

# Paul GOUVARD

Assistant Professor  
Department: Management  
ESSEC Business School  
3 avenue Bernard Hirsch  
95021 Cergy-Pontoise  
France

Email: paul.gouvard@essec.edu

## RESEARCH INTERESTS

---

Organizational Theory, Economic Sociology, Strategy

## EDUCATION

---

- |      |  |
|------|--|
| 2020 | PhD in Management, HEC Paris, France                           |
| 2016 | Master of Literature, Université Sorbonne Nouvelle, France     |
| 2015 | Master of Science in Management, ESSEC Business School, France |

## EMPLOYMENT

---

### Full-time academic positions

2024 - Present      Assistant Professor, ESSEC Business School, France

### Other affiliations and appointments

2020 - 2024      Assistant Professor of Organization Theory, University of Lugano, Switzerland

## GRANTS AND HONORS

---

### Awards and Honors

- |      |  |
|------|--|
| 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                                    |

### Grants

- |      |   |
|------|---|
| 2018 | Labex Ecodec PhD Fellowship, HEC Paris, France  |
| 2018 | Institute of Personality and Social Research Grant, Haas School of Business, United States of America |

## PUBLICATIONS

---

### Journal Articles

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

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

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

### Book chapters

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

## OTHER RESEARCH ACTIVITIES

---

### Editorial Board Membership

Since 2025 Administrative Science Quarterly

Since 2023 Academy of Management Review

### Ad-hoc reviewer for :

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

### Affiliations

Since 2021 Member of EGOS, European Group for Organizational Studies, Belgium

Since 2016 Member of the Academy of Management, Academy of Management

### PhD Supervision

2024 U. AYACHE (ESCP EUROPE), Thesis jury member

2024 A. V. TYULYUPO (ESSEC Business School), Thesis jury member

A. DELEO (University of Lugano), Thesis director

### Other research activities

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

## TEACHING EXPERIENCE

---

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