

# JASON GREENBERG

[JG2459@CORNELL.EDU](mailto:JG2459@CORNELL.EDU)

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## **I. PERSONAL INFORMATION:**

Citizenship: USA  
Place of birth: Bronx, New York

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## **II. EMPLOYMENT AND ACADEMIC AFFILIATIONS:**

2023 – Associate Professor, Peter and Stephanie Nolan School of Hotel Administration and SC Johnson College of Business, Cornell University  
2021 – Head Economist, Homebase  
2021/20 Visiting Assistant Professor of Management, Wharton School, University of Pennsylvania  
2020 – Research Affiliate, Sloan School of Management, Massachusetts Institute of Technology  
2013 – Research Fellow, Center for the Study of Economy & Society, Cornell University  
2020/10 Assistant Professor of Management, NYU-Stern School of Business  
2010/09 Postdoctoral Research Fellow, Institute for Quantitative Social Science, Harvard University and Departments of Political Science and Computer Science, Northeastern University

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## **III. EDUCATION:**

### **DEGREE**

2009 (Sept.) Doctor of Philosophy  
(management)  
2002 Master of Public Policy  
2000 Master of Arts (sociology)  
1996 Bachelor of Arts (sociology),  
w/honors

### **INSTITUTION**

MASSACHUSETTS INSTITUTE OF TECHNOLOGY,  
Cambridge, MA  
UNIVERSITY OF CHICAGO, Chicago, IL  
UNIVERSITY OF FLORIDA, Gainesville, FL  
BINGHAMTON UNIVERSITY, Binghamton, NY

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## **IV. FELLOWSHIPS AND AWARDS:**

2023 ADMINISTRATIVE SCIENCE QUARTERLY AWARD FOR SCHOLARLY CONTRIBUTION  
2019 FRONTIERS OF ENTREPRENEURSHIP RESEARCH GRANT, UNC-CHAPEL HILL (\$10,000)  
2018 NEW YORK UNIVERSITY DALE E. ZAND BEST PAPER AWARD IN MANAGEMENT  
2017 ACADEMY OF MANAGEMENT, OUTSTANDING PUBLICATION AWARD IN OB  
2017–2019 NATIONAL SCIENCE FOUNDATION, Principal Investigator (apx. \$294,000)  
2016–2018 EWING MARION KAUFFMAN FOUNDATION FELLOWSHIP (apx. \$86,000)  
2015–2016 EWING MARION KAUFFMAN FOUNDATION JUNIOR FACULTY FELLOW (\$35,000)  
2014 NEW YORK UNIVERSITY DALE E. ZAND BEST PAPER AWARD IN MANAGEMENT  
2011 WILLIAM H. NEWMAN AWARD, Entrepreneurship Division Nominee and Finalist  
2010 NATIONAL FEDERATION OF INDEPENDENT BUSINESS CERTIFICATE OF DISTINCTION  
2009 INFORMS/ORGANIZATION SCIENCE DISSERTATION PROPOSAL COMPETITION, First Runner-Up  
2008–2009 EWING MARION KAUFFMAN FOUNDATION DISSERTATION AWARD (\$20,000)  
2006–2007 MASSACHUSETTS INSTITUTE OF TECHNOLOGY SLOAN FELLOWSHIP AND GEORGE HENNING FELLOWSHIP  
2005–2006 MASSACHUSETTS INSTITUTE OF TECHNOLOGY SLOAN FELLOWSHIP  
2004–2005 MASSACHUSETTS INSTITUTE OF TECHNOLOGY PRESIDENTIAL FELLOWSHIP

2000–2002	UNIVERSITY OF CHICAGO DEAN'S FELLOWSHIP
1998–2000	UNIVERSITY OF FLORIDA GRINTER FELLOWSHIP
1995	GOLDEN KEY NATIONAL HONOR SOCIETY
1994	PHI SIGMA OMICRON HONOR SOCIETY

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**V. AREAS OF ACADEMIC INTEREST:**

Economic, organizational, and urban sociology; social networks; strategy; big data; entrepreneurship; crowdfunding; strategic hiring; race and gender; microfinance; experiments

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**VI. DISSERTATION:**

“Three Essays on Social Networks and Entrepreneurship.”

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**VII. RESEARCH:**

- Greenberg, Jason, Daniel Sands, Gino Cattani, and Joseph Porac. 2024. “Rating Systems and Increased Heterogeneity in Business Performance: Evidence from the New York City Restaurant Industry, 1994 – 2013.” *Strategic Management Journal* 45(1): 36-65.
- Greenberg, Jason, Chris Liu, and Leanne ten Brinke. 2024. “When Do Haters Act? Peer Evaluation, Negative Relationships and Brokerage.” *Sociological Science* 11: 439-66.
- Greenberg, Jason. 2024. “Founding Teams in Ventures” in Benjamin Hammer and Douglas Cummings (eds). *The Pgrave Encyclopedia of Private Equity*.
- \*Bian, Jiang, Jason Greenberg, Jizhen Li, and Yanbo Wang. 2022. “Good to Go First? Position Effects in Expert Evaluation of Early-Stage Ventures.” *Management Science*. 68(1): 300-15.
- Greenberg, Jason. 2021. “Social Network Positions, Peer Effects, and Evaluation Updating: An Experimental Test in the Entrepreneurial Context.” *Organization Science*. 32(5).
- Sands, Daniel, Gino, Joe Porac, and Jason Greenberg. 2021. “Competition as Sensemaking” in (Stefan Arora-Jonsson, Nils Brunsson, Raimunf Hasse, and Katrina Lagestrom (eds.) *Competition: What it is and Why it Happens*. Oxford University Press.
- Greenberg, Jason. 2019. “What’s Alter Got to do with It? A Consideration of Network Content and the Social Ties that Provide It.” *Sociological Theory* 37(3): 293-314.
- Greenberg, Jason. 2019. “Inequality and Crowdfunding.” Pp. 303 – 322 in Annaleena Parhankangas, Colin Maon, and Hands Landström (eds.) *Handbook of Research on Crowdfunding*. Edward Elgar.
- Greenberg, Jason. 2019. “Social Relations and the Performance of Different Startup Types: The Networks Don't Lie.” Pp. 135 - 155 in Sharon Matusik and Jeff Reuer (eds.) *Entrepreneurship and Collaboration*. Oxford University Press.
- Cattani, Gino, Daniel Sands, Joe Porac, and Jason Greenberg. 2018. “Competitive Sensemaking in Value Creation and Capture.” *Strategy Science* 3(4): 632-57.
- \*Greenberg, Jason and Ethan Mollick. 2017. “Activist Choice Homophily and the Crowdfunding of Female Founders.” *Administrative Science Quarterly* 62(2): 341-74.

-Winner, Administrative Science Quarterly Award for Scholarly Contribution, 2023

-Winner, Academy of Management Outstanding Publication in OB, 2017

Eason, John M., L. Ash Smith, Jason Greenberg, Richard D. Abel, and Corey Sparks. 2017. “Crime, Punishment, and Spatial Inequality.” In Ann R. Tickameyer, Jennifer Sherman, and Jennifer

- Warlick (eds). *Rural Poverty in the United States*. Columbia University Press.
- Greenberg, Jason and Roberto M. Fernandez. 2016. "The Strength of Weak Ties in MBA Job Search: A Within-Person Test." *Sociological Science* 3: 296-316.
- \*Canales, Rodrigo and Jason Greenberg, Jason. 2016. "A Matter of (Relational) Style: Loan Officer Consistency in Contract Enforcement in Microfinance." *Management Science* 62(4): 1202-24.
- Greenberg, Jason. 2014. "What You Care about or What You Know: Which Mechanism Explains the Intergenerational Transmission of Business Ownership Expectations?" *Research in the Sociology of Work* 25: 85-126.
- Fernandez, Roberto M. and Jason Greenberg. 2013. "Race, Network Hiring, and Statistical Discrimination." *Research in the Sociology of Work* 24: 81-102.

### ***Papers under revision invitation***

- Greenberg, Jason and Ethan Mollick. "Strangers on a Founding Team: Lifeblood or Liability?" *Journal of Business Venturing* (2<sup>nd</sup> round)
- Greenberg, Jason, Venkat Kuppuswamy, and Ethan Mollick "Gender, Hubris, and Interpretation of Signals in Crowdfunding." *Strategic Management Journal* (2<sup>nd</sup> round)
- Greenberg, Jason. "Overconfidence in Earnings Ability and Self-employment." *Strategic Entrepreneurship Journal*.

### ***Under review and working papers***

- Greenberg, Jason. "A Novel Experimental Test of Heterogeneous Social Influence Effects Using Chatbots." *Under review*.
- Greenberg, Jason and David M. Lazer. "Microfoundations of (Coordinator) Brokerage."
- Greenberg, Jason and Ethan Mollick. "Sole Survivors: Solo Ventures Versus Founding Teams." *In preparation for submission*.
- Greenberg, Jason, Matt Marx, and Abraham Oshotse. "The Gig Economy in Historical Context: A Longitudinal Analysis of the Population of the U.S. Self-employed, 1998- 2014."
- Greenberg, Jason, Gino Cattani, Joseph Porac, and Daniel Sands. "Categorical and Relational Determinants of Competition: A Multi-Data Study of the NYC Restaurant Industry." *In preparation for submission*.
- Sands, Daniel B., Jason Greenberg, Gino Cattani, and Joseph Porac. "In Search of Plausible Competition: The Cognitive Embeddedness of Distinctiveness and the Infinite Dimensionality of Organizations." *In preparation for submission*.
- Sands, Daniel B., Gino Cattani, Jason Greenberg, and Joseph Porac. "Markets, Prices and Isomorphism: Pricing Activity within the NYC Restaurant Industry." *In preparation for submission*.
- Greenberg, Jason. "The Distributional Consequences of IT and the Proliferation of Ratings on Comparative Business Performance."
- Greenberg, Jason, Yanbo Wang, Jizhan Li, and Jiang Bian. "Gender Composition and the Evaluation of Innovative Ideas."
- Greenberg, Jason and Rodrigo Canales. "The Impact of Employee-Organization Relational Style (Mis)fit and Turnover and Performance in Microfinance."
- Greenberg, Jason and Michael Housman. "The Professional Purity Thesis Revisited: The Problem of Physician Proprietors."
- Greenberg, Jason and John M. Eason. "Trading Places? Decreasing (Increasing) Murder Rates in Urban (Rural) America, 1975 - 2005."
- Greenberg, Jason. "When Opportunity Moves to You: An Analysis of the Mechanisms Linking Geographic, Economic, Institutional, and Social Space with Entrepreneurship."

\*Denotes equal authorship

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**VIII. SELECT PRESENTATIONS:**

- 2024 - "Rating Systems and Increased Heterogeneity in Firm Performance: Evidence from the New  
2023 York City Restaurant Industry, 1994-2013." Hong Kong University, Cornell University.
- 2019 - "An Experimental Test of Social Network Opportunity, Choice, and Structure in  
2018 Evaluation Updating." MIT-Harvard Economic Sociology Seminar, Boston University,  
Questrom (Strategy), Temple University (Information Systems), Washington University  
in St. Louis, Pepperdine  
"A Novel Experimental Test of Heterogeneous Social Influence Effects Using Chatbots."  
Stanford GSB, Conference on Hiring and Organizations
- 2017- "Freedom to Act?" Harvard Business School (Entrepreneurship), NYU  
"Co-Founders and Startup Success" Strategic Management Society  
"The Cognitive Embeddedness of Competition. Organization Studies Conference, Academy  
of Management
- 2016- "Strategic Network Formation." NYU Complex Organizations Workshop NSF/Wharton/MIT  
2015. Knowledge Conference  
"Leaning in or Leaning on?" Carnegie Mellon University  
"Freedom to Act?" Academy of Management
2014. "What's the *Value* of Social *Capital*? A Within-Person Job Offer and Choice Test."  
American Sociological Association, Academy of Management, Michigan ICOS,  
NYU Stern Strategy, Organizational Theory and Entrepreneurship Brown Bag  
"Social Comparison and Economic Outcomes" (Presider). American Sociological Association  
"A Crowd-Based Evaluation Model in a Business School Setting." Academy of Management  
"Homophily, Gender-Typing and Backer Activism in Crowdfunding." Academy of  
Management, University of Maryland, NYU Creativity and Innovation Research Initiative
2013. "A Sociological Approach to Strategy." Dartmouth Strategy Conference  
"Structure, Agency, and Network Formation: A Multidisciplinary Perspective" (Organizer  
and moderator). NSF/Wharton/MIT Knowledge Conference  
"The Impact of Employee-Organization Relational Style (Mis)fit and Turnover and  
Performance in Microfinance." Annual meeting of the American Sociological Association  
"Social Consideration in Founding Teams." National Institute of Health, Health Policy  
Scholars Program
- 2014- "A Matter of (Relational) Style: Loan Officer Consistency in Contract Enforcement in  
2012. Microfinance." MIT Economic Sociology Working Group, Harvard Business School,  
Cornell Sociology, Duke Fuqua, Organization Science Winter Conference,  
Academy of Management, NYU Stern Strategy, Organizational Theory and  
Entrepreneurship Brown Bag
2011. "Social Constraints, Agency, and Institutions in the Formation of Interorganizational Tie  
Formation and Knowledge Diffusion." INSNA
- 2011- "Lifeblood or Liability? Schumpeter, Stinchcombe, and the Double-edged Sword of  
2009. Strangers in the Startup Process." CCC 16<sup>th</sup> Annual Colloquium, MIT-Sloan Organization  
Studies Group Colloquium, Harvard/MIT Economic Sociology Seminar,  
Academy of Management, American Sociological Association
2009. "Rivalry and Excludability of Capital: A Study of the Content that Flows across Different  
Social Ties, Why, and its Implications or Startups." American Sociological Association
2009. "The Networks Don't Lie: Social Relationships as a Basis for Differentiating Founding  
Types." Academy of Management

2009. "What You Care About or What You Know: Which Mechanism Explains the Intergenerational Transmission of Business Ownership Expectations?" American Sociological Association
2007. "Chip Off the Old Block? Socialization, Information, and Intergenerational Work Role Transmission." Academy of Management; American Sociological Association
2005. "Hiring Managers' Race in the Hiring Process." American Sociological Association

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***IX. TEACHING & RESEARCH EXPERIENCE:***

COLUMBIA GSB, NEW YORK, NEW YORK

- Professor, "Strategy Formulation"

UNIVERSITY OF PENNSYLVANIA, WHARTON SCHOOL, Philadelphia, PA

- Professor, "Managing the Emerging Business"
- Professor, "Strategy Implementation"

NEW YORK UNIVERSITY, STERN SCHOOL OF BUSINESS, New York, NY

- Professor, "Patterns of Entrepreneurship"
- Professor, "Management and Organizations"
- Professor, "Organizational Theory" (PhD Seminar)
- Professor, "Social Networks" (PhD Seminar)

MASSACHUSETTS INSTITUTE OF TECHNOLOGY, Cambridge, MA

- Teaching Assistant, "Innovation and Entrepreneurship" (James Utterback), spring 2009
- Teaching Assistant, "Doctoral Seminar in Research Methods II" (Roberto Fernandez), spring 2009
- Research Assistant (for Roberto Fernandez or Ezra Zuckerman), fall 2009, spring 2008, fall 2007, summer 2007, spring 2007, fall 2006, spring 2006, fall 2005, spring 2005, fall 2004

UNIVERSITY OF FLORIDA, Departments of Criminal Law & Criminology and Sociology, Gainesville, FL

- Teaching Assistant (for John Henretta, Terry Mills, Karen Parker, or Karen Pyke), spring 2000 fall 1999, spring 1999, fall 1998

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***X. NOTABLE ACADEMIC COMMUNITY SERVICE:***

NEW YORK UNIVERSITY, New York, NY

- Lead Founder, Economic Sociology Workshop (subsequently held at Yale, MIT, Northwestern, Georgetown/Maryland, Duke/UNC, and Emory)
- University-wide task force member concerning master's program in "People Analytics"
- Co-chair, UPC Entrepreneurship Tract Concentration Committee
- Faculty Advisor, NYU-Stern Venture Capital Club
- Co-chair, Research Committee, spring 2017 – fall 2016 spring 2016 – fall 2015; spring 2014 – fall 2013
- PhD student advising (Jin Jun (first placement, Michigan))

MASSACHUSETTS INSTITUTE OF TECHNOLOGY, Cambridge, MA

- Student Coordinator, MIT/Harvard Economic Sociology Seminar, fall 2007
- Coordinator, Organization Studies Group Seminar Series, spring 2006, fall 2005

UNIVERSITY OF FLORIDA, Gainesville, FL

- Committee on Higher Degrees, Student Representative, spring 2000 – fall 1999

Editorial board: Organization Science; Ad hoc reviewer: Administrative Science Quarterly, American Sociological Review, Academy of Management Journal, JIBS, Kauffman Foundation, Management Science, Strategic Management Journal

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**XI. SELECT MEDIA COVERAGE (OVER 350 MENTIONS IN TOTAL):**

<a href="#">ABC News</a> (August 2014; December 2021)	<a href="#">Findlaw.com</a> (August 2014)
<a href="#">American Express</a> (August 2014)	<a href="#">FOX</a> (August 2014)
<a href="#">BBC</a> (August 2014)	<a href="#">Good Housekeeping</a> (August 2014)
<a href="#">Bloomberg</a> (May 2017)	<a href="#">Huffington Post</a> (August 2014)
<a href="#">CBS</a> (August 2014; December 2021)	<a href="#">Harvard Business Review</a> (April 2016)
<a href="#">Chicago Tribune</a> (August 2014)	<a href="#">Korea Times</a> (August 2014)
<a href="#">CNBC</a> (September 2014; July 2022)	<a href="#">Pittsburgh Tribune Review</a> (December 2013)
<a href="#">CNN</a> (August 2014)	<a href="#">Marketwatch</a> (April 2015)
<a href="#">Financial Times</a> (January 2014; April 2016)	<a href="#">NBC</a> (August 2014)
<a href="#">San Francisco Gazette</a> (August 2014)	<a href="#">NPR</a> (January 2019)
<a href="#">The Atlantic</a> (August 2014; May 2016)	<a href="#">USA Business Daily</a> (August 2014)
<a href="#">The Economist</a> (August 2014; May 2016)	<a href="#">Wall Street Journal</a> (August 2014, April 2019, October 2023)
<a href="#">The New Zealand Herald</a> (August 2014)	<a href="#">WalletHub</a> (September 2017)
<a href="#">Think Progress</a> (August 2014)	<a href="#">Washington Post</a> (August 2014)
<a href="#">Time Magazine</a> (August 2014)	<a href="#">Yahoo! Finance</a> (August 2014)
<a href="#">Inc.com</a> (May 2019)	<a href="#">Venturebeat</a> (August 2014)
	<a href="#">Vinepair</a> (March 2019)

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**XII. REFERENCES:**

Paul J. DiMaggio, PhD, Professor  
*New York University, Department of Sociology*  
Puck Building, 295 Lafayette Street  
New York, NY 10012  
[Pd1092@nyu.edu](mailto:Pd1092@nyu.edu)

Christopher C. Liu, PhD  
*University of Oregon, Lundquist College of Business*  
1208 University of Oregon  
Eugene, OR 97403  
[chrisliu@uoregon.edu](mailto:chrisliu@uoregon.edu)

Catherine J. Turco, PhD, Michael M. Koerner Professor of Entrepreneurship  
*Massachusetts Institute of Technology, Sloan School of Management*  
E53-353, Cambridge, MA 02142

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