

ANDREEA D. GORBATĂI
University of California • Berkeley • Haas School of Business • Berkeley, CA 94720
Email: Gorbatai(at)haas.berkeley.edu

CURRENT POSITION

University of California - Berkeley, Haas School of Business
Assistant Professor in the Management of Organizations Group

July 2012 - Present

EDUCATION

Harvard University

May 2012

Ph.D. in Organizational Behavior / Sociology

Harvard University

May 2011

A.M. in Sociology

Dartmouth College

June 2003

B.A. summa cum laude in Economics and Sociology

PUBLISHED ARTICLES AND UNDER REVIEW

Piskorski, M.J. and **A. Gorbatai**. 2017. Testing Coleman's Social Norm Enforcement Mechanism: Evidence from Wikipedia. *American Journal of Sociology* 122(4): 1183-1222.

Gorbatai, A. and C. Dioun. 2018. Making the Makers: Events, Emotions, and Collective Identity in an Emerging Field. Preparing second revise-and-resubmit for *Organization Science*.

Gorbatai, A. 2017. The Paradox of Novice Contributions in Collective Production: Evidence from Wikipedia. Preparing to revise and resubmit at *Administrative Science Quarterly*.

Shah, S. and **A. Gorbatai**. 2015. Structural Sampling: A Technique for Exposing Social Structure. Chapter 24 in *The Handbook of Qualitative Organizational Research* (eds. by Kimberly Elsbach and Roderick Kramer).

Gorbatai, A., D. Jemielniak and M. O'Neil. 2016. Guest Editorial for 'Management and the Future of Open Collaboration' Special Issue. *Journal of Organizational Change Management* 29(3): 322-325.

WORKING PAPERS AND PROJECTS

Gorbatai, A. and L. Nelson. 2018. Narrative Advantage: Gender and the Language of Crowdfunding. In preparation for journal submission.

Gorbatai, A., P. Younkin, and G. Burtch. 2018. Racist on Tuesdays: The relationship between high-salience events and variation in discrimination. In preparation for journal submission.

Subramani, Gauri, and **A. Gorbatai**. 2017. Fundraising Responsiveness to Political Shocks.

Gorbatai, A. 2016. Exogenous Shocks, Emotions, and the Bitcoin Market Emergence.

Hu, L. and **Gorbatai, A.** 2015. What is the Crowd Worth? The Role of Social Influence in Crowdfunding.

Gorbatai, A. and S.K. Shah. 2014. Situated Generalized Exchange: The Role of Space and Place in Makerspace Collaboration.

Gorbatai, A. 2015. Rewarding Organizational Novelty in New Markets.

Gorbatai, A. 2012. When Colleagues Count, but Not Too Much: Social Networks and Turnover Mechanisms in Wikipedia.

TEACHING MATERIALS

Piskorski, M. and **Gorbatai, A.** 2013. Teaching Note: Your Networks over Time.

Piskorski, M. and **Gorbatai, A.** 2009. Your Network over Time. HBS Case N9-709-476.

Gorbatai A. and M. Piskorski. 2009. Your Network over Time. HBS Courseware (survey tool).
Piskorski, M., **Gorbatai, A.** and Zuzul, T. 2009. Wikipedia: Esperanza. HBS Case.

INVITED AND PROFESSIONAL MEETING PRESENTATIONS

2018

Racist on Tuesdays: The relationship between high-salience events and variation in discrimination.

- Academy of Management conference, Chicago, August.

Making the Makers: Events, Emotions, and Collective Identity in an Emerging Field.

- European Group for Organization Studies, Tallinn, Estonia, July.

Narrative Advantage: Gender and the Language of Crowdfunding.

- University of Michigan Ross School of Business, Ann Arbor, February.

2017

Narrative Advantage: Gender and the Language of Crowdfunding.

- Rotman School of Management, University of Toronto, Canada, November.

The Paradox of Novice Contributions in Collective Production: Evidence from Wikipedia.

- Society for the Advancement of Socio-Economics, Lyon, France, June.

Racist on Tuesdays: The relationship between high-salience events and variation in discrimination.

- West Coast Research Symposium, Alberta, Canada, September.
- Junior Organization Theory workshop, New Haven, September.
- European Group for Organization Studies, Copenhagen, Denmark, July.

2016

What is the Crowd Worth? The Role of Social Influence in Crowdfunding.

- American Sociological Association conference, Seattle, August.

Exogenous Shocks, Emotions, and the Bitcoin Market Emergence.

- Economic Sociology conference, Kellogg School of Management, October.
- European Group for Organizational Studies, Naples, Italy, July.
- Society for the Advancement of Socio-Economics, Berkeley, June.

Gender and the Language of Crowdfunding.

- Collective Intelligence conference, NYU Stern, New York City, June.

2015

Enchanting Fields: Collective Events and Emotion as Value-Amplifiers during Field Emergence and Institutionalization.

- Santa Clara University, Management Department, January.

Gender and the Language of Crowdfunding.

- West Coast Research Symposium, Seattle, September.
- American Sociological Association Conference, Chicago, August.
- Academy of Management conference, Vancouver BC, August.
- European Group for Organizational Studies, Athens, July.

Rewarding Organizational Novelty in New Markets.

- European Group for Organizational Studies, Athens, July.
- Academy of Management conference, Vancouver BC, August.

What is the Crowd Worth? The Role of Social Influence in Crowdfunding.

- 2015 Collective Intelligence Conference. Santa Clara University, June

What is New about 'Openness'? Implications for Value Creation and Value Capture.

- Panel participant at Academy of Management conference, Vancouver BC, August. OMT / TIM symposium.

2014

Gender and the Language of Crowdfunding.

- Junior Organizational Theorists workshop, Berkeley, October.

Enchanted Exchanges: Evidence from Media Coverage of the Maker Movement. (now, Enchanting Fields)

- New York University, Stern School of Management, November.
- Stanford University, Economic Sociology seminar, October.
- Score International Conference on Organizing Markets, Stockholm, October.
- American Sociological Association (ASA) meeting, San Francisco, August.
- Academy of Management annual conference, Philadelphia, August.
- European Group for Organizational Studies, Rotterdam, July.
- Ateliers des Possibles, Paris, May.
- Conference on Computer-Supported Cooperative Work and Social Computing (CSCW), February 2014. Invited presentation on *Making Cultures* panel.

Symbiotic Spaces: How Makerspaces Simultaneously Enable Exploration and Exploitation (now, Situated Generalized Exchange).

- Academy of Management, Philadelphia. August.
- European Group for Organizational Studies, Rotterdam, July.
- Ateliers des Possibles, Paris. May.

The Paradox of Novice Contributions in Collective Production: Evidence from Wikipedia. (Gorbatai)

- Invited presentation at the Computational Sociology conference, Stanford University, August.

2013

Junior Organization Theorists workshop. University of Chicago. October.

Online Education, Learning, and Communities of Production. Invited participation on *Communities of Production* panel at the Critical Issues in Online Education Conference, UC Berkeley, March 15-16, 2013

2012

Aligning Collective Production with Demand: Evidence from Wikipedia. (Gorbatai).

- Stanford University, Management Science and Engineering. February.
- IESE Barcelona / Madrid. February.
- INSEAD Paris / Singapore. February.
- University of Toronto, Rotman School of Business. January.
- Dartmouth College, Tuck School of Business. January.
- University of Pennsylvania, Wharton School of Business. January.
- University of California at Berkeley, Haas School of Business. January.
- London Business School. January.
- HEC Paris. January.

2011

Aligning Collective Production with Demand: Evidence from Wikipedia. (Gorbatai).

- University of Chicago, Booth School of Business. December.

- MIT, Center for Collective Intelligence. November.
- University of Southern California. November.
- HBS workshop on Work, Organizations and Markets. October.
- Harvard-MIT Economic Sociology Seminar. October.

Aligning Collective Production with Social Need: Evidence from Wikipedia. (Gorbatai).

- American Sociological Association Annual Meeting, Las Vegas, CA. August.
- Academy of Management Annual Meeting, San Antonio, TX. August.

Participant in the West Coast Research Symposium on Technology Entrepreneurship and the Doctoral Student Workshop (competitive), Seattle, WA. September.

Online Distributed Organization. Symposium co-organizer and presenter at the Academy of Management Annual Meeting (OMT and TIM divisions), San Antonio, TX. August.

The Global Ecology of Crowdsourcing. Symposium co-organizer at the Academy of Management Annual Meeting (OCIS and BPS divisions), San Antonio, TX. August.

Practicing Transcendental Leadership with Tango. Mastering the Balance between Progress and Harmony. Coordinator for PDW session at the Academy of Management Annual Meeting, San Antonio, TX. August.

Testing Coleman's Social Norm Enforcement Mechanism: Evidence from Wikipedia. (Piskorski and Gorbatai). Economics of Information Technology and Digitization workshop, National Bureau of Economic Research, Cambridge, MA. July.

The Surprising Role of Novice Contributors in Social Production. (Gorbatai). Inter-Ivy-Sorensen conference, Cambridge, MA. April.

2010

The Surprising Role of Novice Contributors in Social Production. (Gorbatai).

- HBS workshop on Work, Organizations and Markets. April.
- Naval Postgraduate School, Monterey, CA. October.
- INSNA conference, Lago di Garda, Italy. July.

2009

Norms and Social Networks: Evidence from Wikipedia. (Gorbatai and Piskorski). Academy of Management Annual Meeting, in OMT paper session.

One of two HBS nominees for the *OMT Dissertation Proposal workshop*. Academy of Management Annual Meeting.

Fundamental Trade-Off in Collaboration: Evidence from Wikipedia.

- (Gorbatai and Piskorski). INSNA conference, San Diego, CA. March.
- (Gorbatai). Graduate Sociology Society Student conference, Boston, MA. January.

2008

Social Structure of Collaboration: Evidence from Wikipedia (Gorbatai).

- American Sociological Association Annual Meeting. August.
- Poster session of the Networks in Political Science conference. July.
- Harvard-Oxford-Stockholm conference, Cambridge, MA. April.

TEACHING

Faculty. Haas School of Business

2012-present

MBA Instructor, *Leading People* (Evening MBA205): 2015-2017

Undergraduate Instructor, *Leading People* (UGBA105): 2013, 2015

Faculty. Aspire Academy, Brasov, Romania Summer 2011- present
Leadership, ethics, and entrepreneurship workshop at a summer school for international young leaders and entrepreneurs

Lecturer. Institute for English Language Programs, Harvard University Summer 2011
Designed and taught *Communication in Business*

Teaching Fellow. Sociology Department, Harvard University Spring 2010 and 2011
Social Entrepreneurship. Course instructor: Professor David Ager

Facilitator. Executive Education, Harvard Business School 2007-2011
Leading Organizational Renewal and Change (5 sessions). Instructor: Michael Tushman
Women's Leadership Forum. Course instructor: Jan Hammond
Custom Executive Education Program. Instructor: Rebecca Henderson

Tutor and Teaching Assistant. Economics Department, Dartmouth College 2000-2002

Teaching Assistant. Department of French and Italian, Dartmouth College 1999-2000

INDUSTRY EXPERIENCE

Management Consulting Analyst, Deloitte Consulting 2005-2006
Strategy and Operations client work in Merger and Acquisitions; Technology, Media and Telecom; and Consumer Packaged Goods. Internal work: Knowledge repository redesign; Industry "Best Practice" playbooks

Economic Consulting Analyst, National Economic Research Associates (NERA) 2003-2005
Data collection and market analyses - expert testimonies for patent infringement damages in biotech and antitrust law infringement in the IT industry

Hospitality Consulting Intern, T.R.Engel Group Winter, Summer 2002

FELLOWSHIPS, HONORS AND AWARDS

Sloan Economics of Knowledge Contribution and Distribution Project grant – 2013
Research Assistantship in the Humanities – Committee on Research, Berkeley, 2013
Research Enabling Grant – Committee on Research, Berkeley, 2012
Undergraduate Research Apprentice Program Funds – Berkeley, 2013
Dissertation Completion Fellowship – Harvard University, 2011
Wyss Doctoral Fellowship – Harvard Business School, 2006-2010
Truxal Award – Sociology Department, Dartmouth College, 2008
Phi Beta Kappa – Dartmouth College, 2003

UNIVERSITY AND PROFESSIONAL SERVICE

Program Committee: *The International Conference on Social Informatics (SocInfo)*. 2014-2017.
Doctoral Symposium Chair: *International Symposium on Wikis and Open Collaboration*, San Francisco, CA. August 2015.
Co-organizer: *Junior Organization Theorists workshop*. Berkeley, CA. November 2014
Program Committee Member and Reviewer: *International Conference on Social Informatics*, Barcelona 2014; TBD 2015.

Guest Editor, Special Issue: *Management and the Future of Open Collaboration* at the *Journal of Organizational Change Management*, 2013-2014

Reviewer: grant proposals for the *Foundation for Science and Technology, Portugal*, 2013

Program Committee Member and Reviewer: *International Symposium on Wikis and Open Collaboration*, 2009-2012

Research Assistant: *Sociology of Culture*, Jason Kaufman, Harvard University, 2007

Member: Academy of Management, American Sociological Association, European Group for Organizational Studies, Society for the Advancement of Socio-Economics

SKILLS

Data analysis: STATA, R, MATLAB, Atlas.TI, NLP tools

English, Romanian: native speaker skills

French, Italian, and Spanish: advanced speaking and reading skills, intermediate writing

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- American Sociological Association Annual Meeting. August.
- Poster session of the Networks in Political Science conference. July.
- Harvard-Oxford-Stockholm conference, Cambridge, MA. April.

TEACHING

Faculty. Haas School of Business

2012-present

MBA Instructor, *Leading People* (Evening MBA205): 2015-2017

Undergraduate Instructor, *Leading People* (UGBA105): 2013, 2015

Faculty. Aspire Academy, Brasov, Romania Summer 2011- present
Leadership, ethics, and entrepreneurship workshop at a summer school for international young leaders and entrepreneurs

Lecturer. Institute for English Language Programs, Harvard University Summer 2011
Designed and taught *Communication in Business*

Teaching Fellow. Sociology Department, Harvard University Spring 2010 and 2011
Social Entrepreneurship. Course instructor: Professor David Ager

Facilitator. Executive Education, Harvard Business School 2007-2011
Leading Organizational Renewal and Change (5 sessions). Instructor: Michael Tushman
Women's Leadership Forum. Course instructor: Jan Hammond
Custom Executive Education Program. Instructor: Rebecca Henderson

Tutor and Teaching Assistant. Economics Department, Dartmouth College 2000-2002

Teaching Assistant. Department of French and Italian, Dartmouth College 1999-2000

INDUSTRY EXPERIENCE

Management Consulting Analyst, Deloitte Consulting 2005-2006
Strategy and Operations client work in Merger and Acquisitions; Technology, Media and Telecom; and Consumer Packaged Goods. Internal work: Knowledge repository redesign; Industry "Best Practice" playbooks

Economic Consulting Analyst, National Economic Research Associates (NERA) 2003-2005
Data collection and market analyses - expert testimonies for patent infringement damages in biotech and antitrust law infringement in the IT industry

Hospitality Consulting Intern, T.R.Engel Group Winter, Summer 2002

FELLOWSHIPS, HONORS AND AWARDS

Sloan Economics of Knowledge Contribution and Distribution Project grant – 2013
Research Assistantship in the Humanities – Committee on Research, Berkeley, 2013
Research Enabling Grant – Committee on Research, Berkeley, 2012
Undergraduate Research Apprentice Program Funds – Berkeley, 2013
Dissertation Completion Fellowship – Harvard University, 2011
Wyss Doctoral Fellowship – Harvard Business School, 2006-2010
Truxal Award – Sociology Department, Dartmouth College, 2008
Phi Beta Kappa – Dartmouth College, 2003

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Program Committee: *The International Conference on Social Informatics (SocInfo)*. 2014-2017.
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Program Committee Member and Reviewer: *International Conference on Social Informatics*, Barcelona 2014; TBD 2015.

Guest Editor, Special Issue: *Management and the Future of Open Collaboration* at the *Journal of Organizational Change Management*, 2013-2014

Reviewer: grant proposals for the *Foundation for Science and Technology, Portugal*, 2013

Program Committee Member and Reviewer: *International Symposium on Wikis and Open Collaboration*, 2009-2012

Research Assistant: *Sociology of Culture*, Jason Kaufman, Harvard University, 2007

Member: Academy of Management, American Sociological Association, European Group for Organizational Studies, Society for the Advancement of Socio-Economics

SKILLS

Data analysis: STATA, R, MATLAB, Atlas.TI, NLP tools

English, Romanian: native speaker skills

French, Italian, and Spanish: advanced speaking and reading skills, intermediate writing