

CYRUS DIOUN

The Business School, University of Colorado Denver

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ACADEMIC POSITIONS

Assistant Professor, University of Colorado Denver, Business School 2018–Present
2020–2021 & 2021–2022: university-wide Covid-19 tenure clock extensions

Data Science Fellow, Berkeley Institute for Data Science 2015–2018

EDUCATION

University of California, Berkeley, Ph.D., Sociology, 2018

University of California, Berkeley, M.A., Sociology, 2014

Columbia University, M.A., Quantitative Methods in the Social Sciences, 2010

Pomona College, B.A., Public Policy Analysis, 2005

RESEARCH INTERESTS

Organizations, economic sociology, social evaluations, organizational misconduct, methodology.

PUBLICATIONS

(* denotes equal first authorship)

1. **Dioun, C.**, Lashley, K., & Pamphile, V. 2026. Market-stigmatized groups and the effectiveness of stigma management strategies: Evidence from Washington’s marijuana market. *Academy of Management Journal* (Forthcoming).
2. **Dioun, C.**, Pamphile, V., & Gorbatai, A. 2025. ‘Making it easy to do hard things’: How experts help novices perceive craft as accessible. *Organization Studies*, 46(4): 499–523.
3. Gorbatai, A.*, **Dioun, C.***, & Lashley, K. 2021. Making space for emotions: Empathy, contagion, and legitimacy’s double-edged sword. *Organization Science*, 32(1): 42–63.
4. **Dioun, C.** 2018. Negotiating moral boundaries: Social movements and the strategic (re)definition of the medical in cannabis markets. *Research in the Sociology of Organizations*, 56: 53–82.
 - Recipient, Emerald Literati Award, Outstanding Author Contribution, 2019

5. Eaton, C., Habinek, J., Goldstein, A., **Dioun, C.**, Santibáñez Godoy, D., & Osley-Thomas, R. 2016. The financialization of US higher education. *Socio-Economic Review*, 14(3): 507–535.
 - Media coverage: *TIME*, *The Hill*, *Chronicle of Higher Education*, *San Jose Mercury News*, *Forbes*, *The Nation*

Other Refereed Publications

6. **Dioun, C.** 2021. In the weeds: Demonization, legalization, and the evolution of U.S. marijuana policy. *Contemporary Sociology*, 50(1): 75–76. (Book review)
7. **Dioun, C.** 2017. Making the medical marijuana market. In J. Beckert & M. Dewey (Eds.), *The Architecture of Illegal Markets: Towards an Economic Sociology of Illegality in the Economy* (pp. 159–176). Oxford University Press.
8. Fligstein, N. & **Dioun, C.** 2015. Economic sociology. In J. Wright (Ed.), *International Encyclopedia of the Social and Behavioral Sciences* (2nd Edition). Elsevier.

Practitioner Publications

9. Eaton, C., **Dioun, C.**, Santibáñez Godoy, D., Goldstein, A., Habinek, J., & Osley-Thomas, R. 2014. Borrowing against the future: The hidden costs of financing US higher education. UC Berkeley Center for Culture, Organizations, and Politics.

WORKING PAPERS & WORKS-IN-PROGRESS

- Dioun, C.** & Lee, P. The antecedents and consequences of review fraud in stigmatized markets.
- Dioun, C.** & Haveman, H. Legal ambiguity, competition, and price formation in cannabis markets.
- Dioun, C.** & Handler, A. Seeing through the haze: Strategies for working with data on questionable provenance.
- Smolka, K., Engel, Y., & **Dioun, C.** Psychedelic markets and organizational legitimacy.

AWARDS AND GRANTS

Year	Award
2025	Cascio Early Career Faculty Fellowship, University of Colorado Denver
2024	Outstanding International Educator Award, University of Colorado Denver
2023, 2024	Summer Research Award, University of Colorado Denver
2023, 2024	Early-Career Professional Advancement Grant, University of Colorado Denver
2020	Google Cloud Computing Grant (\$5,000)
2019, 2021	Young Upwardly Mobile Professor Award, University of Colorado Denver
2019–2024	Ethics Fellow, Daniels Fund Ethics Initiative
2019	Emerald Literati Award, Outstanding Author Contribution

Year	Award
2017	Leo Lowenthal Fellowship, UC Berkeley Department of Sociology
2016	Student Technology Grant, UC Berkeley (\$5,000)
2015–2016	Berkeley Connect Mentoring Fellow, UC Berkeley
2014–2016	Amazon Web Services Technology Grant (\$16,000)
2014–2016	GitHub Education Grant (\$2,400)
2014–2015	IRLE Research Fellowship, UC Berkeley
2014	Graduate Division Summer Grant, UC Berkeley (\$3,500)
2012	Institute for the Study of Societal Issues Grant, UC Berkeley (\$2,500)
2012	Sociology Small Research Grant, UC Berkeley (\$2,000)

INVITED SEMINARS AND TALKS

2017: George Washington University, Strategic Management & Public Policy; IESE Business School, Strategic Management; McGill University, Desautels Faculty of Management; University of Colorado Denver, Business School, Management Division; University of Minnesota, Humphrey School of Public Policy

CONFERENCE PRESENTATIONS

Conferences and Workshops

- Academy of Management Annual Meeting: 2012, 2013, 2015, 2018, 2019, 2020, 2022, 2023, 2024, 2025
 - American Sociological Association Annual Meeting: 2012, 2013, 2018, 2020
 - European Group for Organizational Studies: 2014, 2018, 2019, 2020
 - Oxford Reputation Conference: 2024
 - West Coast Research Symposium on Technology Entrepreneurship: 2018
 - Junior Organization Theorists Conference: 2018, 2022
 - International Conference on Computational Social Science: 2016
 - INFORMS Conference: 2018
 - Western Academy of Management: 2019
 - Industry Studies Association: 2019
 - Society for the Advancement of Socio-Economics (SASE): 2019
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TEACHING EXPERIENCE

University of Colorado Denver — Instructor of Record

Course	Level	Format
Leading Individuals & Teams	MBA	In-Person & Online
Business Insights & Cultural Delights in Munich & Prague	Study Abroad	In-Person
Entrepreneurship in Emerging Industries	MBA & Undergraduate	In-Person
Special Topics: The Business of Cannabis	MBA & Undergraduate	In-Person
Strategic Management	MBA	Online

University of California, Berkeley — Graduate Student Instructor

- Business Ethics (Undergraduate)
- Economic Sociology (Undergraduate)
- Evaluation of Evidence (Undergraduate)
- Introduction to Sociology (Undergraduate)

University of California, Berkeley — Reader

- Social Psychology (Undergraduate)

STUDENT ADVISING AND MENTORSHIP

Mentoring Programs

Program	Role	Years
Junior Faculty Mentoring, CU Denver	Co-Organizer	2025–
Diverse Doctorates, CU Denver	Mentor	2020–2022
Statistics Mentoring, CU Denver	Mentor	2022
Data Science Discovery, UC Berkeley	Mentor	2013–2018
Berkeley Connect Mentoring, UC Berkeley	Mentor	2015–2016
URAP / Oski Lab, UC Berkeley	Founder & Mentor	2010–2018

Mentored over 100 undergraduates over 5 years at UC Berkeley.

Selected Student Outcomes

- **Patrick Mahoney**, CU Denver MBA → University of Colorado Denver, School of Public Affairs Ph.D.
- **Sara Brothers**, UC Berkeley → Yale Sociology Ph.D. → Assistant Professor, Penn State
- **Parijat Chakrabarti**, UC Berkeley → Princeton Ph.D.
- **Wenhao Pan**, UC Berkeley → University of Washington Statistics Ph.D.

SERVICE TO THE PROFESSION

Editorial Boards

- Editorial Review Board, *Journal of Management*, 2025–Present

Ad Hoc Reviewing

Academy of Management Journal · Academy of Management Review · Administrative Science Quarterly · American Journal of Sociology · American Sociological Review · British Journal of Sociology · Business & Society · Contemporary Sociology · Journal of Business Research · Journal of Management Inquiry · Journal of Management Studies · Journal of Studies on Alcohol and Drugs · Law & Society Review · Organization Science · Research in the Sociology of Organizations · Socio-Economic Review

Program Committees and Working Groups

- Program Committee, International Conference for Computational Social Science (2016, 2017, 2018, 2019, 2020)
- ADSA Working Committee on Data Science
- ORCSI Working Committee
- Berkeley Institute for Transparent Social Science

UNIVERSITY SERVICE

Leadership

Year	Role
2025–	Co-Organizer, Junior Faculty Mentoring Program
2025–	Management Lead, AACSB Assurance of Learning
2024–2025	Task Force Lead, Sustainable Business Advisory Board
2020–2021	Faculty Chair, CU Denver Business School 5-Year Strategic Plan
2019–2021	Co-Founder, University of Colorado Data Science Symposium

Contributions

Year	Role
2024	Faculty Marshall, Commencement
2024	Management Faculty Search Committee
2022	TA/RA Cost Committee
2019–2024	Ethics Fellow, Daniels Fund Ethics Initiative
2019–2024	Managing for Sustainability Board

Year	Role
2019–	Health Administration Research Council
2019	Undergraduate Curriculum Committee
2019	Outstanding Service Award Committee
2019	CED Scholarship Committee

MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS

Academy of Management (OMT, ENT) · American Sociological Association (Economic Sociology, Organizations) · European Group for Organizational Studies (EGOS)

COMMUNITY SERVICE

Year	Role
2025–	Big Brother, Big Brothers Big Sisters
2025	Mentor, Denver High School Student
2024–	Business Mentor (In-Training), SCORE
2024–	Data Advisory Group, Truckee Meadows Tomorrow
2023	Volunteer, OZ Center for Performing Arts
2016–2018	Mentor, Canopy Startup Accelerator (<i>Team won \$50,000 in seed money</i>)

MEDIA COVERAGE

- “Flower Follower: How Lessons From the Cannabis Industry Will Impact Colorado’s Budding Psychedelic Scene.” *Denver Business Journal*, April 19, 2024.
 - “Colorado Cannabis Companies Take a Page from the Apparel Playbook.” *Denver Business Journal*, March 10, 2022.
 - Coverage in *Forbes*, *The Hill*, *The Nation*, *Chronicle of Higher Education*, *San Jose Mercury News*, *Neuroscience News* (2021).
 - “Recreational Marijuana Could Be Legal Soon in Michigan. Most Local Officials Oppose It.” *Battle Creek Enquirer*, September 17, 2018.
 - “Universities Are Facing a Financial Debt Bomb.” *TIME*, September 14, 2016.
 - “Minorities, Once Wary of Drug Stigma, Now Seek Bigger Cut of Burgeoning Marijuana Industry.” *ABC News*, April 20, 2016.
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Updated March 2026