



Peter Zemsky (USA)

The Eli-Lilly Chaired Professor of Strategy and Innovation
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Professor Zemsky joined the INSEAD strategy area in 1994. He received his Ph.D. from the Stanford Graduate School of Business and his B.A. from the University of Pennsylvania, where he was recognized as the outstanding graduating economics major.

As the Deputy Dean for Degree Programmes and Curriculum, Professor Zemsky is responsible for the school's MBA, EMBA and Specialized degree programmes. Prior to this role, he served as the Dean of Faculty and before that as the head of the strategy area. For most of his career at INSEAD he taught core strategy courses across the MBA, EMBA and executive education programmes. He has received several nominations for best core teacher, including when he was a visiting Professor at Wharton in 2003. He was the original programme director for the school's Blue Ocean Strategy open enrolment programme.

Professor Zemsky is a leading contributor to the value-based approach to strategy, which seeks to develop rigorous treatments of the verbal theories traditionally found in the strategy literature. He has worked on a range of topics including the sustainability of competitive advantage, disruptive technologies, the choice of generalist versus specialist strategies, and the determinants of resource rents. His research has appeared in leading economics and strategy journals including *American Economic Review*, *RAND Journal of Economics*, *Strategic Management Journal*, and *Management Science*. His doctoral students have been hired by leading business schools including Wharton, NYU, HEC, and IESE.