

## CURRICULUM VITAE

### ELIZABETH G. PONTIKES

Assistant Professor of Organizations and Strategy  
University of Chicago Booth School of Business

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### EDUCATION

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**Stanford Graduate School of Business**

Ph.D. in business administration, 2008

**Yale University**

Bachelor of science in physics, *magna cum laude* with distinction, 1998

### ACADEMIC POSITIONS

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**University of Chicago Booth School of Business**

2008- present      Assistant Professor of Organizations and Strategy

### PUBLICATIONS

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Pontikes, E.G. (forthcoming) "Fitting in or Starting New? Invention, Leniency, and Category Emergence in the Software Industry, 1990- 2002." *American Sociological Review*.

Pontikes, E.G. (forthcoming) "Two Sides of the Same Coin: How Ambiguous Classification Affects Multiple Audiences' Evaluations." *Administrative Science Quarterly*.

Pontikes, E.G., G. Negro & H. Rao. (2010) "Stained Red: A Study of Stigma by Association with Blacklisted Artists during the 'Red Scare in Hollywood, 1945-1960." *American Sociological Review*, 75(3) 456-478.

Barnett, W.P. & Pontikes, E.G. (2008). "The Red Queen, Success Bias, and Organizational Inertia." *Management Science*, 54(7), 1237-1251.

Barnett, W. P. & Pontikes, E. G. (2005). "The Red Queen: History-Dependent Competition Among Organizations." *Research in Organizational Behavior*. Staw, B. & Kramer, R.M. (ed.) Jai Press.

## **WORKING PAPERS**

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Pontikes, E.G. and W.P. Barnett. "The Persistence of Lenient Market Spaces." In preparation for submission to *The American Journal of Sociology*.

Pontikes, E.G. and W.P. Barnett. "Organizational Knowledge and Technological Change."

Pontikes, E.G. and M.T. Hannan. "Positions in Feature Space and Market Label Affiliation."

Pontikes, E.G. and W.P. Barnett. "When to be a Nonconformist Entrepreneur? Organizational Responses to Vital Events."

## **RESEARCH PROJECTS IN PROGRESS**

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Identity expressions of artists through rap lyrics. (with Giacomo Negro and Damon Phillips).

This project investigates how rap artists use labels to create unique identities within their lyrics. It extends previous research that looks at how organizations construct identities within market space. We are investigating how labels become infused with meaning in rap music, and how the use of these labels interacts with other elements of a rap artist's identity to affect how they are evaluated. To research this, we are constructing a data set of rap lyrics, artist information, and album information including popular evaluations from Billboard charts and critical evaluations.

Defining new market spaces in the software industry: a multiple audience perspective.

This project investigates how multiple audiences create and define market classification. I am focusing on interactions between organizations and analysts, and am focusing on The Gartner group, the premier high technology analyst firm. I am constructing a data set on The Gartner Group's analyst reports on software market spaces, from its earliest electronic documentation in 1996 through 2010. I am text-mining these reports to extract information on Gartner Group coverage of a market space, including how the space is defined, which organizations are covered, and how they rank. Matching these data with my existing data on organizations' self-claims to market spaces (taken from press releases) will yield both producer claims and analyst evaluations for emerging software market spaces. Data will be made available to Chicago Booth faculty.

## **MEDIA COVERAGE**

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BBC Radio, "Thinking Allowed." October 11, 2010. Discussed findings from "Stained Red" regarding stigma by mere association during the Red Scare in Hollywood.

*Software Magazine*. Column on Market Position:

"Creating a Sector," Spring 2011.

"Finding the Right Sector," Spring 2012.

*Capital Ideas*, Chicago Booth. October 2009. Feature on "Fitting in or Starting New."

Portfolio.com. October 16, 2009. Feature on "Fitting in or Starting New."

## **ACADEMIC PRESENTATIONS**

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Academy of Management Annual Conference, San Antonio, Texas, Professional Development Workshop (2011). Presented: Pontikes, E.G. and W.P. Barnett. Entry Selection into Ambiguous Market Spaces.

University of Chicago Booth School of Business, Organizations and Markets workshop (2010). Presented: Pontikes, E.G. Organizational Entry and the Persistence of Ambiguous Market Spaces.

Harvard Business School (2010). Presented: Two Sides of the Same Coin: Pontikes, E.G. How Category Ambiguity Affects Multiple Audience Evaluations.

Hass School of Business, University of California Berkeley (2010). Presented: Pontikes, E.G. Two Sides of the Same Coin: How Category Ambiguity Affects Multiple Audience Evaluations.

Academy of Management Annual Conference, Montreal, Quebec (2010). Presented: Pontikes, E.G. Two Sides of the Same Coin: How Category Ambiguity Affects Multiple Audience Evaluations.

Thirteenth Annual Meeting of Organizational Ecologists, Helsinki, Finland (2010). Presented: Pontikes, E.G. and W.P. Barnett. Exuberance and Hesitation Following Iconic Events: Why Nonconformity Pays after Salient Successes and Failures.

Princeton University, Center for the Study of Social Organization (2010). Presented: Two Sides of the Same Coin: How Category Ambiguity Affects Multiple Audience Evaluations.

University of Michigan Ross School of Business (2009). Presented: Two Sides of the Same Coin: How Category Ambiguity Affects Multiple Audience Evaluations.

Twelfth Annual Meeting of Organizational Ecologists, Vienna, Italy (2008). Presented: Pontikes, E.G.. Two Sides of the Same Coin: How Category Ambiguity Affects Multiple Audience Evaluations. Invited to present at the

Academy of Management Annual Conference, Chicago, Illinois (2009). Presented: Pontikes, E.G., Knowledge Cohesion and Category Growth.

Northwestern University Kellogg School of Management (2008). Presented: Fitting in or Starting New? An Analysis of Invention, Constraint, and the Emergence of New Categories in the Software Industry.

MIT Harvard Economic Sociology Seminar (2008). Presented: Fitting in or Starting New? An Analysis of Invention, Constraint, and the Emergence of New Categories in the Software Industry.

Eleventh Annual Meeting of Organizational Ecologists, Antwerp, Belgium (2008). Pontikes, E.G.. Knowledge Cohesion and Category Growth.

Academy of Management Annual Conference, Anaheim, California (2008). Presented: Pontikes, E.G. Fitting in or Starting New? An Analysis of Invention, Constraint, and the Emergence of New Categories in the Software Industry.

Academy of Management Annual Conference, Anaheim, California (2008). Presented: Pontikes, E.G. & Barnett, W.P., Stigma and Halo Following Iconic Events: Why Nonconformity Pays after Salient Successes and Failures.

Academy of Management Annual Conference, Philadelphia Pennsylvania (2007). Presented: Pontikes, E.G., Knowledge sharing or competition? How knowledge space crowding affects knowledge progress and market survival.

Academy of Management Annual Conference, Philadelphia Pennsylvania (2007). Presented: Pontikes, E.G, G. Negro & H. Rao. Negative Categories and the Transmission of Stigma.

Academy of Management Annual Conference, Philadelphia Pennsylvania (2007). Presented: Pontikes, E.G. & W.P. Barnett. How Adaptive is R&D? Cumulative Research and Technical Change in Organizational Communities.

Tenth Annual Meeting of Organizational Ecologists. Istanbul, Turkey (2007). Presented: Pontikes, E.G. Knowledge sharing or competition? How knowledge space crowding affects knowledge progress and market survival.

Academy of Management Annual Conference, Atlanta, Georgia, PDW for Ecology and Technology (2006). Presented: Pontikes, E.G. & Barnett, W.P.. Technical Change Among Organizational Communities.

Academy of Management Annual Conference, Atlanta, Georgia (2006). Presented: Pontikes, E.G. Learning from Others: How Knowledge Crowding Exacerbates the Effects of Organizational Inertia.

Ninth Annual Meeting of Organizational Ecologists, Sintra, Portugal (2006). Presented: Pontikes, E.G. & Barnett, W.P. A Community Perspective on Organizational Innovation.

Harvard Business School Strategic Management Conference (2005). Presented: Barnett, W.P. & Pontikes, E.G., The Red Queen, Success Bias, and Organizational Inertia

Eighth Organizational Ecology Conference, University of Durham, England (2005). Presented: Pontikes, E.G., Market Position and Innovative Potential: A Study of how Knowledge Misalignment affects Organizational Survival.

Academy of Management Annual Conference, Honolulu, Hawaii.. Presented: Barnett, W.P. & Pontikes, E.G. (2005). The Red Queen, Success Bias, and Organizational Inertia.

Academy of Management Annual Conference, Honolulu, Hawaii (2005). Symposium chair, "Organizational Identity: Meanings, Constraints, Sanctions and Consequences."

## **HONORS, GRANTS, AND AWARDS**

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Charles E. Merrill Faculty Scholar, University of Chicago Booth School of Business, 2010 - 2012  
Polsky Center Research Grants, 2010 - 2012  
William H. Newman award for outstanding dissertation, 2008. Academy of Management.  
Louis R. Pondy Award for best paper based on a dissertation, 2008  
Organization and Management Theory division of the Academy of Management

Academy of Management Doctoral Consortium, 2007

High Honors for Organizational Behavior Field Exam, 2004  
Stanford Graduate School of Business

Fellowships, Stanford Graduate School of Business, 2003 - 2008

Magna cum laude with distinction in physics, Yale University, 1998

DeForest Pioneers prize for achievement in physics, Yale University, 1998

Saybrook College banner bearer, Yale University, 1998

## **TEACHING**

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### **University of Chicago Booth School of Business**

Strategy and Structure, 39001. (2008 – present)

### **Stanford Graduate School of Business**

Norms and Culture, Stanford Graduate School of Business Alumni Study Group. (2005)

## **AD HOC REVIEWS**

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Academy of Management Journal, Administrative Science Quarterly, American Sociological Review, Industrial and Corporate Change, Organization Science, Management Science.

## **NON-ACADEMIC EMPLOYMENT**

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Director of Solution Engineering, 2001 – 2003  
Coremetrics, Inc., Burlingame, California

Program Manager, 1998 – 2001  
MicroStrategy, Inc., Vienna, Virginia