

MICKI EISENMAN
Organizational Behavior Group
Jerusalem School of Business Administration
Hebrew University of Jerusalem
Mount Scopus • Jerusalem, 91905 • Israel
972-2-5883114
micki.eisenman@mail.huji.ac.il

EMPLOYMENT

The Hebrew University of Jerusalem, Jerusalem School of Business Administration	
Lecturer	2010-Present
Baruch College, Zicklin School of Business	
Instructor	2005 - 2006
Assistant Professor	2006 - 2010

EDUCATION

Columbia Business School, Columbia University	New York, NY
Ph.D. in Management	May 2006
A. B. Freeman School of Business, Tulane University	New Orleans, LA
Master of Business Administration	August 1999
Hebrew University of Jerusalem	Jerusalem, Israel
Bachelor of Arts	June 1996

PUBLICATIONS

Eisenman, Micki. 2013. Understanding Aesthetic Design in the Context of Technological Evolution. *Academy of Management Review* 38(3): 332-351.

Lead Article

Academy of Management Review Paper of the Year Award Nominee

Paruchuri, Srikanth & Micki Eisenman. 2012. Microfoundations of Firm R&D Capabilities: A Study of Inventor Networks in a Merger. *Journal of Management Studies* 49(8): 1509-1535. (Equal Contribution).

Shinnar, Rachel, Melissa Cardon, Micki Eisenman, Virginia Zuiker-Solis, & Myung-Soo Lee. 2009. Immigrant and U.S. Born Mexican Owned Businesses: Motivations and Management. *Journal of Developmental Entrepreneurship* 14(3): 273-295.

Abrahamson, Eric & Micki Eisenman. 2008. Employee-Management Techniques: Transient Fads or Trending Fashions? *Administrative Science Quarterly* 53(4): 719-744.

Cardon, Melissa, Rachel Shinnar, Micki Eisenman, & Edward G. Rogoff. 2008. Segmenting the Population of Entrepreneurs: A Cluster Analysis Study. *Journal of Developmental Entrepreneurship* 13(3): 293-314.

Shelton, Lois, Sharon Danes, & Micki Eisenman. 2008. Role Demands, Difficulty in Managing Work-Family Conflict, and Minority Entrepreneurs. *Journal of Developmental Entrepreneurship* 13(3); 315-342.

Abrahamson, Eric & Micki Eisenman. 2001. Why Management Scholars Must Intervene Strategically in the Management Knowledge Market, *Human Relations*, 54(1): 67-76.

Eisenman, Micki, Frenkel, Michal, & Wasserman, Varda. 2014 Naming what you see: Facilitating shared interpretations of visual design. In C. Reed, R. Thomas, A. Davies, T. Keenoy, A. McDermott, S. Hurlow, I. Sabelis, S. Ybema, C. Oswick, N. Beech, C. Hardy (Eds.), *Organizational Discourse: Terra Firma, Terra Nova, Terra Incognita, Proceedings of the 11th Biennial Conference*, ISBN 978-1-900089-11-1

Eisenman, Micki. 2007. Cultivating Taste: Constructing the Importance of Product Aesthetics in Technological Industries. In George T. Solomon (Ed.), *Proceedings of the Sixty-Sixth Annual Meeting of the Academy of Management (CD)*, ISSN 1543-8643.
Paper selected as the William H. Newman Award Nominee, MOC Division.

Eisenman, Micki. 2004. Aesthetic Interfaces: A Theory of Symbolic Differentiation. In D.H. Nagao (Ed.), *Proceedings of the Sixty-third Annual Meeting of the Academy of Management (CD)*, ISSN 1543-8643.
Finalist for Best Student Paper, MOC Division.

Eisenman, Micki. 2004. Dynamics of Symbol Imitation in the Personal Computer Industry. In C. Combes, D. Grant, T. Keenoy, C. Oswick, I. Sabelis, M. Veenswijk, and S. Ybema (Eds.), *Organizational Discourse: Artefacts, Archetypes and Architexts, Proceedings of the 6th Biennial Conference*, ISBN 1 900089 06 8.

HONORS & AWARDS

Eisenman, Micki. 2013. Understanding Aesthetic Design in the Context of Technological Evolution. *Academy of Management Review* 38(3): 332-351.
Academy of Management Review Paper of the Year Award Nominee 2014

Julian Simon Grant (\$4,000) 2011

Marie Curie Reintegration Grant (€100,000) 2010-2014

PSC-CUNY Research Grant (\$3,200) 2009

Eugene M. Lang Junior Faculty Research Fellowships (\$6,200) 2008

PSC-CUNY Research Grant (\$3,990) 2008

Cultivating Taste: Constructing the Importance of Product Aesthetics in Technological Industries.
William H. Newman Award Nominee, Managerial and Organizational Cognition Division, Academy of Management Conference, Philadelphia, PA 2007

Organization and Management Theory Division Best Reviewer Award: OMT ABCD (Above and Beyond the Call of Duty) Award. Academy of Management

Conference, Philadelphia, PA	2007
PSC-CUNY Research Grant (\$5,800)	2007
William Stewart Travel Grant (\$300)	2007
PSC-CUNY Research Grant (\$5,400)	2006
First Place, INFORMS Organization Science Dissertation Proposal Competition	2004
Graduate Fellow, Columbia Institute for Social and Economic Research and Policy	2004-2006
Aesthetic Interfaces: A Theory of Symbolic Differentiation Paper selected for Best Paper Proceedings, Academy of Management Conference	2004
Finalist for Best Student Paper, Managerial and Organizational Cognition Division, Academy of Management Conference	2004
Pay Attention to Beauty: The Effects of the Increasing Prevalence of Beautiful Products on the Personal Computer Industry. Runner up for Best Student Submission Award, the 7th Annual Cognition in the Rough Workshop, Academy of Management Conference, New Orleans, LA.	2004
Full Fellowship, Columbia Business School	1999-2005
International Full Fellowship, A.B. Freeman School of Business	1997-1999
Beta Gamma Sigma, National Business Honor Society	1999-Pres.

MANUSCRIPTS IN PREPARATION

Eisenman, Micki, Frenkel, Michal, Wasserman, Varda. Three-way streets: Toward a theory of effective aesthetic communication. (Under *Revise and Resubmit at Organization Studies*)

Eisenman, Micki. Manufacturing Excitement: Aesthetic Innovation in Technologically Stable Industries.

Eisenman, Micki, Frenkel, Michal, Wasserman, Varda. Naming what you see: Facilitating shared interpretations of visual design

Eisenman, Micki & Ainamo, Antii. Does it Work or is it Pretty: Resolving Tensions between Utilitarian and Cultural Elements of Production.

Paruchuri, Srikanth & Micki Eisenman. Inventors' Knowledge Sourcing Behaviors in the Context of an Autonomous Post-Merger Setting.

REFEREED PRESENTATIONS

Eisenman, Micki, Frenkel, Michal, Wasserman, Varda. Three-way streets: Toward a theory of effective aesthetic communication. Paper presented at *The 31th EGOS Colloquium*, Athens, Greece (July 2015).

Paper also presented at:

Academy of Management Annual Meeting, Vancouver, Canada (August 2015)

As part of “The Social Construction of Innovation” symposium

Eisenman, Micki, Frenkel, Michal, Wasserman, Varda. Naming what you see: Facilitating shared interpretations of visual design. Paper presented at *The 30th EGOS Colloquium*, Rotterdam, The Netherlands (July 2014).

Paper also presented at

11th International Conference on Organizational Discourse, Cardiff, UK (July, 2014)

Eisenman, Micki & Ainamo, Antti. Does it Work or is it Pretty: Resolving Tensions between Utilitarian and Cultural Elements of Production. Paper presented at the *OMT Research Development Workshop*, Istanbul, Turkey. (June 2013)

Paper also presented at

The 16th Annual Cognition in the Rough Workshop, The Academy of Management Conference, Orlando, FL. (August 2013).

Eisenman, Micki. How does it make you feel? Constructing the meaning of technological products. Paper presented at The 28th EGOS Colloquium, Helsinki, Finland (July 2012).

Eisenman, Micki. Understanding Aesthetic Design in the Context of Technological Evolution. Paper presented at the Academy of Management Annual Meeting, San Antonio, TX (August 2011).

Eisenman, Micki. Fashion-Driven Competition in Non-Fashion Industries. Paper presented at The 26th EGOS Colloquium, Lisbon, Portugal (July 2010).

Paruchuri, Srikanth & Micki Eisenman. Inventors’ Knowledge Sourcing Behaviors in the Absence of Formal Collaboration Mechanisms. Paper presented at the Academy of Management Annual Meeting, Chicago, IL (August 2009).

Paruchuri, Srikanth & Micki Eisenman. Merger of equals: Inventors’ knowledge sourcing behaviors in the context of a structurally separated merger. Paper presented at the 2nd Israel Strategy Conference, Tel Aviv University (December, 2008).

Shinnar, Rachel, Melissa Cardon, Micki Eisenman, Virginia Zuiker-Solis, & Myung-Soo Lee. Immigrant and U.S. Born Mexican-American Owned Businesses: Motivations and Management. Paper presented at the Academy of Management Annual Meeting, Anaheim, CA (August 2008).

Eisenman, Micki & Elissa Grossman. Unsettled times: A Content Analysis of Legitimation Tactics in Boom and Bust Dot Com Business Plans. Paper presented at the *11th Annual Cognition in the Rough Workshop, The Academy of Management Conference*, Anaheim, CA. (August 2008).

Eisenman, Micki. Cultivating Taste: Constructing the Importance of Product Aesthetics in Technological Industries. Paper presented at the Academy of Management Annual Meeting, Philadelphia, PA (August 2007).

Eisenman, Micki & Antti Ainamo. Hybrid Institutional Logic: Content Analyses of Technological and Cultural Logics in Five Industries. Paper presented at the Academy of Management Annual Meeting, Philadelphia, PA (August 2007).

Eisenman, Micki. Aesthetic Innovation: Changing Institutional Logics in Standardized High-Technology Industries. Paper presented at The 23rd EGOS Colloquium, Vienna, Austria (July 2007).

Rachel S. Shinnar, Micki Eisenman, Melissa S. Cardon, & Ed Rogoff. Minority Entrepreneurs: Motivations for Entry and Self-assessment of Success. Paper presented at San Francisco-Silicon Valley Global Entrepreneurship Research Conference (March 2007).

Eisenman, Micki. Manufacturing Excitement: Aesthetic Innovation in Commoditized Technological Industries. Paper presented at *The Organization Science Winter Conference*. Steamboat Springs, CO. (February 2007).

Eisenman, Micki & Antti Ainamo. At the Cross-roads of Production and Consumption of Culture: Press Releases as Media for Interweaving Technologies of Use and Aesthetics of Perusal. Paper presented at *The 22nd EGOS Colloquium*, Bergen, Norway (July 2006).

Eisenman, Micki. Aesthetic Innovations and Commoditized Industries as Fashion Systems. Paper presented at *The Strategic Management Society Conference*, Orlando, FL. (October 2005).

Eisenman, Micki. Aesthetic Innovations and Commoditized Industries. Paper presented at *The Academy of Management Conference*, Honolulu, HI. (August 2005).
Selected for "High-tech and High-touch: Exploring the Role of Fashion and Aesthetics in Technology Markets", Showcase Symposium BPS, OMT, & TIM Divisions.

Eisenman, Micki. Aesthetic Interfaces: A Theory of Symbolic Differentiation. Paper presented at *The Academy of Management Conference*, New Orleans, LA. (August 2004).
Selected for Best Paper Proceedings and Best Student Paper Session, MOC Division.

Eisenman, Micki. Pay Attention to Beauty: The Effects of the Increasing Prevalence of Beautiful Products on the Personal Computer Industry. Paper presented at the *7th Annual Cognition in the Rough Workshop, The Academy of Management Conference*, New Orleans, LA. (August 2004).

Runner up for Best Student Submission Award.

Eisenman, Micki. Dynamics of Symbol Imitation in the Personal Computer Industry. Paper presented at the *6th International Conference on Organizational Discourse: Artefacts, Archetypes and Architexts*, Amsterdam. (July 2004).

Eisenman, Micki. Catching the Wave: Sensing the Zeitgeist and Incorporating it into Product Aesthetics. Paper presented at *Managing Symbol Intensive Organizations: Paper Development Workshop*, Bocconi University, Milan. (September 2003).

Eisenman, Micki. Aesthetic Interfaces: Securing Sustainable Competitive Advantages by Combining Technology and Aesthetics. Paper presented at *The Academy of Management Conference*, Seattle, WA. (August 2003).

Paper also presented at

Managing Symbol Intensive Organizations: Paper Development Workshop, Bocconi University, Milan. (September 2003).

Paruchuri, Srikanth & Micki Eisenman. The Effects of Diversity on Innovation. Paper presented at *The Academy of Management Conference*, Seattle, WA. (August 2003).

Eisenman, Micki. Incorporating Taste to our Understanding of Competitive Dynamics. Paper presented at *The Trans-Atlantic Doctoral Conference at London Business School*, London. (June 2002).

Abrahamson, Eric & Micki Eisenman. The Evolution of Technical Business Knowledge. Paper presented at *The Academy of Management Conference*, Washington, D.C. (August 2001).

Abrahamson, Eric & Micki Eisenman. Fashion Trends as Evolutionary Processes: The Employee Management Knowledge Niche 1971-2000. Paper presented at *The Academy of Management Conference*, Washington, D.C. (August 2001).

INVITED PRESENTATIONS

Cass Business School, London, UK. Unraveling the Complexity of Effective Material Communication (December 2015). (Joint work with Michal Frenkel and Varda Wasserman)

4th European Theory Development Workshop, Cardiff University, UK. Three-way streets: Toward a theory of effective aesthetic communication (June 2015) (Joint work with Michal Frenkel and Varda Wasserman)

The Hebrew University of Jerusalem, Israel. A Theory of Aesthetic Capital. (December 2014). (Joint work with Michal Frenkel and Varda Wasserman)

Also presented at:

3rd Mellon Biennial Harriet Zuckerman Conference, Columbia University (April 2015)

Bar Ilan University, Israel. Manufacturing Excitement: Aesthetic Innovation in Technologically Stable Industries. (November 2014).

3rd European Theory Development Workshop, VU University Amsterdam, The Netherlands. Naming what you see: Facilitating shared interpretations of visual design (June 2014). (Joint work with Michal Frenkel and Varda Wasserman)

“*Giving visual and material form to ideas, identity and imagination: Architecture, urbanism and sustainable construction*,” workshop at WU Vienna University of Economics and Business (May 2014). Eisenman, Micki, Frenkel, Michal, Wasserman, Varda. Naming what you see: Facilitating shared interpretations of visual design.

Tilburg University, The Netherlands. Manufacturing Excitement: Aesthetic Innovation in Technologically Stable Industries. (January 2014).

The Hebrew University of Jerusalem, Israel. Manufacturing Excitement: Aesthetic Innovation in Technologically Stable Industries. (December 2013).

Ben Gurion University, Israel. Manufacturing Excitement: Aesthetic Innovation in Technologically Stable Industries. (December 2013).

Tel Aviv University, Israel. Manufacturing Excitement: Aesthetic Innovation in Technologically Stable Industries. (December 2013).

Imperial College, London. Understanding Aesthetic Design in the Context of Technological Evolution (June 2011).

The Hebrew University of Jerusalem, Israel. Cultivating Taste: Constructing the Importance of Product Aesthetics in Technological Industries (January 2008).

HEC School of Management, Paris. Cultivating Taste: Constructing the Importance of Product Aesthetics in Technological Industries (November 2007).

Cass Business School, City University, London. Cultivating Taste: Constructing the Importance of Product Aesthetics in Technological Industries (November 2007).

European Science Foundation Exploratory Workshop on “Exploring Symbolic Value Creation in Organizations” Hosted by Bocconi University, Milan (September 2007).

Ainamo, Antti & Micki Eisenman. Fashion as Strategy: Communication competences and Offering Portfolios in the Cultural Goods Business.

Boston College. Manufacturing Excitement: Aesthetic Innovation in Commoditized Technological Industries (November 2006).

Organization Science Cluster, Informs Conference. Language as a Window to Cultural and Technological Markets (November 2006).

Technion, Israel. Manufacturing Excitement: Aesthetic Innovation in Commoditized Technological Industries (June 2006).

Barnard College Seminar on Science and Scientists. Aesthetic Interfaces (November 2003).

TEACHING EXPERIENCE

Business Policy (graduate capstone)

Spring 2010, Spring 2011,
Spring 2012, Spring 2013,
Spring 2014; Spring 2015;
Spring 2016

Business Entrepreneurship (graduate elective)

Spring 2010, Spring 2011,
Spring 2012, Fall 2012,
Spring 2013, Fall 2013,
Spring 2014; Fall 2014;
Spring 2015; Fall 2015;
Spring 2016

Entrepreneurial Management (undergraduate elective)

Fall 2005; Spring, 2006;
Fall 2006; Spring 2007;
Spring 2008, Fall 2008

Marketing and Strategy Seminars for the Lawrence N. Field Center for Entrepreneurship at Baruch College	Fall 2006; Spring 2007; Fall 2007, Spring 2008, Fall 2008
Mentor, Baruch College Entrepreneurship Competition	2005-2009
Mentor, SBDC Clients requiring consultation at the Lawrence N. Field Center for Entrepreneurship at Baruch College	2005-

ACTIVITIES AND PROFESSIONAL AFFILIATIONS

Academy of Management Review, Editorial Board Member	2014-2017
Co-organizer for Israel Strategy Conference	2010-2011
Co-convenor for “Creating Symbolic Value through the Manipulation of Meanings and Symbols”, conference stream at 25 th European Group of Organizational Studies Colloquium in Barcelona	2009
Member, Academy of Management	2000-Pres.
Member, European Group of Organizational Studies	2006-Pres.
Member, OMT division research committee, at Academy of Management	2012-Pres.
Member, Strategic Management Society	2005
Ad hoc reviewer:	
Academy of Management Journal	2008-Pres.
Organization Science	2008-Pres.
Organization Studies	2009-Pres.
Journal of Management Studies	2004-Pres.
Academy of Management Review	2003
Journal of Management	2015
Research Policy	2013
European Management Journal	2012
Journal of Developmental Entrepreneurship	2009
Journal of Business Research	2008
Journal of Small Business Management	2006
Journal of Organizational Behavior	2005
Academy of Management Conference (various divisions in various years: OMT, MOC, BPS, TIM)	2002-Pres.
Israel Strategy Conference	2009-Pres.
Israel Science Fund	2008-Pres.
Transactions on Engineering Management	2012
INFORMS dissertation proposal competition	2007
United States Association for Small Business and Entrepreneurship, Annual Conference	2006-2008
Vienna Science and Technology Fund	2005
Veni Interdivisional grants (The Netherlands)	2015
Routledge Research	2005
McGraw-Hill Irwin	2005