Paul GOUVARD

Professeur associé
Département: Management
ESSEC Business School
3 avenue Bernard Hirsch
95021 Cergy-Pontoise
France

Email: paul.gouvard@essec.edu

INTERETS DE RECHERCHE

Théorie organisationnelle, Economic Sociology, Strategie

FORMATION

2020	PhD in Management, HEC Paris, France
2016	Diplôme national de Master, Littérature, Université Sorbonne Nouvelle, France
2015	Grande école de commerce, ESSEC Business School, France

EXPERIENCE PROFESSIONNELLE

Positions académiques principales

2026 - Présent	Professeur associé, ESSEC Business School, France
2024 - 2026	Professeur assistant, ESSEC Business School, France

Autres affiliations académiques

2020 - 2024	Assistant Professor of Organization Theory, Università della Svizzera Italiana, Suisse

BOURSES, PRIX ET DISTINCTIONS

Prix et Distinctions

2022	Recipient of the Above and Beyond the Call of Duty Award at AOM 2022
2022	Fiegenbaum 2nd Best Strategy Paper Award at Israel Strategy Conference 2022
2018	Winner of the Most Interesting Paper Prize from the Behavioural Strategy division of the SMS Society
2018	Winner of the Best PhD Paper Award at the SMS Conference in Paris

Bourses

2018	Institute of Personality and Social Research Grant, Haas School of Business, États-Unis
2018	Labex Ecodec PhD Fellowship, HEC Paris, France

PUBLICATIONS

Articles

AVERSA, P., GOUVARD, P. et MAKAROVA, M.A. (2026). The Social Attribution of Innovation: Uncovering the Heads Behind the Guillotine. *Academy of Management Journal*, In press, pp. 1-33.

DURAND, R. et GOUVARD, P. (2026). Semantic Surprise and Semantic Congruence as Antecedents of Legitimacy. *Research in the Sociology of Organizations*, 104.

GOUVARD, P. et DURAND, R. (2024). Clearing Up Confusion: The Effect of Outlier Similarity on IPO Underpricing. *Organization Studies*, In press.

GOUVARD, P. et DURAND, R. (2023). To Be or Not to Be (Typical): Evaluation-Mode Heterogeneity and Its Consequences for Organizations. *Academy of Management Review*, 48(4), pp. 659-680.

GOUVARD, P., GOLDBERG, A. et SRIVASTAVA, S. (2023). Doing Organizational Identity: Earnings Surprises and the Performative Atypicality Premium. *Administrative Science Quarterly*, 68(3), pp. 781-823.

Chapitres d'ouvrage

DURAND, R. et GOUVARD, P. (2022). An Audience-based Theory of Firms' Purposefulness. Dans: Lockwood, C. and Soublière, J.-F. eds. *Research in the Sociology of Organizations*. 1st ed. Leeds: Emerald Publishing Limited, pp. 193-216.

AUTRES ACTIVITES DE RECHERCHE

Membre d'un comité de lecture

Depuis 2026 Strategic Management Journal

Depuis 2025 Administrative Science Quarterly

Depuis 2023 Academy of Management Review

Relecteur pour :

Academy of Management Journal, Administrative Science Quarterly, Organization Science, Organization Studies

Affiliations

Depuis 2021 Member of EGOS, European Group for Organizational Studies, Belgique

Depuis 2016 Member of the Academy of Management, Academy of Management

Supervision de thèses / HDR

2024 U. AYACHE (ESCP EUROPE), Membre de jury

2024 A. V. TYULYUPO (ESSEC Business School), Membre de jury

A. DELEO (Università della Svizzera Italiana), Directeur de thèse

Autres activités de recherche

Depuis 2016 Reviewer for the Academy of Management Conference, Academy of Management

ENSEIGNEMENT

2025	Corporate Strategy, ESSEC Business School, France
2025	ASBA Chair Case, ESSEC Business School, France
2024	Corporate Strategy, ESSEC Business School, France
2020	Corporate Strategy, Università della Svizzera Italiana, Suisse
2020	Field Project, Università della Svizzera Italiana, Suisse