2016–2018 | Laney Graduate School Appointments Committee, Emory University.   |
| 2015–2016 | Search Committee Chair, O&M Faculty, Goizueta Business School.  |
| 2011–2017 | PhD Coordinator O&M Area, Goizueta Business School.   |
| 2016      | Organizer, Workshop of Organizational Ecology, Catania, Italy.  |
| 2015–2017 | Research Committee Member, Goizueta Business School.  |
| 2015–2017 | Co-organizer, Workshop on Organizational Authenticity.  |
| 2015      | Panelist, Academy of Management Meetings.   |
| 2014      | Search Committee, O&M Faculty, Goizueta Business School.  |
| 2014–     | Project referee for the Council for the Humanities of Netherlands Organization for Scientific Research. |
| 2014      | Session Chair, American Sociological Association, Economic Sociology Section.                           |

2013 Panelist, Doctoral Student Consortium, Academy of Management Meetings.

2012– Referee for the Assessment of Quality in Scientific Research for the Italian Ministry of Education, University and Research.

2010–2011 Computing & Education Committee, Goizueta Business School.

2009 Organizer, Workshop of Organizational Ecology, Verona, Italy.

2009–2012 Coordinator O&M Area, Hightower Seminar Series.

2009–2010 Search Committee, O&M Faculty, Goizueta Business School.

2001–2003 PhD Students Representative, Bocconi University.

Editorial Board: *Journal of Organizational Behavior* (2008–2011)  
*European Management Review* (2009–)  
*Organization Studies* (2012–)  
*Organization Science* (2014–)

Reviewer for: *American Journal of Sociology, Administrative Science Quarterly, American Sociological Review, Academy of Management Journal, Academy of Management Review, AoM (BPS and OMT Divisions), Cambridge University Press, Computational and Mathematical Organization Theory, Communication Research, IEEE Transactions on Engineering Management, Industrial and Corporate Change, Industry and Innovation, International Journal of Management Reviews, Journal of Management Studies, Journal of Organizational Behavior, Management Science, Organization Science, Organization Studies, PLoS One, Poetics, Research Policy, Sociological Quarterly, Social Currents, Social Forces, Social Problems, Stanford University Press, Strategic Management Journal, Swiss National Science Foundation.*

PhD Advising: Samira Reis, Bocconi University.  
 Justin Koushyar, Emory University.

PhD Dissertation Committee:

Allison Roberts, Emory University.  
 Li-Wei Chen, Emory University.  
 Mohamad Sadri, IE Business School.  
 Alessandro Piazza, Bocconi University.  
 Cameron Verhaal, University of Utah.  
 Jung Lee, Emory University.  
 Chirag Kasbekar, Emory University.  
 Hsini Huang, Georgia Tech.  
 Guia Pirotti, Bocconi University.



Anna Ponti, Bocconi University.

## **OTHER WORK EXPERIENCE**

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- 1999–2000    Civil service (conscientious objector).
- 1999-2001    Italian translation of the books:
- Caves, R.E. *The Creative Industries. Contracts between Commerce and Art* (Harvard University Press, 2000).
- Davenport T.H., Prusak L., *Working Knowledge: How Organizations Manage What They Know* (Harvard Business School Press, 1998).
- Cusumano M.A., Yoffie D.B., *Competing on Internet Time: Lessons from Netscape and Its Battle with Microsoft* (The Free Press, 1998).
- 1997            UNESCO Paris. Funds–In–Trust Section: Project management.

## **PERSONAL INFORMATION**

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*Place of birth:* Sanremo, Italy.

*Citizenship:* U.S. and Italian.