

BRIAN P. RESCHKE

Curriculum Vitae

Brigham Young University
Marriott School of Business
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ACADEMIC APPOINTMENTS

Assistant Professor of Entrepreneurship 2015 – Present
Management Department, Marriott School of Business, Brigham Young University

EDUCATION

University of California, Berkeley – Walter A. Haas School of Business
Doctor of Philosophy, Business Administration 2015
Masters of Science, Business Administration 2012

Brigham Young University – Marriott School of Management
Bachelor of Science in Management 2010
Emphasis in Organizational Behavior, Minors in Economics and Sociology

RESEARCH INTERESTS

Science and innovation, social evaluation, social networks, status, categorization, receptiveness to opposing views, economic sociology, organization theory, competition, causal inference

RESEARCH PAPERS AND PROJECTS

Publications

Brian P. Reschke, Pierre Azoulay, and Toby E. Stuart. “Status Spillovers: The Effect of Status-conferring Prizes on the Allocation of Attention.” *Administrative Science Quarterly*. 2018.

Brian P. Reschke and Toby E. Stuart. “The Matthew Effect and the Lucan Lawyer: Outlining an Ecological Approach to Status.” *Journal of Management Inquiry*. 2018.

Papers under Review

Brian P. Reschke and Taeya Howell. “Who Gets ‘to Guru’? Scientist TED Speakers and the Collective Identity Implications of Audience Diversification.” *Administrative Science Quarterly*.

Brian P. Reschke, Julia A. Minson, Hannah Riley Bowles, Mathijs De Vaan, and Sameer Srivastava. “Mutual Receptiveness to Opposing Views Bridges Ideological Divides in Network Formation.” *Journal of Applied Psychology*.

Brian P. Reschke and Ming D. Leung. “Variety Is the Spice of Life: Heterogeneity in evaluator opportunity structures and valuation of atypicality.” *Research in the Sociology of Organizations*.

Working Papers

Brian P. Reschke. “Narratives and Nomenclature: the effect of labels on the returns to (a)typicality.”

Brian P. Reschke and Peter Shumway Polhill. “Does Calculation Crowd Out Community? Commensuration Shocks and the Supply and Evaluation of Social Affiliations on Prosper Marketplace.”

Work in Progress

Brian P. Reschke. “Narratives, Nomenclature, and the Limit or License of Labels: The Effect of Labeling on the Supply and Evaluation of Project Descriptions on Prosper.com.”

Brian P. Reschke and Toby E. Stuart. “Review Shocks: The Curatorial Role of Review Articles and the Fates of Scientific Fields.”

Brian P. Reschke and David Kryscynski. “Death and Innovation: The Effect of Mortality Salience on Scientific Research.”

Brian P. Reschke and Joel A. C. Baum. “Reflected Glory or Lost in Shadows? How Network Proximity to Stars Influences the Attainment of Stardom.”

SELECTED PRESENTATIONS

“Narratives, Nomenclature, and the Limit or License of Labels: The Effect of Labeling on the Supply and Evaluation of Project Descriptions on Prosper.com.” Strategic Management Society, London, United Kingdom (Online), October 2020.

- “Narratives, Nomenclature, and the Limit or License of Labels: The Effect of Labeling on the Supply and Evaluation of Project Descriptions on Prosper.com.” Invited Talk, Rotterdam School of Management Research Seminar, October 2020.
- “Narratives and nomenclature: The effect of labels on the returns to (a)typicality.” 36th EGOS Colloquium, Hamburg, Germany (Online), July 2020.
- “Who Gets ‘to Guru’? The valuation of multiple audience engagement as bids for brokerage.” Annual Meeting of the Academy of Management, Boston, August 2019.
- “Who Gets ‘to Guru’? The valuation of multiple audience engagement as bids for brokerage.” 35th EGOS Colloquium, University of Edinburgh, United Kingdom, July 2019.
- “Who Gets ‘to Guru’? Heterogeneity in the Effect of Audience Extension.” Junior Faculty Organization Theory Conference, Columbia Business School, New York, November 2018.
- “Death and Innovation: The Effect of Mortality Salience on Scientific Research.” Annual Meeting of the Academy of Management, Chicago, August 2018.
- “Courting Status and Stardom: The Cross-Domain Consequences of Audience Extension.” Annual Meeting of the Academy of Management, Chicago, August 2018.
- “Review Shocks.” Winter Strategy Conference - Brigham Young University and University of Utah, Park City, March 2018.
- “Death and Innovation: The Effect of Mortality Salience on Scientific Research.” People and Organizations Conference, Wharton School, Philadelphia, October 2017.
- “Death by Review? The Curatorial Role of Review Articles and the Fates of Scientific Fields.” Junior Faculty Organization Theory Conference, Yale School of Management, New Haven, September 2017.
- “Reflected Glory or Lost in Shadows? How Network Proximity to Stars Influences the Attainment of Stardom.” Annual Meeting of the Academy of Management, Atlanta, August 2017.
- “Reflected Glory or Lost in Shadows? How Network Proximity to Stars Influences the Attainment of Stardom.” INSEAD Network Evolution Conference, Fontainebleau, France, October 2016.
- “Status Spillovers.” West Coast Research Symposium on Technology Entrepreneurship, Seattle, September 2016.
- “Labels and the Returns to Typicality.” Annual Meeting of the Academy of Management, Anaheim, August 2016.

“Status Spillovers.” Winter Strategy Conference - Brigham Young University and University of Utah, Park City, March 2016.

“The Valuation of Market Talk and the Limit or License of Labels.” Annual Meeting of the Academy of Management, Vancouver, Ontario, Canada, August 2015.

“Other Sides of Status: Dimensions, Detriments, and Deliberations.” Annual Meeting of the Academy of Management, Philadelphia, August 2014.

“Crowdfunding at the Crossroads: Charting New Research Directions.” Annual Meeting of the Academy of Management, Philadelphia, August 2014.

“From Cognition to Convention: Assessing the Causal Effect of Taxonomic Shocks on Candidate Evaluation.” Annual Meetings of the American Sociological Association, San Francisco, August 2014.

“Natural Rivals, or Artificial Niches? Classification Systems and the Structure of Competition.” Consortium for Cooperation and Competition, Boston, April 2014.

“Natural Rivals, or Artificial Niches? Classification Systems and the Structure of Competition.” UC Berkeley College of Engineering Innovation Seminar, Berkeley, April 2014.

TEACHING EXPERIENCE

Brigham Young University - Marriott School of Business

MBA 670: Innovation and Entrepreneurship Fall 2017-2020

Graduate elective course. Project-based class emphasizing customer validation.

Entrepreneurship 401: Entrepreneurial Innovation Fall 2015-2020

Upper-division course for undergraduate entrepreneurship major. Design thinking, creativity, hypothesis testing, prototyping, customer validation, solution design.

Business Management 113/313/490R: Startup Bootcamp Winter 2016-2020

Mentored projects class.

University of California, Berkeley - Haas School of Business

Graduate Student Instructor Spring 2013-2015

MBA 295A: Entrepreneurship

Elective entrepreneurship course jointly taught by faculty and venture capitalists.

Graduate Student Instructor Fall 2011- 2014

MBA 205A: Leading People

Core leadership course for MBA program.

CITIZENSHIP

University Service

Brigham Young University

Management Department Writing Circle Organizer 2020 – Present

Rollins Center for Entrepreneurship and Technology 2015 – Present

Council member in monthly leadership meetings

Judge, Big Idea Competition

Judge, Student Entrepreneur of the Year Competition

BYU MBA Program 2017 – Present

Collect and analyze student network data to understand first-year student experience

Mentored Research

Jake Fridal August 2020 - Present

Peter Shumway Polhill March 2020 - Present

Lance Gregory 2019 - 2020

McKenzie Rowley 2017 – 2018

Nicholas P. Taylor 2016 – 2018

Lance Gregory 2019 – Present

University of California, Berkeley

Peer Mentor, Management of Organizations PhD Students 2014 – 2015

Organizer, “Data, Society, and Inference Seminar”, Fung Institute 2012 – 2014

Berkeley-Stanford multi-disciplinary seminar series on applications of big data,
computation, and causal inference in social science research

Organizer, Haas School of Business - MORS Research Lunch 2011 – 2013

Service to the Profession

Reviewer for *Administrative Science Quarterly*, *Organization Science*, *Management Science*, *American Sociological Review*, *Research in the Sociology of Organizations*, and Annual Meeting of the Academy of Management

Symposium Organizer, “Status and Stardom: Micro and Macro Perspectives” with Taeya Howell.
Preparing proposal for Annual Meeting of the Academy of Management, Chicago, August 2018.

Symposium Organizer, “Rivalry Revisited: Causes, Consequences, and Conceptualizations.” Annual Meeting of the Academy of Management, Atlanta, August 2017.

Chair of Paper Session, “Discrimination in Teams, Organizations, Markets, and Communities.” Annual Meeting of the Academy of Management, Atlanta, August 2017.

Symposium Organizer, “Other Sides of Status: Dimensions, Detriments, and Deliberations.” Annual Meeting of the Academy of Management, Philadelphia, August 2014.

Symposium Organizer, “Crowdfunding at the Crossroads: Charting New Research Directions.” Annual Meeting of the Academy of Management, Philadelphia, August 2014.

Chair of Paper Session, “Network Dynamics.” Annual Meeting of the Academy of Management, Philadelphia, August 2014.

Chair of Paper Session, “Career Dynamics.” Annual Meeting of the Academy of Management, Boston, August 2012.

Mentor and Judge, International Business Model Competition, Redmond, WA 2016.

AFFILIATIONS

Academy of Management: Strategic Management (STR), Organization and Management Theory (OMT) and Entrepreneurship (ENT) Divisions

Strategic Management Society: Entrepreneurship and Strategy, and Knowledge and Innovation Divisions; Research Methods Community

European Group for Organization Studies

AWARDS AND DISTINCTIONS

Berkeley Haas Dissertation Fellowship	2014
Institute for Research and Labor and Employment Graduate Student Researcher	2012
Frank Schwabacher Fellowship	2012
Marriot School of Management Outstanding Undergraduate Scholar	2010
Alvina Soffel Barrett Scholarship	2009
Khona Family Scholarship – Brigham Young University Honors Program	2009
Nominated, Beta Gamma Sigma Honor Society	2009
Dean’s List, Brigham Young University	2006 – 2009
Brigham Young Scholar	2003

SOFTWARE

R, Stata, Matlab, SPSS, UCINet

PROGRAMMING AND COMPUTING

Python, SQL, XML, LaTeX/BibTeX, HTML, Bash, Microsoft Azure

OTHER EXPERIENCE

Griffin Hill Technologies	2009
Product Development Intern	
Assisted development of online sales certification program	
Brigham Young University	
Research Assistant, Organizational Leadership and Strategy, Marriott School	2008 – 2010
Project Manager, Human Resources Department	2008 – 2009
Directed development of online training and assessment for hiring personnel	
Coordinated production of university-wide emergency preparedness training	
Teacher, Missionary Training Center	2006 – 2008
Trained hundreds of volunteers in effective teaching and communication skills	
Missionary, The Church of Jesus Christ of Latter-day Saints	2004 - 2006
Massachusetts Boston Mission	

REFERENCES

Toby E. Stuart (Doctoral Advisor)
University of California, Berkeley
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