

# Gaël Le Mens

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## ACADEMIC APPOINTMENTS

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### Universitat Pompeu Fabra, Barcelona, Spain

Assistant Professor of Economics and Business (tenure-track) Since July 2009  
Juan de la Cierva Fellow

### INSEAD, Fontainebleau, France

Adjunct Professor of Decision Science & Visiting Scholar Oct-Dec 2010

## EDUCATION

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### Stanford Graduate School of Business, Stanford CA

Ph.D. in Business Administration (Field: Organizational Behavior) June 2009  
Dissertation: Experiential Learning, Uncertainty and Information  
Dissertation Advisor: Prof. Jerker Denrell

### Stanford School of Engineering, Stanford CA

M.S. in Management Science and Engineering (Field: Decision Analysis and Risk Analysis) June 2003

### Supélec, Gif-sur-Yvette, France

Diplôme d'Ingénieur (equiv. M.S.) in Electrical Engineering September 2003

### Paris XI University, Orsay, France

Licence (equiv. B.S.) in Economics, with distinction June 2002

### Lycee Henri 4, Paris, France

Undergraduate curriculum in Mathematics and Physics for entry in the "Grandes Ecoles" 1998-2000

## REFEREED PUBLICATIONS

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1. Interdependent Sampling and Social Influence (with Jerker Denrell), **Psychological Review**, April 2007, Vol. 114(2), 398-422. DOI: 10.1037/0033-295X.114.2.398. (JCR 2009 Impact Factor: 9.082).
2. Illusory Correlation as the Outcome of Experience Sampling (with Jerker Denrell), August 2008, in B. C. Love, K. McRae, & V. M. Sloutsky (Eds.), **Proceedings of the 30th Annual Conference of the Cognitive Science Society** (pp. 421-426), August 2008. Austin, TX: Cognitive Science Society.
3. How Adoption Speed Affects the Abandonment of Cultural Tastes (with Jonah Berger), **Proceedings of the National Academy of Sciences of the USA (PNAS)**, May 19th, 2009, 106:8146-8150. DOI: 10.1073/pnas.0812647106. (JCR 2009 Impact Factor: 9.432).
4. Organizational Evolution with Fuzzy Technological Boundaries: Tape Drive Producers in the World Market, 1951-1998 (with Glenn R. Carroll, Mi Feng and David G. McKendrick), **Research in the Sociology of Organizations**, November 2010, 203-233. DOI: 10.1108/S0733-558X(2010)0000031009

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5. Rational Learning and Information Sampling: On the 'Naivety' Assumption in Sampling Explanations of Judgment Biases (with Jerker Denrell), **Psychological Review**, April 2011, 118(2), 379-392. DOI: 10.1037/a0023010. Supplemental Material DOI: 10.1037/a0023010.supp (JCR 2009 Impact Factor: 9.082).
6. Seeking positive experiences can produce illusory correlations (with Jerker Denrell), **Cognition**, 2011, 119(3), 313-324. DOI: 10.1016/j.cognition.2011.01.007. (JCR 2009 Impact Factor: 3.562).
7. Founding Conditions, Learning, and Organizational Life Chances: Age Dependence Revisited (with Michael T. Hannan and László Pólos). **Administrative Science Quarterly**, *forthcoming*. (JCR 2009 Impact Factor: 3.842)  
Draft version with additional material (On the Dynamics of Organizational Mortality: Age Dependence Revisited): *Stanford GSB research paper 2062*.

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## OTHER PUBLICATIONS

1. Studying Organizational Populations Over Time (with Glenn R. Carroll, Mi Feng and David G. McKendrick), *Handbook of Organizational Research Methods* (pp. 213-229), D. Buchanan and A. Bryman (Eds.). Sage Publications, London, 2009.
2. Experiential Learning, Uncertainty and Information, *PhD Dissertation, Stanford University Graduate School of Business*, 2009.
3. Reply to Bentley and Ormerod: Key Considerations in Studying Cultural Abandonment Using Baby Names, (with Jonah Berger), *Proceedings of the National Academy of Sciences of the USA (PNAS)*, September 29th, 2009, 106:E110. (JCR 2009 Impact Factor: 9.432). DOI: 10.1073/pnas.0909403106
4. Social Judgment from Adaptive Samples (with Jerker Denrell), *Social Judgment and Decision Making*, J. Krueger, (Ed.). Psychology Press, 2011.

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## WORKING PAPERS

- A Systematic Effect of Access to Information on Impression Formation (with Jerker Denrell), December 2009.
- Learning To Be Satisfied with the Status Quo (with Jerker Denrell), May 2010.
- Environmental Changes and the Dynamics of Organizational Mortality, October, 2008.
- Drifting Tastes, Inertia and Organizational Mortality (with Michael T. Hannan and László Pólos), June 2010.

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## TEACHING

### **Insead, Decision Sciences, Fontainebleau, France**

Professor for Models for Strategic Planning (MBA elective), Oct-Dec 2010.

### **Universitat Pompeu Fabra, Department of Economics and Business, Barcelona, Spain.**

Professor for Business Economics 2, (1<sup>st</sup> year undergraduate core class), Winter 2010.

Professor for Business Organization and Management, (1<sup>st</sup> year undergraduate core class), Fall 2010 – Winter 2011.

### **Stanford School of Engineering, Department of Management Science and Engineering, Stanford CA**

Teaching Assistant for classes in Decision Analysis – taught weekly sessions to up to 40 students (some sessions were televised for distance-learning students) and designed and graded problem sets and exams.

Decision Analysis 1 (Graduate), Prof Ronald A. Howard, Fall 2003 & 2004

Decision Analysis 2 (Graduate), Prof Ali E. Abbas, Winter 2004

Introduction to Decision Analysis (Undergraduate), Prof Ross D. Schachter, Spring 2004

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Introduction to Decision Making in Organizations (Undergraduate), Prof. Burke Robinson and Prof. Sam Holtzmann, Summer 2004, 2005 & 2006

Teaching Assistant for classes in Strategy and Organizations

Strategy in Technology-Based Companies (Graduate) Prof. Riitta Katila, Winter 2005 & 2006 and Prof. K. Eisenhardt, Fall 2005. Managed the Markstrat simulation component of the course and taught the Technology Standards / Game Theory module on the video game industry (Nintendo, Sega and 3DO cases).

Creativity and Innovation (Graduate), Prof. Tina L. Seelig, Spring 2005 & 2006.

## Stanford Graduate School of Business, Stanford CA

Teaching assistant for Organizational Learning (MBA), Prof. Jerker Denrell, Spring 2007.

## CONFERENCE PRESENTATIONS (PAST AND UPCOMING)

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Optimal Experimentation in Bandit Problems. Invited presentation at the 1<sup>st</sup> Meeting of the *Theoretical Organization Society*, Keeble College, University of Oxford, UK, August 2010.

Drifting Tastes, Inertia and Organizational Mortality (with Michael Hannan and László Pólos). Paper presented at the *Nagymaros Conference*, Helsinki, Finland, June 2010.

Age-Dependence Revisited (with Michael Hannan and László Pólos). Paper presented at the *Annual Meeting of the Academy of Management*, Montreal, Canada, August 2010 and at the 1<sup>st</sup> Meeting of the *Theoretical Organization Modeling Society*.

Learning To Be Satisfied with the Status Quo (with Jerker Denrell). Paper presented at the *Barcelona Conference on Analytical Sociology and Social Mechanisms*, Barcelona, Spain, June 2010.

Path-Dependence and the Dynamics of Organizational Mortality: Age-Dependence Revisited: Age-Dependence Revisited (with Michael Hannan and László Pólos). Paper presented at the *Resource Partitioning Conference*, Durham, UK, March 2010.

Adoption Velocity and the Abandonment of Cultural Tastes (with Jonah Berger). Paper presented at the *Annual Meeting of the Academy of Management*, Chicago USA, August 2009.

Age-Dependence Revisited (with Michael Hannan). Paper presented at the *Nagymaros Conference*, Verona, Italy, July 2009.

Experience Sampling and Information about Foregone Payoffs. Oral presentation at the *Society for Judgment and Decision Making Conference*, Chicago, IL, November 2008.

Experience Sampling in Causal Learning, symposium presentation at the *Annual meeting of the Academy of Management*, OMT division, Anaheim, CA, August 2008.

How Concerns for Legitimacy Can Bias Assessments of Efficiency (with Jerker Denrell). Paper presented at the *Annual meeting of the Academy of Management*, OMT division, Anaheim, CA, August 2008, and at the *Annual Meeting of the American Sociological Association*, Boston, MA, August 2008.

Organizational Evolution in a Fuzzy Technological Environment: Tape Drive Producers in the World Market, 1951-1998 (with Glenn R. Carroll, Mi Feng and Dave McKendrick). Paper presented at the *Annual meeting of the Academy of Management*, OMT division, Anaheim, CA, August 2008 and at the *Annual Meeting of the American Sociological Association*, Boston, MA, August 2008.

Illusory Correlations as the Outcome of Experiential Sampling (with Jerker Denrell). Paper presented at the *Thirtieth Annual Conference of the Cognitive Science Society*, Washington, DC, July 2008 and at the *41st Annual Meeting of the Society for Mathematical Psychology*.

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Adoption Velocity and the Death of Culture (with Jonah Berger), poster presented at the *Behavioral Decision Research in Management Conference*, San Diego, CA, April 2008.

Learning about Multi-Attribute Objects: Illusory Correlation in Person Perception (with Jerker Denrell), poster Presented at the *Society for Personality and Social Psychology Conference*, Albuquerque, NV, February 2008; and at the *Behavioral Decision Research in Management Conference*, San Diego, CA, April 2008.

Endogenous Attitude Formation and Group Polarization: poster presented at the *Society for Personality and Social Psychology Conference*, Albuquerque, NV, February 2008;

Environmental Changes and the Dynamics of Organizational Mortality, paper presented at the *Annual Meeting of the American Sociological Association*, New York, NY, August 2007. Poster presented at the *Annual meeting of the Academy of Management*, OMT division, Anaheim, CA, August 2008. Paper presented at the *Nagymaros Conference*, Antwerp, Belgium, June 2008.

Learning to be Myopic (with Jerker Denrell), 2007, paper presented at the *Annual meeting of the Academy of Management*, BPS division, Philadelphia, August 2007.

Cognitive Frames and Managerial Learning: Are More Refined Representations Always Better?, paper presented at the *Annual meeting of the Academy of Management*, BPS division, Atlanta, August 2006.

Interdependent Sampling and Social Influence (with Jerker Denrell), paper presented at the *Annual Meeting of the Society for Mathematical Psychology*, Vancouver, July 2006.

Interdependent Sampling and Social Contagion (with Jerker Denrell), paper presented at the *Annual Meeting of the Academy of Management*, OMT division, Honolulu, August 2005, and at the American Sociological Association, Philadelphia, August 2005.

## INVITED PRESENTATIONS (PAST AND UPCOMING)

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2008: ESMT (Berlin), University of Lugano (Switzerland), SMU (Singapore), HKUST (Hong Kong), Chicago GSB (USA), Yale SOM (USA), University College London (UK), Oxford Saïd (UK), Universitat Pompeu Fabra (Spain).

2009: London Business School (UK), INSEAD (France), University of Toronto Rotman School of Management (Canada), MIT (USA), Barcelona Economics Decisions Group (Spain).

2010: MIT (USA), TOM meeting (Oxford, UK), INSEAD (France).

## TECHNICAL REPORT

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Swing Option Valuation Using Markov Chains Modeling (with Steven Brown), Electricité de France, Technical Report HR31/03/010/A, 2003

## MEDIA MENTIONS

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NYTimes, ABCNews.com, USAToday.com, WSJ.com, FT.com, Freakonomics Blog, Times Online, Diario Digital Nuestro Pais, Gazeta da Serra, Ellibrepensador.com, Europapress.es, Omnia, El Pais.cr, Focus ONLINE, Weser Kurier online, Berliner Morgenpost, Netzeitung.de, 20 Minuten Online, Invernews.com, Stern.de, Scientific American Daily Podcast, MedicinaTV.com, WebMD.com, OE24.at, G1.globo.com.

## FELLOWSHIP AWARDS AND GRANTS

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Spanish Ministry of Science and Innovation Grant # ECO2010-17145 (€ 49 500).

Juan de la Cierva Fellowship (2009-2012): Research Grant by the Spanish Ministry for Science and Education (€ 100 980).

Comença Grant, Universitat Pompeu Fabra: 2009-2010.

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Consolider Grant, Universitat Pompeu Fabra, 2009-2010.  
Presenta Grant from Universitat Pompeu Fabra, 2009-2010.  
David Lee Fellowship (2008-09).  
Carol F. Dressler Fellowship (2006-07 and 2007-08).  
Reid W. Dennis Fellowship (2006-07 and 2006-08).  
Ernest T. Hinshaw, Jr. and Nell Hinshaw Fellowship (2006-07).  
Floyd L. McElroy Fellowship (2006-07 and 2008-09).  
Grant from the Interdisciplinary Behavioral Research Fund at the Stanford GSB (\$1000), 2007.

## REVIEWING ACTIVITIES

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Editorial Board Member of Decision Analysis (1/1/2011 - )  
Ad-hoc reviewer for Academy of Management Annual Meetings, Industrial and Corporate Change, Research in the Sociology of Organizations, Management Science, Organization Science, British Journal of Social Psychology, the Swiss National Science Foundation.

## SERVICE

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Member of the Scientific Committee of the Organizational Ecology Meeting (Nagymaros), Lugano, Switzerland, June 2011.  
Organizer of the 2<sup>nd</sup> meeting of the Theoretical Organization Modeling Society, Barcelona, Jan 7-10, 2011.  
Organizer of the 3<sup>rd</sup> meeting of the Theoretical Organization Modeling Society, Barcelona, Jan 13-15, 2012.  
Founder of the Behavioral and Management Research Breakfast at UPF (weekly seminar series designed to foster relations between PhD students and professors).

## OTHER PROFESSIONAL EXPERIENCES

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### EDF R&D, Clamart, France

Summer Research Associate – research on option pricing in energy markets Summer 2003

### Schneider Electric, Chalon sur Saône, France

Worker on an assembly line. Summer 2001

## OTHER SKILLS AND INTERESTS

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Language skills: French (native), English (fluent), Spanish (Beginner), German (Beginner).  
Hobbies: Swing Dancing, Hiking, Squash, Sailing.

## REFERENCES

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Prof. Jerker Denrell (PhD Dissertation Advisor); Professor of Strategy and Decision Making; Saïd Business School; Oxford University; Park End Street, Oxford OX1 1HP, UK; Email: denrell@gsb.stanford.edu  
Prof. Glenn R Carroll; Laurence W. Lane Professor of Organizations; Professor of Sociology (by courtesy), School of Humanities and Sciences; Graduate School of Business; Stanford University, 518 Memorial Way, Stanford, CA 94305-5015, USA; Phone: +1 (650) 736-1152; Email: carroll\_glenn@gsb.stanford.edu  
Prof. Michael T. Hannan; Stratacom Professor of Management; Professor of Sociology; Graduate School of Business; Stanford University, 518 Memorial Way; Stanford, CA 94305-5015, USA; Phone: + 1 (650) 723-1511; Email: hannan@stanford.edu  
Prof. Robin Hogarth; ICREA Research Professor; Universitat Pompeu Fabra; Ramon Trias Fargas, 25-27; 08005 Barcelona, Spain; Email: robin.hogarth@upf.edu