



## Renée Mauborgne

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Renée Mauborgne is the INSEAD Distinguished Fellow and a professor of strategy at INSEAD. She is also the Co-director of the INSEAD Blue Ocean Strategy Institute in Fontainebleau, France. She is the co-author of the recently released book, [Beyond Disruption: Innovate and Achieve Growth without Displacing Industries, Companies, or Jobs](#) (Harvard Business Review Press, May 2023) and the over 4 million copy global bestseller *Blue Ocean Strategy*, which is recognized as one of the most iconic and impactful strategy books ever written, and The New York Times and #1 Wall Street Journal bestseller, *Blue Ocean Shift*.

In 2023 Mauborgne along with her colleague Chan Kim were honored as two of the four leading thinkers in the 100 years of Harvard Business Review's publication for the global impact of their far-reaching body of research and ideas. And in 2019, Mauborgne along with her colleague W. Chan Kim were named the most influential management thinkers in the world by Thinkers50. She is the first woman ever to secure the top spot as the world's most influential management thinker.

To date, blue ocean strategy and blue ocean shift teaching materials have been adopted by nearly 3,000 universities across the globe. In 2022, Harvard Business Review selected *Blue Ocean Strategy* as one of the most influential and innovative articles published in Harvard Business Review over the last 100 years.

Mauborgne has published numerous articles in academic and managerial journals including *Academy of Management Journal*, *Management Science*, *Organization Science*, *Strategic Management Journal*, *Administrative Science Quarterly*, *Journal of International Business Studies*, *Harvard Business Review* and *MIT Sloan Management Review* as well as articles in *The Wall Street Journal*, *The New York Times*, and *The Financial Times*, among others.

She is the recipient of numerous academic and management awards including the Nobels Colloquia Prize for Leadership on Business and Economic Thinking, the Carl S. Sloane Award by the Association of Management Consulting Firms, the Leadership Hall of Fame by Fast Company, the Eldridge Haynes Prize for the best original paper by Academy of International Business, among others.

To learn more, visit [blueoceanstrategy.com](https://blueoceanstrategy.com).

### Research Areas

Disciplinary Research: Nondisruptive Creation, Growth Theory, Market-Creating Innovation, Procedural Justice., General Research: Strategy, Management and Innovation in the Knowledge Economy

### Teaching Areas

Strategy, Management and Innovation for MBAs and Executives