

## Greta Hsu

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### Education

Stanford University	Ph.D., Organizational Behavior	June 2003
Stanford, CA	M.S., Statistics	June 2000
	M.A., Sociology	June 1998
	B.A., Sociology, with honors	June 1998

### Positions

Graduate School of Management, University of California, Davis  
Assistant Professor, 2004-2010  
Associate Professor, 2010-2016  
Full Professor, 2016 - current

### Article and Book Publications

(with Balázs Kovács and Amanda Sharkey). 2023. The Stickiness of Category Labels: Audience Perception and Evaluation of Change in Creative Markets. *Management Science*.  
<https://doi.org/10.1287/mnsc.2021.02070>

Guo, Wei, Tiejing Yu, and Greta Hsu. 2023. "Collaborative Dynamics Among Market Incumbents in the U.S. Airline Industry, 1989 to 2010." Di Stefano, G. and Wezel, F.C. (Ed.) *Organization Theory Meets Strategy (Advances in Strategic Management)*, 43: 141-169.

Sharkey, Amanda, Balázs Kovács, and Greta Hsu. 2023. "Expert critics, rankings, and review aggregators: The changing nature of intermediation and the rise of markets with multiple intermediaries." *Academy of Management Annals*, 17, 1.

Sharkey, Amanda, Elizabeth Pontikes, and Greta Hsu. 2022. Minding the Gap?: Employee-driven Reputational Pressures in the Wake of Mandated Pay Gap Transparency. *Administrative Science Quarterly* 67, 4: 1136-1179.

Godart, Frédéric, Greta Hsu, and Giacomo Negro. 2022. "Gatekeeping and the use of contested practices in creative industries: The case of fur in fashion." *Organization Science*.

Hsu, Greta and Balázs Kovács. 2021. "Examining the relationship between county-level cannabis dispensary counts and opioid-related mortality rates in the United States: A panel data study." *British Medical Journal*, 372: m4957.

Hsu, Greta and Stine Grodal. 2020. "The Double-edged Sword of Oppositional Positioning: A Study of the U.S. E-cigarette Category, 2007-2017." *Administrative Science Quarterly*.

- Hsu, Greta, Balázs Kovács and Özgecan Koçak. 2019. "Organizational Adaptation in Changing Demand Landscapes: A study of U.S. cannabis markets, 2014-2016." *Strategic Management Journal*, 40, 13: 2214-2241.
- Hsu, Greta, Anthony C. Gamst, Yulin Zhuang, Tanya Wolfson, and Shu-Hong Zhu. 2019. "A Comparison of E-cigarette Use Pattern and Smoking Cessation Behaviors of Vapers by Their Primary Place of Purchase." *International Journal of Environmental Research and Public Health* 16(5): 724.
- Hannan, Michael T., Gaël Le Mens, Greta Hsu, Balázs Kovács, Giacomo Negro, László Pólos, Elizabeth Pontikes, and Amanda Sharkey. 2019. *Concepts and categories: Foundations for sociological analysis*. Columbia University Press.
- Hsu, Greta, Jessica Y. Sun, and Shu-Hong Zhu. 2018. "Evolution of Electronic Cigarette Brands Websites from 2013-14 to 2016-17: Analysis of Brand Websites" *Journal of Medical Internet Research* 20(3):e80.
- Hsu, Greta, Özgecan Koçak, and Balázs Kovács. 2018. "Co-opt or co-exist? A study of medical cannabis dispensaries' identity-based responses to recreational-use legalization in Colorado and Washington," *Organization Science*, 29. Advance online publication doi: 10.1287/orsc.2017.1167
- Hsu, Greta and Stine Grodal. 2015. "Category establishment as a strategic opportunity: The case of light cigarettes, 1964-1993," *American Sociological Review*, 80: 28-62.
- Koçak, Özgecan, Michael T. Hannan, and Greta Hsu. 2014. "Emergence of market orders: Audience interaction and vanguard influence," *Organization Studies*, 35: 765-790.
- Hsu, Greta and Kimberly D. Elsbach. 2013. "Explaining variation in organizational identity categorization," *Organization Science*, 24: 996-1013.
- Hsu, Greta, Giacomo Negro and Fabrizio Perretti. 2012. "Hybrids in Hollywood: A study of genre spanning in the U.S. film industry," *Industrial and Corporate Change*, 21: 1427-1450.
- Hsu, Greta, Peter Roberts and Anand Swaminathan. 2012. "Evaluative Schemas and the Mediating Role of Critics," *Organization Science*, 23: 83-97.
- Hsu, Greta, Michael T. Hannan, and László Pólos. 2011. "Typecasting, Legitimation, and Form Emergence: A Formal Theory," *Sociological Theory*, 29: 97-123.
- Negro, Giacomo, Özgecan Koçak, and Greta Hsu. 2010. "Research on categories in the sociology of organizations," *Research in the Sociology of Organizations*, 31: 3-35.
- László Pólos, Michael T. Hannan and Greta Hsu. 2010. "Modal constructions in sociological arguments." *Journal of Mathematical Sociology* 34: 201-238.
- Hsu, Greta, Michael T. Hannan and Özgecan Koçak. 2009. "Multiple category memberships in markets: A formal theory and two empirical tests." *American Sociological Review* 74: 150-69.

- Baron, James N., Michael T. Hannan, Greta Hsu, and Özgecan Koçak. 2007. "In the company of women: Gender inequality and the logic of bureaucracy in start-up firms." *Work and Occupations* 34: 35-66.
- Hsu, Greta. 2006. "Jacks of all trades and masters of none: Audiences' reactions to spanning genres in feature film production." *Administrative Science Quarterly* 51:420-450.
- Hannan, Michael T., James N. Baron, Greta Hsu, and Özgecan Koçak. 2006. "Organizational identities and the hazard of change." *Industrial and Corporate Change* 15:755-84.
- Hsu, Greta. 2006. "Evaluative schemas and the attention of critics in the film industry." *Industrial and Corporate Change* 15: 467-496.
- Hsu, Greta and Michael T. Hannan. 2005. "Identities, genres, and organizational forms." *Organization Science* 16, 5: 474-90.
- Hsu, Greta and Joel M. Podolny. 2005. "Critiquing the critics: An approach for the comparative evaluation of critical schemas." *Social Science Research* 34, 1: 189-214.
- Podolny, Joel M. and Greta Hsu. 2003. "Quality, exchange, and Knightian uncertainty," *Research in the Sociology of Organizations* 20: 77-103.
- Baron, James N., Michael T. Hannan, Greta Hsu, and Özgecan Koçak. 2002. "Gender and the organization-building process in young, high-tech firms." Chapter 10 (pp. 245-73) in Mauro F. Guillen, Randall Collins, Paula England, and Marshall Meyer (eds.), *The New Economic Sociology: Developments in an Emerging Field*. New York: Russell Sage Foundation.

## Professional Service

*Administrative Science Quarterly*, Associate Editor, 2021-present

*Research in Organizational Behavior*, Co-Editor (with Jack Goncalo), 2022-present

*Management Science*, Department Editor, 2016-2019  
, Associate Editor, 2007-2012

Co-Editor (with Federick Wherry and Jennifer C. Lena), *Culture and Economic Life* book series,  
Stanford University Press, 2014-2019

Senior Editor, *Organization Science*, 2013-2016

Member, Editorial Review Board

*American Sociological Review*, 2019-2021  
, *Organization Science*, 2007-2013  
, *Administrative Science Quarterly*, 2008 - 2013  
, *Academy of Management Review* 2008-2010

Co-Editor, *Categories in Markets: Origins and Evolution*, *Research in the Sociology of*

*Organizations*, Vol 31.

Ad hoc reviewer for: *American Journal of Sociology*, *Industrial and Corporate Change*, *Academy of Management Journal*, *Social Forces*, *Sociological Theory*, *Strategic Management Journal*, *Strategic Organization*, *Research in the Sociology of Organizations*, *Strategy Science*, *National Science Foundation (Innovation and Organizational Change Program)*, *American Sociological Association (Granovetter Best Article Award Committee)*, *Stanford University Press*, *Sloan Management Review*, *International Journal of Drug Policy*, *Organization Science* EiC Review committee (2019).

Member: Academy of Management (OMT Division)  
American Sociological Association

## Grants

- Co-PI., \$750,000, NSF, “SoD-TEAM: Longitudinal effects of design in open source projects”, (2006-2009).
- Sloan Industry Travel Grant (with Stine Grodal).
- UC Davis Small Grant in Aid of Research

## Awards and honors

- Full-Time MBA Teacher of the Year, 2023
- Class of 1989 Faculty Excellence Award, Graduate School of Management, UC Davis, 2021
- Seeman Faculty Term Fellow, 2010-2011

## Invited Talks and Conference Presentations

Conceptions of merit, abandonment of standardized testing requirements in admissions, and diversity in college campuses

- University of Wisconsin-Madison, School of Business, Madison, WI. Oct 2023
- Hong Kong University Business School. Nov 2023.

The Stickiness of Category Labels: Audience Perception and Evaluation of Change in Creative Markets.

- Haas School of Business, UC Berkeley, Berkeley, CA, Feb 2021.
- HEC Paris School of Management, Jouy-en-Josas, France, Apr 2021.
- Organizational Ecology Conference, June 2021.
- London Business School, London, UK, Nov 2021.
- Università della Svizzera italiana, Lugano, Switzerland, Oct 2022
- Australian National University, College of Business & Economics, Australia, Nov 2022.
- Values and Valuations Conference, Harvard Business School, Cambridge, MA. Mar 2023.

Role Deviations and Rivalry in the U.S. Airline Industry, 1989-2010.

- Organizational Ecology Conference, Stanford, CA, Aug 2019.

“The Origination of Categorical Stigma: A Study of the U.S. E-cigarette category, 2007-2017”

- Kellogg Marketing Camp, Evanston, IL, Sept 2018.
- Arizona State University, W.P. Carey School of Business, January 2019.
- Yale University, School of Management, March 2019.
- New York University, Stern School of Business, April 2019.

“Challenging the aesthetic alibi: Organizational status, animal rights movements, and the use of fur in the global fashion industry, 2001-2010.”

- Organizational Ecology Conference, Cambridge, UK, June 2018.
- University of Michigan, ICOS, Ann Arbor, MI. November 2018.

“Co-opt or co-exist? A study of the co-evolution of medical and recreational-use marijuana dispensaries in Colorado and Washington”

- UCLA Sociology, Contentious Politics and Organizations Work Group, May 2015
- McGill University, Desautels Faculty of Management, October 2015.
- The 18<sup>th</sup> Organizational Ecology Conference, Istanbul, Turkey, July 2015.
- Evolutionary Perspectives on Strategy Conference, Stanford, CA, Jan 2016.
- Society for the Advancement of Socio-Economics Conference, Berkeley, CA. June 2016.
- American Sociological Association Annual Meeting, Seattle, WA. August 2016.
- INSEAD Organizational Behavior seminar, Sept 2016.

“The impact of incremental audience-based change on failure rates of early child care centers in California, 1996-2012”

- The 17<sup>th</sup> Organizational Ecology Conference, Barcelona, Spain, July 2014.
- The Annual Meeting of the Academy of Management, Vancouver, B.C., August 2015.

“Assessing Similarity in Perceptions of Organizational Identity”

- Oxford Similarity Workshop, Keble College, Oxford, Sept 2011.

“Category evolution and tobacco firms’ strategic manipulation of light cigarettes.”

- Cornell University, Johnson Graduate School of Management, April 2011.
- The 14<sup>th</sup> Organizational Ecology Conference, Lugano, Switzerland, July 2011.
- University of Arizona, Department of Sociology, Oct 2011.
- University of Chicago, Booth School of Business, May 2012.
- University of California, Berkeley, Haas School of Business, Oct 2012.
- University of California, Irvine, The Paul Merage School of Business, Nov 2013.

“Modal constructions in sociological arguments: Typecasting, taken-for-grantedness, and institutionalization.”

- The 11<sup>th</sup> Organizational Ecology Conference, Antwerp, Belgium, June 2008.

“Hybrids in Hollywood: A study of genre mixing in the U.S. film industry.”

- University of Toronto, Rotman School of Management, Toronto, Ontario. October 2007.
- Center for Organizational Dynamics and Ecological Studies Symposium, Durham, UK, November 2007.
- MIT-Harvard Economic Sociology Seminar, Cambridge, MA. December 2008.
- The 13<sup>th</sup> Organizational Ecology Conference, Helsinki, Finland, June 2010.

“Multiple category memberships in markets: A formal theory and two empirical tests.”

- The 10<sup>th</sup> Organizational Ecology Conference, Istanbul, Turkey, June 2007.

- The Annual Meeting of the Academy of Management, Philadelphia, PA, August 2007.
- Emory University, Goizueta Business School, Atlanta, GA. October, 2007.
- University of Michigan, ICOS, Ann Arbor, MI. September 2008.

“Standards for product quality and the coordinating role of critics.”

- University of Michigan, Ross School of Business, Ann Arbor, MI. April 2007.
- University of Chicago, Graduate School of Business, Chicago, IL. April 2007.
- London Business School, London, United Kingdom. June 2007.
- The Annual Meeting of the Academy of Management, Philadelphia, PA, August 2007.
- Stanford University, Graduate School of Business, November, 2007.
- Sabanci University, Istanbul, Turkey. April 2008.
- Strategic Research Initiative Conference. June 2010.

“Jacks of All Trades and Masters of None: Testing the Principle of Allocation.”

- The 8th Organization Ecology Conference, Durham, UK, June 2005.
- Bocconi University, Milan, Italy. September 2005.
- Strategy Conference at Harvard Business School, Cambridge, MA. October 2005.
- UCLA, Anderson School of Management, Los Angeles, CA. April 2006.
- 1st Annual MIT Sloan BPS Mini-Conference, Cambridge, MA, May 2006.

“Evaluative Schemas and the Attention of Critics in the U.S. Film Industry.” Presented at the Annual Meeting of the Academy of Management, Honolulu, Hawaii, August, 2005.

“Organizational Identity and Multiple Category Memberships.”

- The Annual Meeting of the Academy of Management, Honolulu, Hawaii, August, 2005.
- The 9<sup>th</sup> Organization Ecology Conference, Sintra, Portugal, June 2006.

“Organizational Identities, Specialization, and Prominence.” Presented at the International Workshop: Forms, Functions, and Organization, Bologna, Italy. September 2003.

“Identities, Genres, and Organizational Forms.” (with Michael T. Hannan). Presented at the Conference on Frontiers of Organization Science, Laguna Beach, CA. November 2003.

## Conference Proceedings

Hsu, Greta and Stine Grodal. 2014. “Category Taken-for-grantedness as a Strategic Opportunity: The Case of Light Cigarettes, 1964-1993.” Academy of Management Best Paper Proceedings.

Hsu, Greta, Giacomo Negro and Fabrizio Perretti. 2007. “Similar, yet distinct: The influence of categorical properties on entry in film production.” Academy of Management Best Paper Proceedings.

Bird, Chris, Alex Gourley, Prem Devanbu, Anand Swaminathan, and Greta Hsu. 2007. “Open borders? Immigration in open source projects.” International Conference on Software Engineering.

Hsu, Greta. 2005. “Evaluative Schemas and the Attention of Critics in the U.S. Film Industry.” Academy of Management Best Paper Proceedings.

## University Service

Professional Schools Faculty Personnel Committee, UC Davis, Winter 2023  
Committee on Academic Freedom & Responsibility, UC Davis, 2022-present  
GSM Committee on Courses, UC Davis, Chair, 2022-present  
GSM Recruitment Committee, UC Davis, Chair, 2021-2022  
Faculty Executive Committee, Graduate School of Management, UC Davis, 2019-2021  
    Vice chair, 2019-2020  
    Chair, 2020-2021  
Cannabis and Hemp Research Center Steering Committee, UC Davis, 2020-2021  
Graduate Council, UC Davis, 2016 - 2018  
    Vice chair, 2017 - 2018  
    Graduate Council Administrative Committee, 2017 - 2018  
  
Coordinating Committee on Graduate Affairs (CCGA), University of California, UC Davis  
    representative, 2017 - 2018  
Educational Policy Committee, Graduate School of Management, UC Davis, Chair, 2017 - 2018  
Committee on Courses, Graduate School of Management, UC Davis, Chair, 2014-2015

## Courses Taught

MGT 150: *Technology Management*, UC Davis GSM  
MGP 201A: *Individual and Group Dynamics*, UC Davis GSM  
MGT/P 201B: *Strategy and Structure*, UC Davis GSM  
MGT/P/B 224: *Managing People in High Performance Organizations*, UC Davis GSM  
BAX 493: *People Analytics*, UC Davis Masters of Science in Business Analytics Program

## Business Cases

Hannan, Michael T. and Greta Hsu. *Scharffen Berger Chocolate Maker*. Stanford Business Case #OB46.