

## CLEO SILVESTRI

### Research Associate (Postdoctoral Researcher)

Imperial College London • Business School  
South Kensington Campus, London, SW7 2AZ  
0044 7492888003 • cleo.silvestri13@imperial.ac.uk  
[www.cleosilvestri.com](http://www.cleosilvestri.com)

#### ACADEMIC EMPLOYMENT

---

01/2020 – Present    Imperial College London    **Research Associate (Postdoctoral Researcher)**  
Management & Entrepreneurship Department  
Tasks: Individual research and teaching support

#### EDUCATION

---

10/2014 – 10/2019    Imperial College London    **PhD**  
Innovation & Entrepreneurship Department  
Supervisors: Markus Perkmann & Paola Criscuolo  
Committee: Mark Kennedy, Nelson Phillips, Rhonda Reger

09/2017 – 03/2018    Northwestern University    **Visiting Scholar**  
Management & Organizations Department  
Academic Host: Klaus Weber

09/2011 – 02/2014    Università Alma Mater  
Studiorum di Bologna    **Master's Degree in Industrial Engineering**  
Grade: 110/110 cum laude (First class honours)  
Thesis: "Is there a University 'Brain Gain' from Hybrid  
Academic Entrepreneurship?"

09/2007 – 04/2011    Università degli Studi di  
Firenze    **Bachelor's Degree in Industrial Engineering**  
Thesis: "Feasibility Study for the Realization of a Logistic  
Platform of a Regional Healthcare Service"

#### RESEARCH INTERESTS

---

My research interests lie at the intersection of strategic management and organizational behaviour. In my work, I use organization theory – often with a sociological approach – to study the antecedents and outcomes of valuation processes. Core to my agenda is to unveil how public behaviour of social actors (e.g., their evaluations, actions, or punishment decisions) is often driven by impression management concerns. The contexts that I use include university-industry relations, the creative industries, hybrid organizations and sports data.

*Keywords:* Social evaluations (status, reputation, fame), impression management, multiple audiences, hybrid organizations, creative industries

#### PUBLICATIONS AND WORKS IN PROGRESS

---

- Perkmann, M., Fini, R., Ross, J.-M., Salter, A., **Silvestri, C.**, Tartari, V., 2015, Accounting for Universities' Impact: Using Augmented Data to Measure Academic Engagement and Commercialization by Academic Scientists, *Research Evaluation*, Vol: 24, Pages: 380-391, ISSN: 0958-2029
- Perkmann, M., Fini, R., Ross, J.-M., Salter, A., **Silvestri, C.**, Tartari, V., 2015, Accounting for Impact at Imperial College London: A Report on the Activities and Outputs by Imperial Academics Relevant for Economic and Social Impact, *Technical Report – Imperial College London*

Working papers:

- **Silvestri, C.**, Criscuolo, P., & Perkmann, M. [a paper on status and impression management]  
*Under Review at Organization Science*
- **Silvestri, C.**, Perkmann, M., & Criscuolo, P. [a paper on identities and hybrid organizations]  
*Under Review at Organization Studies*
- Yu, M., **Silvestri, C.**, Dong L., & Mishina, Y. "Safety in Numbers? How Reputation and Salience of Misconduct Change the Effect of Group Size on Punishment" – *Nominated for SMS Best Paper 2020.*  
*Target journal: Academy of Management Journal*
- Jourdan, J., **Silvestri, C.**, & Perkmann, M. "Singing a Different Tune: Distinction Dynamics among Film Critics". *Writing first draft*

- 
- Bacco, F., **Silvestri, C.**, Cattani, G., & Ferriani, S. “The Role of Selectors’ Knowledge Structures in Novelty Evaluation”. *Data collection*

#### CONFERENCE PRESENTATIONS

---

- Jourdan, J., **Silvestri, C.**, & Perkmann, M. “Singing a Different Tune: Distinction Dynamics among Film Critics”
  - Mellen Virtual Conference, November 2020
  - Creative Industry Conference, February 2021
  - EGOS 2022, July 2022
- Bacco, F., **Silvestri, C.**, Cattani, G., & Ferriani, S. “Generalists vs. Specialists: The Role of Selectors’ Knowledge Structures in Novelty Evaluation”
  - EGOS Virtual Colloquium, July 2020
  - In: AOM Annual Virtual Meeting, OMT Division, Symposium: “Microfoundations of Novelty Evaluation: The Interplay between Novel Ideas and their Audiences”, August 2020 (Presenter and organizer with Francesca Bacco)
- Yu, M., **Silvestri, C.**, Dong L., & Mishina, Y. “Safety in Numbers? How Reputation and Salience of Misconduct Change the Effect of Group Size on Punishment”
  - Virtual Paper and Idea Development Workshop, April 2020
  - SMS Annual Virtual Meeting, October 2020
- **Silvestri, C.**, Perkmann, M., Criscuolo, P., & Weber, K., “Careers Embedded in Multiple Institutional Logics: The Construction of a Professional Image”
  - In: AOM Annual Meeting, OMT, STR, OB Divisions. Symposium: “Impression and Symbolic Management at the Intersection of Multiple Levels of Analysis”. August 2018, Chicago, IL, USA. (**Presenter and organizer**)
  - SMS Annual Meeting, 22-25 September 2018, Paris, France.
- **Silvestri, C.**, & Perkmann, M. “The Role of Dominant and Peripheral Organizational Identities”
  - In: AOM Annual Virtual Meeting, MOC Division, Symposium: “Organizational Identity Comparison, Organizational Identification and Organizational Commitment: Differences across Contexts and Measurements”, August 2020. (**Presenter and organizer with Peter Foreman**)
- **Silvestri, C.**, Perkmann, M., & Criscuolo, P. “Organizational Identification in Hybrid Organizations”
  - EGOS Colloquium, July 2016, Naples, Italy.
  - The 1st IESE-LUISS Conference on Responsibility, Sustainability and Social Entrepreneurship, April 2017, Rome, Italy.
  - EGOS Colloquium, July 2017, Copenhagen, Denmark.
  - In: AOM Annual Meeting, OMT Division, Symposium: “Organizational Values: Developing a Dormant Concept in Organization Studies”, August 2017, Atlanta, GA, USA.
  - AOM Annual Meeting, August 2018, Chicago, IL, USA.

#### INVITED PRESENTATIONS

---

- Jourdan, J., **Silvestri, C.**, & Perkmann, M. “Singing a Different Tune: Distinction Dynamics among Film Critics”. *Creative Industries Conference*, February 2021
- **Silvestri, C.**, Criscuolo, P., Perkmann, M., & Weber, K. “When Behavior Does Not Conform: The Role of Status in Professionals’ Image Conformity”. *School of Management, University of Bath*, December 2020
- **Silvestri, C.**, Perkmann, M., Criscuolo, P., & Weber, K. “The Strategic Construction of a Broad Professional Image”. *Reputation Symposium, University of Oxford*, August 2019

## TEACHING EXPERIENCE

---

### Tutor (Teaching & Coaching)

- **Global Online MBA:** Corporate Innovation, Imperial College London (2019 – 2022) – *average rating 4.5/5.0*
- **Global Online MBA:** Digital Business, Imperial College London (2016 – 2021) – *average rating 4.8/5.0*
- **Summer School:** Entrepreneurial Smart Camp, Imperial College London (2015) – *rating 4.7/5.0*
- **MSc Strategic Marketing:** Business Simulation with Markstrat (2017)

### Teaching Assistant

- **MSc International Management:** Innovation & Technology Strategy; Competitive & Corporate Strategy (2019 – 2021)
- **Business for Professionals of Engineering and Science:** Managing Innovation (2018 – 2021)
- **MSc Economics & Strategy for Business:** Corporate Strategy & Leadership; Corporate Strategy; Global Strategy; Strategy Implementation (2015 – 2020)
- **MSc Innovation, Entrepreneurship and Management:** Business Models and Intellectual Property; Managing Innovation (2017 – 2020)

## GRANTS AWARDED

---

Together with Maxine Yu, Lin Dong and Yuri Mishina:

- Lille Economics Management (LEM) research laboratory grant (2020)
- Management & Entrepreneurship Department, Imperial College Business School grant (2021)

## EXTERNAL WORKSHOPS AND TRAININGS

---

- OMT Junior Faculty Consortium (Seattle, 2022)
- Virtual Paper & Idea Development Workshop, “Advancing Management Theory with Sports Data” (2020)
- Reputation Symposium Paper Development Workshop, Saïd Business School, University of Oxford (2019)
- Medici Summer School, “Organizations as Vehicles and Settings for Social Change” – Bologna (2018)
- Alberta Institutions Conference PhD Workshop (2018)
- OMT Doctoral Consortium (Atlanta, 2017)
- Edinburgh Writing Workshop (2017)
- Essex Summer School – Survival Analysis and Event History Modelling (two-week course - July 2017)
- SCANCOR PhD Workshop on Institutional Analysis - Stockholm (2016)

## SERVICE TO THE ACADEMIC COMMUNITY

---

- Student representative (Doctoral Program at Imperial College Business School)
- Organizer of “Academic speed-dating events” across Imperial College Business School, Cass Business School, Kings College, University College London, London Business School, and London School of Economics
- Organizer of “PhD Reading Group in OB/OT” at Imperial College Business School
- Active member of Academy of Management Meetings (AOM), European Group for Organizational Studies (EGOS), Strategic Management Society (SMS)
- Ad hoc reviewer for AOM, SMS, Journal of Business Ethics and JOTT

## REFERENCES

---

**Prof. Paola Criscuolo**  
Imperial College London  
Business School  
London SW7 2AZ, UK  
+44 20 7594 1582  
[p.criscuolo@imperial.ac.uk](mailto:p.criscuolo@imperial.ac.uk)

**Prof. Markus Perkmann**  
Imperial College London  
Business School  
London SW7 2AZ, UK  
+44 207 594 1955  
[m.perkmann@imperial.ac.uk](mailto:m.perkmann@imperial.ac.uk)

**Dr Julien Jourdan**  
Management & Human Resources  
HEC Paris  
1 Rue de la Libération,  
Jouy-en-Josas, France  
[jourdan@hec.fr](mailto:jourdan@hec.fr)

---