**ALEXANDER D. HOPPE**

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**EDUCATION\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

PhD Candidate in Sociology, University of Pennsylvania

Committee: Randall Collins (Supervisor), Mauro Guillén, David Grazian, Robin Leidner

Comprehensive Exams in Sociology of Work (with distinction) and Culture

MA in Sociology, University of Pennsylvania, 2015

BA in Sociology (with distinction), UW-Madison, 2013

**RESEARCH INTERESTS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Work, Organizations, and Management Social Psychology and Microsociology

Economic Sociology Creative Industries

Strategy Sociological Theory

Globalization

**PUBLICATIONS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Hoppe, A. D. (Forthcoming). “The Microsociology of Aesthetic Evaluation: Selecting Runway Fashion Models.” *Qualitative Sociology*.

* Winner of the 2021 Herbert Blumer Award for Best Graduate Student Paper, Society for the Study of Symbolic Interaction

Hoppe, A. D. (2020). “Coordinating Transnational Futurework in Fashion

Design.” [*Socio-Economic Review*](https://academic.oup.com/ser/advance-article-abstract/doi/10.1093/ser/mwaa046/5960235?redirectedFrom=fulltext).

* Winner of the 2021 Student Paper Award, Consumers and Consumption Section, American Sociological Association
* Honorable Mention for the 2021 Best Graduate Student Paper Award, Global and Transnational Sociology Section, American Sociological Association
* Nominated for the 2019 all-academy Carolyn Dexter Award for Best International Paper, Academy of Management
* Nominated for the 2019 Best Student-Led Paper Award, Managerial and Organizational Cognition Division, Academy of Management

Hoppe, A. D. (2020). “Strategic Balance or Imperfect Imitation? Style and Legitimation Challenges in a Semi-peripheral City.” [*Advances in Strategic Management*](https://www.emerald.com/insight/content/doi/10.1108/S0742-332220200000042009/full/html), *42*, 227-253.

Hoppe, A. D. (2019). “License to Tweak: Artistic License at First-Tier Indian Apparel

Suppliers.” [*Poetics*](https://www.sciencedirect.com/science/article/abs/pii/S0304422X18302572), *76*.

**Other Publications**

Sheth S, Nedzhvetskaya N, and Hoppe, A. D. 2020. “‘Made in…’, with Pride: Local Heritage

Producers and Moving up the Value Chain.” [*Medium*](https://sudevsheth.medium.com/made-in-india-with-pride-b3c1efd62943)*.*

* Revised in 2021 as “Forging the International Brand: How Local Mills Leverage History to Build Global Brands.” [*Academia Letters*](https://www.academia.edu/44905629/Forging_the_International_Brand_How_Local_Mills_Leverage_History_to_Build_Global_Brands)*.*

Hoppe, A. D. 2017. “Top Five Reasons to Apply for a Fulbright Research Fellowship.” [Center for Undergraduate Research and Fellowships](https://www.curf.upenn.edu/content/hoppe-fulbright), University of Pennsylvania.

Hoppe, A. D. 2015. Series of blog posts for the [Center for the Advanced Study of India](https://casistudentprograms.com/author/ahoppe2/).

**FELLOWSHIPS AND RESEARCH GRANTS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Medici Summer School in Management Studies, MIT Sloan, 2020

University of Chicago Ethnography Incubator Fellowship, 2019

Gertrude and Otto Pollak Summer Research Fellowship, Department of Sociology, UPenn, 2018

($2,500)

Perry World House Graduate Associate, UPenn, 2017-8

Fulbright-Nehru Doctoral Research Fellowship, 2016-7

President Gutmann Leadership Award, UPenn, 2015 ($930)

Summer Research Travel Award, Center for the Advanced Study of India, UPenn, 2015 ($3,500)

Gertrude and Otto Pollak Summer Research Fellowship, Department of Sociology, UPenn, 2015

($2,500)

Benjamin Franklin Fellowship and Robert A. Fox Graduate Prize Fellowship, UPenn, 2013-8

Madison Ehrnrooth Scholarship, Brittingham Viking Organization, 2012 ($10,000)

Scan Design Foundation Fellowship, 2011 ($6,500)

L&S Honors Fellowship, UW-Madison, 2010 ($1,000)

National Merit Finalist (with Kemper-Knapp Scholarship), UW-Madison, 2008 ($5,500)

**Small Grants**

2015-present: 13 grants totaling $5,215

**RECENT PRESENTATIONS \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Inspiration as a Micro Foundation of Action

* ASA Annual Meeting: Theory Section Roundtable on Approaches to Culture and Emotions. Online: Aug 8, 2021
* SSSI Annual Meeting: Interactionist Studies of Culture and Cultural Objects. Online: Aug 7, 2021
* SASE Annual Meeting: Entrepreneurship and Performance. Online: Jul 5, 2021

The International Division of Labor and Recognition in the Apparel Industry

* Academy of International Business: *Global Strategy Journal* Paper Development Workshop. Online: Jun 26, 2021

Rhetorical Geography as a Source of Competitive Advantage (with Nataliya Nedzhvetskaya)

* ESS Annual Meeting: Culture and Markets. Philadelphia: Feb 28, 2020
* SASE Annual Meeting: Global Value Chains. New York: Jun 29, 2019

An Asian Route to Fashion Design

* Cornell University Emerging Markets Institute: Global Strategy and Emerging Markets Conference. Online: Nov 8, 2020
* University of Chicago: Chicago Ethnography Incubator. Chicago: Mar 15, 2019

Coordinating Transnational Futurework

* ESS Annual Meeting: Science, Knowledge, and Technology. Philadelphia: Mar 1, 2020
* AoM Annual Meeting: Managerial and Organizational Cognition Division Section. Boston: Aug 13, 2019
* ASA Annual Meeting: Occupations, Organizations, and Work Refereed Roundtable. New York: Aug 11, 2019
* SSSI Annual Meeting: Producing and Participating in Leisure Worlds. New York: Aug 10, 2019
* SASE Annual Meeting: Evaluating Futures, Evaluating Future-makers. New York: Jun 28, 2019
* Columbia University: Science, Knowledge, and Technology Workshop. New York: Jan 29, 2019

Globalization and Unique Capabilities

* ASA Annual Meeting: Global and Transnational Sociology Section Roundtable. Philadelphia: Aug 13, 2018
* Harvard Business School: Work, Organizations, and Markets Workshop. Cambridge: May 10, 2018
* National University of Singapore: Conference on Global Production. Singapore: Dec 6-8, 2017
* University of Pennsylvania: Culture, Interaction, and Ethnography Workshop. Philadelphia: Nov 3, 2017

Artistic License at First-Tier Indian Fashion Suppliers

* Rutgers University: Consumers and Consumption Mini-Conference. Camden, NJ: Aug 10, 2018
* Fashion Group International. Philadelphia Museum of Art: Jun 27, 2017
* Fulbright South and Central Asia Mid-Year Conference. Kolkata, India: Mar 7, 2017

**TEACHING AND RESEARCH ASSISTANT EXPERIENCE\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*University of Pennsylvania*

TA for Managing and Competing: The Case of China. Management (Wharton), 2019

TA for Sociology of Media and Popular Culture. Sociology, 2015

TA for Introduction to Sociology. Sociology, 2014-16

*University of Wisconsin-Madison*

RA for John Delamater and Casey Stockstill, Sociology, 2013

Teaching Fellow for Child Psychology, Psychology, 2011

Honors Fellow for Diversity Dialogues, Letters and Science, 2010

**SERVICE AND MEMBERSHIP\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Co-Editor: *Global and Transnational Sociology Section Newsletter*, 2018-2021

Presider: Sociology of Culture Roundtable, ASA Annual Meeting, 2021

Culture and Markets Paper Session, ESS Annual Meeting, 2020

Sociology of Culture Roundtable, ASA Annual Meeting, 2019

Globalization and International Organizations Roundtable, ASA Annual

Meeting, 2017

Reviewer: *Advances in Strategic Management*, *American Journal of Sociology*, *American Sociological Review*, *Cultural Anthropology*, *Sociological Theory*

Academy of Management Annual Meeting (OMT division), annually

Consumers and Consumption Student Paper Award, 2022

Fulbright Commission, 2019

Center for the Advanced Study of India, 2017

Advising: Peer-to-Peer Grant Adviser, Graduate Student Center, UPenn, 2015-6

Membership: American Sociological Association

Academy of Management

Society for the Advancement of Socio-Economics

Society for the Study of Symbolic Interaction

**REFERENCES \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Randall Collins, Dorothy Swaine Thomas Professor of Sociology (Emeritus): [collinsr@sas.upenn.edu](mailto:collinsr@sas.upenn.edu)

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Mauro Guillén, Dean of Cambridge Judge Business School:

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David Grazian, Professor of Sociology and Communication:

[dgrazian@soc.upenn.edu](mailto:dgrazian@soc.upenn.edu)

(215) 898-7682