



Florian Schloderer

Director of Digital Innovation, Lecturer

Contact

✉ Email

☎ +971 2 651 5318

📍 Abu Dhabi

Florian Schloderer is Director of Digital Innovation at the Deputy Dean's Office and Lecturer. He develops the ecosystem and manages operations at the [VR Immersive Learning Initiative](#), a corporate entrepreneurship initiative that brings business case studies using virtual reality (VR) to management education. He also supports the development of research collaborations around analytics and artificial intelligence for business. Before, he was Director of the Randomized Controlled Trials Lab, a research initiative promoting academic research with firms and organizations using randomized field experiments at INSEAD.

His research focuses on new industry emergence and organizational change, in particular from the perspective of social categorization and network dynamics. He worked on applied research about the development of regional aerospace ecosystems, and on the development of the GulfCom Simulation, an experience-based multimedia learning simulation for the training of change management competences in the Middle Eastern organizations.

He has taught the Uncertainty, Data and Judgment Tutorial (GEMBA program), Applied Quantitative Methods for Business, Economics and Finance Foundation (pre-INSEAD course for GEMBA), and Change Management (Executive Education). He has supported the courses Leadership in the Middle East and Beyond (GEMBA program) and Doing Business in the Middle East (MBA program). He has led projects to renew INSEAD's academic accreditation by the UAE Ministry of Education.

Prior to joining INSEAD, he led the digital transformation and automation of business processes in his family's business. He holds a doctorate degree from the Department of Economic and Organizational Sciences at the Bundeswehr University Munich in Germany.

Last updated: 14.8.2021

Research Areas

Ecology of Industry Emergence, Organizational Change, Social Networks

Teaching Areas

Uncertainty, Data and Judgement Tutorial (GEMBA), Business Foundation (pre-INSEAD program for GEMBA), Change Management

Industry Sectors

Aerospace & Defence