



## Anthony Vashevko

Assistant Professor of  
Organisational Behaviour

### Contact

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Anthony Vashevko is an Assistant Professor of Organisational Behaviour at INSEAD. His research focuses on the effects of uncertainty and innovation in markets. Organizations react to uncertainty by pursuing risky innovations and the results of their efforts complicate the environment for their competitors. Anthony's research examines when actors innovate, how their actions create emergent patterns of innovation and self-organization in markets, and why new markets emerge. His research has appeared in journals such as Organization Science.

Anthony holds a PhD in Organizational Behavior from Stanford University, a BS in Applied Mathematics and BA in Economics, both from the University of Chicago.

### Research Areas

Innovation, Risk and Decision-making, Market Categories, Category Formation

### Teaching Areas

Organisational Behaviour, Innovation, Social Networks