



ORGANISATIONAL BEHAVIOUR

## NOAH ASKIN

Assistant Professor of Organisational Behaviour

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### CONTACT

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### BIOGRAPHY

Noah Askin is an Assistant Professor of Organisational Behaviour at INSEAD, where he teaches the organisational design and leadership core course in the MBA program. His teaching focuses primarily on firms' organisational-strategic alignment, leading and experiencing organisational change, managing corporate culture, and utilizing social networks.

Noah is interested in social and cultural networks, the antecedents and consequences of creativity and innovation, the production and consumption of culture, and the dynamics of organisational and individual status. His current research is divided among these interests in two streams. The first is around the creation and performance of cultural products: music chart and industry dynamics, what factors contribute to creativity, the tradeoffs associated with being innovative, the implications of the shift to digital distribution, and the analysis of culture using big data. The second area of research is around the role and impact of network- and rankings-based status on organisations. His work, which has garnered him recognition on the Thinkers 50 Radar list, has appeared in *Administrative Science Quarterly*, computational social science publications, and been covered in *Forbes*, *Quartz.com*, *The Times of London*, and music industry blogs.

Prior to becoming a business school academic, Noah had a number of roles in the business and not-for-profit sectors. He was a management consultant for the Monitor Group, working in its strategy practice and its Executive Development group. This was followed by several years as an early member of a start-up in the educational services space. Noah received a joint PhD from the University of Chicago's Booth School of Business and its Sociology department. He also has an MA in Sociology from the University of Chicago and an MBA from Booth, as well as an AB in Psychology from Harvard University.

### RESEARCH AREAS

Economic Sociology, Social and Cultural Networks, Status, Higher Education, popular culture

### TEACHING AREAS

Organisational Behaviour, Organisational Theory

