

## MARK THOMAS KENNEDY

Assistant Professor, Department of Management and Organization  
Marshall School of Business, University of Southern California  
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- EDUCATION**
- Ph.D. Northwestern University, Kellogg School of Management (Dec. 2003)
- M.B.A. Joint Program in Management and Organizations and Sociology.  
Kellogg School of Management, Northwestern University (1992)  
Majors in Strategy, Organization Behavior and Marketing.
- A.B. Stanford University (1986)  
Philosophy and Logic of Formal Systems.
- RESEARCH INTERESTS**
- Strategy & Organization - Dynamics of markets, organizational forms  
- Cognition & categorization  
- Publicity, media & reputation
- Entrepreneurship & Innovation - Diffusion and institutionalization  
- Market formation
- Research Methods & Tools - Extraction of category models from text  
- MemeStat (a tool for relational content analysis)
- ACADEMIC POSITIONS**
- 2002-Present. Assistant Professor, Department of Management and Organization. Marshall School of Business, University of Southern California. Los Angeles, CA.
- PUBLICATIONS & ACCEPTANCES**
- Fiss, Peer Christian, Mark Thomas Kennedy and Gerald F. Davis. 2012 (Forthcoming). "How Golden Parachutes Unfolded: Diffusion and Variation of a Contested Practice." *Organization Science*. ([Click for paper](#))
- Kennedy, Mark Thomas, Jay Inghwee Chok and Jingfang Liu. 2012 (Forthcoming). "What Does Green Mean? The Emergence of New Criteria for Assessing Corporate Reputation." In *Oxford Handbook of Corporate Reputation*. Barnett and Pollock, Eds. Oxford University Press. ([Click for paper.](#))
- Kennedy, Mark Thomas, Jade Yu-Chieh Lo and Michael Lounsbury. 2010. "Category Currency: Meaning Construction and the Changing Value of Conformity." *Research in the Sociology of Organizations*, 31369-397. ([Click for paper.](#))
- Kennedy, Mark Thomas, and Peer C. Fiss. 2009. "Institutionalization, Framing, and Diffusion: The Logic of TQM Adoption and Implementation Decisions among U.S. Hospitals." *Academy of Management Journal*, 52:897-918. ([Click for paper.](#))
- Kennedy, Mark Thomas. 2008. "Getting Counted: Markets, Media, and Reality." *American Sociological Review*, 73(2): 270-295. ([Click for paper.](#))
- Kennedy, Mark Thomas. 2005. "Behind the One-Way Mirror: Refraction in the construction of product market categories." *Poetics* 33:201-226. ([Click for paper.](#))

<b>PAPERS PUBLISHED IN PROCEEDINGS</b>	<p>Glaser, Vern, Peer Fiss and Mark Thomas Kennedy. 2011. "Rhetoric and Resonance: Framing Strategies and Growth in Online Advertising." <i>Proceedings of the Seventieth Annual Meeting of the Academy of Management</i> (Forthcoming).</p> <p>Kennedy, Mark Thomas, and Peer C. Fiss. 2006. "Looking Good and Doing Better: Rethinking Motivations for Adopting Innovations." <i>Proceedings of the Sixty-fifth Annual Meeting of the Academy of Management</i> (CD). ISSN 1543-8643.</p>
<b>UNDER REVIEW</b>	<p>Lo, Jade Yu-Chieh, and Mark Thomas Kennedy. "Recognizing Innovation: Cognition, Structure, and the Rise of Nanotechnology." <i>R&amp;R at Org Science</i>. (<a href="#">Click for paper.</a>)</p> <p>Kennedy, Mark Thomas, Robert Salomon and Edward J. Zajac. "The Cost of Crying Wolf: Institutions, Incentives and Social Exchange in Publicity." <i>R&amp;R At AMJ</i>. (<a href="#">Click for paper.</a>)</p>
<b>OTHER PAPERS IN PREPARATION</b>	<p>Kennedy, Mark Thomas. "Getting Noticed: Cognition, Categorization and Markets." (<a href="#">Click to Download</a>)</p> <p>Glaser, Vern, Peer Fiss and Mark Thomas Kennedy. "Rhetoric and Resonance: Framing Strategies and Growth in Online Advertising." <i>At AMJ</i>. (<a href="#">Click for paper.</a>)</p> <p>Chok, Jay Inghwee, and Mark Thomas Kennedy. "Scientists as Signals: Social and Human Capital and the Pricing of Life Sciences IPOs." (<a href="#">Click for paper.</a>)</p> <p>Kennedy, Mark Thomas, and Edward J. Zajac. "Quid Pro Quote: Logic Interactions and Social Exchange in Media Coverage."</p> <p>Kennedy, Mark Thomas. "Diffusion and Delegation: The Growth of Trusts and the Rise of Antitrust Law, 1865-1925."</p> <p>Kennedy, Mark Thomas, and Jade Yu-Chieh Lo. "Beyond Numbers: When Prevalence Does Not Indicate Legitimacy, and Why."</p>
<b>INVITED TALKS</b>	<p>Alberta School of Business, University of Alberta. Strategic Management and Organization Seminar, Winter 2011. "How Golden Parachutes Unfolded."</p> <p>Tuck School of Business, Dartmouth College. Organization Behavior Seminar, February 2011. "How Golden Parachutes Unfolded."</p> <p>McCombs School of Business, University of Texas at Austin. Management Seminar, January 2011. "How Golden Parachutes Unfolded: Diffusion and Variation of a Controversial Practice."</p> <p>University of Chicago, Booth School of Business. Organizations and Markets Seminar, April 2010. "Getting recognized: cognition, categories and markets."</p> <p>Haas School of Business, University of California at Berkeley. Organizational Behavior and Industrial Relations Departmental Seminar, February 2008. "Getting counted."</p> <p>Tuck School of Business, Dartmouth College. Strategy Seminar, January 2008. "Getting counted."</p> <p>University of Michigan, ICOS Seminar (Interdisciplinary Committee on Organizational Studies), September 2007. "The counting conundrum."</p>

CONFERENCE  
TALKS

- “Scientists as Signals: Social and Human Capital in the Underpricing of Life Sciences IPOs.” With Jay I. Chok. West Coast Research Symposium. Eugene, Oregon, 2010.
- “What does Green Mean? Theorizing Change in the Criteria of Corporation Reputation.” 2010 Symposium on Corporate Reputation. Oxford University, UK.
- “The Cost of Crying Wolf: How Information Institutions Enable Market Signals.” With Robert Salomon and Edward Zajac. Strategic Management Society. Rome, 2010.
- “Scientists as Signals: Social and Human Capital in the Underpricing of Life Sciences IPOs.” With Jay Inghwee Chok. Strategic Management Society. Rome, 2010.
- “Content Analysis in Organizational Research: Techniques and Applications.” PDW on Research Methods. Academy of Management Annual Meeting. Montreal, 2010.
- “Scientists as Signals: Social and Human Capital in the Underpricing of Life Sciences IPOs.” With Jay Inghwee Chok. Maryland Entrepreneurship Research Conference. University of Maryland, 2010.
- “Out of Many, One: Category Hybrids and the Emergence of Nanotech.” With Jade Lo. West Coast Research Symposium. Seattle, 2009.
- “Introduction to Content Analysis.” PDW on Organizational Research Methods. Academy of Management Annual Meeting. Chicago, 2009.
- “Identity, Institutions and Entrepreneurship.” Symposium Talk. Academy of Management Annual Meeting. Chicago, 2009.
- “Market framing and online advertising exchanges.” With Peer C. Fiss. Conference on Institutions, Innovation and Change. Alberta, Calgary, Canada, 2009.
- “Out of Many, One: Category Hybrids and the Emergence of Nanotech.” With Jade Lo. 2009 Organizational Ecology Workshop. Verona, Italy (July 2009).
- “Market Framing in the Creation of Online Advertising Exchanges.” With Peer C. Fiss. Alberta Conference on Institutions, Innovation and Space, University of Alberta, Alberta, Calgary, Canada 2009.
- “Market framing and the creation of online advertising exchanges.” With Peer C. Fiss. West Coast Research Symposium. Stanford, 2008.
- “How cognitive market embedding affects market dynamics.” American Sociological Association Annual Meeting. Boston, 2008.
- “Trading across worlds: how social exchange affects firms’ media coverage and market positions.” With Edward J. Zajac. American Sociological Association Annual Meeting. Boston, 2008.
- “Making (and keeping) it real: social exchange and the enactment of new market positions.” With Edward J. Zajac. Academy of Management Annual Meeting, Anaheim, 2008.
- “Market framing and online advertising exchanges.” With Peer C. Fiss. Academy of Management Annual Meeting. Anaheim, 2008.
- “How cognitive embedding affects market dynamics.” Sumantra Ghoshal Strategy Conference. London Business School. London, 2008.

- CONFERENCE TALKS (CONT.)** “Cognition and consolidation: saturation dependence in market formation.” West Coast Research Symposium. University of Washington. Seattle, 2007.
- “Cognition and consolidation: saturation dependence in market formation.” Academy of Management Meetings. Philadelphia, 2007.
- “Cognition and consolidation: saturation dependence in market formation.” Atlanta Competitive Advantage Conference. Emory University, 2007.
- “Looking good and doing better: institutional logics and innovation adoption.” With Peer C. Fiss. Academy of Management Annual Meeting. Atlanta, 2006.
- “Language in organization studies.” With Klaus Weber. Presenters and co-organizers, Professional Development Workshop. Academy of Management. Atlanta, 2006.
- “Truces and transformation: rhetoric, policy and institutional logics.” With Paul M. Hirsch. Academy of Management Annual Meeting. Atlanta, 2006.
- “Many paths to truce: prophetic euphemisms in British industrialization (1775-1840) and American globalization (1935-2000).” With Paul M. Hirsch. Academy of Management Annual Meetings. Honolulu, 2005.
- “From stories to structure: theory and method for extracting networks from the news.” Academy of Management Annual Meetings. Honolulu, 2005.
- “From deviation to innovation: stories, cognitive embeddedness, and organizational performance.” Atlanta Competitive Advantage Conference. Emory University, 2005.
- “The new categorical imperative: firms, media stories, and innovation.” Utah Winter Strategy Conference. Park City, UT. March 2005.
- “Behind the one-way mirror: the role of the media in category construction.” American Sociological Association Meetings, Economic Sociology Section. San Francisco, 2004.
- “Publicity and path creation.” European Group on Organization Studies Annual Congress. University of Ljubljana. Slovenia, 2004.
- “Filling the garbage can: bounded intentionality in organizational decision making.” Chicago Ethnography Conference. Chicago, 2002.
- “The variety of perspectives on markets: categorization as common ground.” American Sociological Association Meetings, Economic Sociology Roundtable. Atlanta, 2001.
- “Who takes the plunge? The effect of identity and competence in making a change.” With J. Keith Murnighan. Academy of Management Meetings. Washington, D.C., 2001.
- “A process theory of revolutionary change: prophetic euphemisms in American globalization and British industrialization.” With Paul M Hirsch. Conference on Institutions, Culture and Change, Northwestern University. Evanston, 2000.
- “Rhetorical strategies for negotiating the transition costs of market expansion: prophetic euphemisms in the cases of the globalizing US and the industrializing UK.” With Paul M. Hirsch. American Sociological Association Annual Meeting. Chicago, 1999.

<b>AWARDS AND GRANTS</b>	<p>Ascendant Scholar, Western Academy of Management, 2011.</p> <p>Greif Center for Entrepreneurship, USC Marshall School of Business. With Peer C. Fiss, Award for Research Support. May 2011.</p> <p>Above and Beyond the Call of Duty Award (for Outstanding Reviewing), Organization and Management Theory Division, Academy of Management, 2010.</p> <p>Outstanding Reviewer, Business Policy &amp; Strategy Division, Academy of Management, 2008.</p> <p>Greif Center for Entrepreneurship, USC Marshall School of Business. With Peer C. Fiss, Award for Research Support. May 2008.</p> <p>Dissertation Fellowship Award. Kauffman Center for Entrepreneurial Research, Ewing Marion Kauffman Foundation, 2001-2002.</p> <p>MacArthur Foundation Summer Research Support Grant, 2000.</p>
<b>PROFESSIONAL SERVICE</b>	<p>Editorial Board, Strategic Management Review</p> <p>Ad hoc Reviewer for (in alphabetical order) ...</p> <ul style="list-style-type: none"> <li>• Academy of Management Annual Meeting (OMT, MOC, BPS divisions)</li> <li>• Academy of Management Journal</li> <li>• Academy of Management Review</li> <li>• Administrative Science Quarterly</li> <li>• American Journal of Sociology</li> <li>• American Sociological Review</li> <li>• Industrial and Corporate Change</li> <li>• Management Science</li> <li>• Organization Science</li> <li>• Research in the Sociology of Organizations</li> </ul>
<b>PROFESSIONAL MEMBERSHIPS</b>	<p>Academy of Management</p> <p>Strategic Management Society</p> <p>American Sociological Association</p> <p>Association for Computing Machinery</p>
<b>REGULAR TEACHING</b>	<p><i>MBA</i> - Negotiations &amp; Deal Making (Recent ratings: 4.7,4.5/5);</p> <p>- General Management (MBA Core; 4.0/5 Spring 2004)</p> <p><i>PhD</i> - Seminar in Strategy (USC; 5.0/5 in '06, '07; 4.9/5 in '09,'10).</p> <p>- Member of 13 qualifying exams and / or dissertation committees for students in strategy, OB, sociology, and communications.</p> <p>- Dissertation Chair for ...</p> <ol style="list-style-type: none"> <li>1. Jade Yu-Chieh Lo (with Lynne Zucker, UCLA). Defended June 2010. Now Postdoc in UCLA's Social Sciences in Practice (SSIP) program.</li> <li>2. Jay Inghwee Chok (with Paul Adler, USC). Defended June 2011. Now Assistant Professor at Keck Graduate School of Applied Life Sciences.</li> </ol>

**EXECUTIVE EDUCATION** Frequent teacher in executive education programs including:

- Masters in Medical Management Program (Multiple years; 4.9/5 in '05);
- Organizational Change for Thai Gov't. Savings Bank (2 years; 4.9/5 in '05);
- Negotiating Leadership, Social Capital for AICPA (2 years; 4.7/5);
- Networks & Leadership for East West Bank (2 years; USC; 4.7/5);
- Networks & Leadership for American Honda Financial (4.7/5).

**NON-ACADEMIC WORK HISTORY** 1997-2002. Freelance Management Consulting, Evanston, IL.  
*Self-employed Consultant.* Supported family during Ph.D. program years.

1992-1997. CSC Index, Inc., San Francisco, CA.  
*Associate to Principal.* Sold and led engagements; contributed to training and product de

1991. Pepsi-Cola Company, Somers, NY.  
*MBA Summer Intern, New Beverages.* Developed and tested concepts for growing better-

1986-1990. Calera Recognition Systems (Now part of Nuance, Inc.), Santa Clara, CA.  
*Software Engineer, Senior Software Engineer, and Product Manager.*  
 Wrote software for optical character recognition systems; designed and managed develop