INSEAD professors ranked among world’s most influential management thinkers

INSEAD, The Business School for the World, announced today that four of its faculty members have been ranked in the world’s Top 50 Most Influential Management Thinkers by Thinkers50. The biennial ranking is widely regarded as the “Oscars of Management Thinking” and recognises thought leaders for their achievements in business and academia.

W. Chan Kim, INSEAD Distinguished Professor of Strategy and International Management, and Renée Mauborgne, INSEAD Affiliate Professor of Strategy and Distinguished Fellow of Strategy and International Management, were ranked #5. Recognised by the Thinkers50 as the “Inventors of the ground-breaking blue ocean strategy, paving the way for organisations to break out of fixed market boundaries and create a whole new space”, Professors Kim and Mauborgne were recently awarded for their paradigm-breaking research in Harvard Business Review’s 100th anniversary celebration.

Professors Kim and Mauborgne are co-directors of the INSEAD Blue Ocean Strategy Institute and co-authors of the New York Times Bestseller and #1 Wall Street Journal Bestseller, Blue Ocean Shift: Beyond Competing - Proven Steps to Inspire Confidence and Seize New Growth (Hachette, 2017), and the global bestseller Blue Ocean Strategy (2005, Expanded Edition 2015). Their latest book, Beyond Disruption: Innovate and Achieve Growth without Displacing Industries, Companies, or Jobs, was published in May 2023. Blue Ocean Strategy is recognised as one of the most iconic and impactful strategy books ever written. It has sold over four million copies and is published in a record-breaking 46 languages. It is a bestseller across five continents. Professors Kim and Mauborgne are “Creators of the big strategy concept of the 21st century”, said the Thinkers50.
The new Thinkers50 Ranking places the top 10 thinkers in order from 1 to 10, with the remaining 40 thinkers listed alphabetically.

The other two INSEAD faculty on the list are Erin Meyer, Professor of Management Practice, and Gianpiero Petriglieri, Associate Professor of Organisational Behaviour.

Professor Meyer is a specialist on cross-cultural management, her evaluation of different cultures has resulted in a strategic framework for organizations seeking international success. She is the recipient of the Thinkers50 2021 Talent Award with Reed Hastings, for their book *No Rules Rules – Netflix and the culture of reinvention*. She is also the best-selling author of *The Culture Map: Breaking Through the Invisible Boundaries of Global Business*. Thinkers50 referred to Meyer as “The world expert on cultural relativity – how successful managers navigate the complexities of cultural differences.”

Professor Petriglieri’s award-winning research and teaching focus on what it means, and what it takes, to become a leader. His work bridges the domains of leadership, adult development and experiential learning. He has trained particular focus on leadership and learning in the age of “nomadic professionalism,” in which people have deep bonds to work but loose affiliations to organizations, and authenticity and mobility are more important than loyalty and climbing the career ladder. “Petriglieri’s ideas on new models of leadership have played a key role in the evolution of management thinking”, according to the Thinkers50.

INSEAD is an academic partner of the 2023 Thinkers50. The Awards Gala, hosted at London’s historic Guildhall on 6 November, was attended by more than 500 delegates from around the world. For over 20 years, Thinkers50 has been identifying, ranking, and sharing the very best in management thinking.

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