

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).
Joint Program in Management and Organizations and Sociology.
 - M.B.A. 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*, 31:369-397. ([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.](#))

- PAPERS
PUBLISHED IN
PROCEEDINGS** Glaser, Vern, Peer Fiss and Mark Thomas Kennedy. 2011. "Rhetoric and Resonance: Framing Strategies and Growth in Online Advertising." *Proceedings of the Seventieth Annual Meeting of the Academy of Management* (Forthcoming).
- Kennedy, Mark Thomas, and Peer C. Fiss. 2006. "Looking Good and Doing Better: Rethinking Motivations for Adopting Innovations." *Proceedings of the Sixty-fifth Annual Meeting of the Academy of Management* (CD). ISSN 1543-8643.
- UNDER
REVIEW** Lo, Jade Yu-Chieh, and Mark Thomas Kennedy. "Recognizing Innovation: Cognition, Structure, and the Rise of Nanotechnology." *R&R at Org Science*. ([Click for paper.](#))
- Kennedy, Mark Thomas, Robert Salomon and Edward J. Zajac. "The Cost of Crying Wolf: Institutions, Incentives and Social Exchange in Publicity." *R&R At AMJ*. ([Click for paper.](#))
- Chok, Jay Inghwee, and Mark Thomas Kennedy. "Scientists as Signals: Social and Human Capital and the Pricing of Life Sciences IPOs." *At AMJ*. ([Click for paper.](#))
- OTHER PAPERS
IN PREPARATION** Kennedy, Mark Thomas. "Diffusion and Delegation: The Growth of Trusts and the Rise of Antitrust Law, 1865-1925." ([Click for paper.](#))
- Kennedy, Mark Thomas. "Getting Noticed: Cognition, Categorization and Markets." ([Click to Download](#))
- Glaser, Vern, Peer Fiss and Mark Thomas Kennedy. "Rhetoric and Resonance: Framing Strategies and Growth in Online Advertising." *At AMJ*. ([Click for paper.](#))
- Kennedy, Mark Thomas, and Edward J. Zajac. "Quid Pro Quote: Logic Interactions and Social Exchange in Media Coverage."
- INVITED
TALKS** Georgetown University McDonough School of Business. Strategy, Economics, Ethics & Public Policy Area. Fall 2011. "Diffusion and Delegation: The Growth of Trusts and the Rise of Antitrust Law, 1865-1930."
- University of Maryland Robert H. Smith School of Business, Cross-Disciplinary Seminar Series in Strategy & Entrepreneurship. Fall 2011. "Diffusion and Delegation: The Growth of Trusts and the Rise of Antitrust Law, 1865-1930."
- University of Toronto Rotman School of Management Strategy Seminar, Fall 2011. "Diffusion and Delegation: The Growth of Trusts and the Rise of Antitrust Law, 1865-1930."
- Harvard Business School, Entrepreneurial Management Seminar, Fall 2011. "Diffusion and Delegation: The Growth of Trusts and the Rise of Antitrust Law, 1865-1930."
- London Business School, Strategy and Entrepreneurship Seminar, Fall 2011. "Diffusion and Delegation: The Growth of Trusts and the Rise of Antitrust Law, 1865-1930."
- Alberta School of Business, University of Alberta. Strategic Management and Organization Seminar, Winter 2011. "How Golden Parachutes Unfolded."
- Tuck School of Business, Dartmouth College. Organization Behavior Seminar, February 2011. "How Golden Parachutes Unfolded."
- McCombs School of Business, University of Texas at Austin. Management Seminar, January 2011. "How Golden Parachutes Unfolded: Diffusion and Variation of a Controversial Practice."
- University of Chicago, Booth School of Business. Organizations and Markets Seminar, April 2010. "Getting recognized: cognition, categories and markets."

**INVITED
TALKS (CONT.)**

Haas School of Business, University of California at Berkeley. Organizational Behavior and Industrial Relations Departmental Seminar, February 2008. "Getting counted."

Tuck School of Business, Dartmouth College. Strategy Seminar, January 2008. "Getting counted."

University of Michigan, ICOS Seminar (Interdisciplinary Committee on Organizational Studies), September 2007. "The counting conundrum."

**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.

- CONFERENCE TALKS (CONT.)** “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.
- “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 Lubljana. 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.

AWARDS AND GRANTS	<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 & 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>
PROFESSIONAL SERVICE	<p>Editorial Review Board, Academy of Management Journal</p> <p>Editorial Board, Strategic Management Journal</p> <p>Ad hoc Reviewer for (in alphabetical order) ...</p> <ul style="list-style-type: none"> • Academy of Management Annual Meeting (OMT, MOC, BPS divisions) • Academy of Management Review • Administrative Science Quarterly • American Journal of Sociology • American Sociological Review • Industrial and Corporate Change • Management Science • Organization Science • Research in the Sociology of Organizations
PROFESSIONAL MEMBERSHIPS	<p>Academy of Management</p> <p>Strategic Management Society</p> <p>American Sociological Association</p> <p>Association for Computing Machinery</p>
REGULAR TEACHING	<p><i>MBA</i> - Negotiations & 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"> 1. Jade Yu-Chieh Lo (with Lynne Zucker, UCLA). Defended June 2010. Now Postdoc in UCLA's Social Sciences in Practice (SSIP) program. 2. Jay Inghwee Chok (with Paul Adler, USC). Defended June 2011. Now Assistant Professor at Keck Graduate School of Applied Life Sciences. <p><i>Undergrad</i></p> <p>- BUAD 497 Strategic Management and Decision-Making (Last Rating: 4.5/5)</p>

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