



STRATEGY

PHEBO WIBBENS

Assistant Professor of Strategy

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CONTACT

EMAIL: phebo.wibbens@insead.edu

PHONE: +33 1 60 72 48 68

CAMPUS: Fontainebleau

BIOGRAPHY

Phebo Wibbens is an Assistant Professor of Strategy at INSEAD in France. He teaches the MBA elective MAACS (Mergers, Acquisitions, Alliances and Corporate Strategy).

In his research, Phebo applies formal modeling to the Resource Based View (RBV), which posits that long-term financial success is only possible if firms have access to valuable resources that their competitors cannot effectively obtain. For instance, in a recent paper in the Strategic Management Journal (SMJ) he introduces the concept of higher-order resources, which do not affect profits directly but allow firms over time to obtain other superior resources, which in turn yield superior profit. Examples of higher-order resources are Danaher's M&A practices and Apple's consumer electronics design capabilities. Empirical estimation of a model incorporating higher-order resources suggests an average duration of competitive advantage of about 18 years, almost four times as long as implied by traditionally used models.

Phebo holds PhD and MSc degrees in Management from the Wharton School, University of Pennsylvania, as well as MSc degrees (cum laude) in both Physics and Mathematics from the University of Groningen (The Netherlands). Before his academic career, Phebo worked for 8 years at Bain & Company in Amsterdam and Boston, first as a consultant and later leading the research team in the Global Strategy Practice. He co-authored the management book "Iconic: How to create a virtuous circle of success", describing the strategies of long-term iconic organizations such as the Royal Concertgebouw Orchestra.

RESEARCH AREAS

Competitive Strategy, Formal Foundations of Strategy, Resource Based View

TEACHING AREAS

Corporate Strategy, Organisational Design, Research Methods

- Performance Persistence in the Presence of Higher-Order Resources