



Vikas A. Aggarwal

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 **Vikas A. Aggarwal**

Vikas Aggarwal is an Associate Professor of Entrepreneurship and Family Enterprise and Academic Co-Director, Global Private Equity Initiative (GPEI) at INSEAD. His research centers on strategy issues in entrepreneurial settings, focusing on venture-backed start-ups as well as larger firms experiencing significant environmental change. He is particularly interested in the interdependencies that occur across multiple strategic decisions and the implications of these decision portfolios for outcomes, such as innovation and long-run performance. His work examines sectors such as biotechnology, software, and the US defence industry, and combines empirical studies with agent-based simulations.

Prior to beginning his academic career Professor Aggarwal was an entrepreneur in Silicon Valley, where he worked with the founding team of Military.com to develop the start-up's core revenue streams and grow the company through multiple rounds of venture financing. He also held positions in strategy consulting and investment banking, and served as an independent consultant to a range of firms in the technology and transportation industries.

Professor Aggarwal holds a PhD from the Wharton School at the University of Pennsylvania, an MBA from the Sloan School of Management at MIT, and an AB in Economics from Princeton University.

Research Areas

Adaptation and Innovation in Dynamic Settings, Interdependence and Complexity, Inter-Firm Collaborations, Venture Capital and Private Equity

Teaching Areas

Venture Capital and Private Equity, Entrepreneurial Field Studies, Organizational Foundations of Financial Markets, Business as a Force for Good Practicum



Philippe Aghion

Professor of Economics

The Kurt Björklund Chaired
Professor in Innovation and
Growth

Academic Director,
Economics of Innovation Lab

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Philippe Aghion is a Professor at the College de France and at INSEAD, and a visiting professor at the London School of Economics and a fellow of the Econometric Society and of the American Academy of Arts and Sciences. His research focuses on the economics of growth. With Peter Howitt, he pioneered the so-called Schumpeterian Growth paradigm which was subsequently used to analyze the design of growth policies and the role of the state in the growth process. Much of this work is summarized in their joint book *Endogenous Growth Theory* (MIT Press, 1998) and *The Economics of Growth* (MIT Press, 2009), in his book with Rachel Griffith on *Competition and Growth* (MIT Press, 2006), and in his survey “What Do We Learn from Schumpeterian Growth Theory” (joint with U. Akcigit and P. Howitt).

In 2001, Philippe Aghion received the Yrjo Jahnsson Award of the best European economist under age 45, in 2009 he received the John Von Neumann Award, and in March 2020 he shared the BBVA “Frontier of Knowledge Award” with Peter Howitt for “developing an economic growth theory based on the innovation that emerges from the process of creative destruction”. More recently Philippe Aghion produced a new book entitled *The Power of Creative destruction* (Odile Jacob, Harvard University Press) joint with C. Antonin et S. Bunel. While providing a reappraisal of the foundations of economic success and a blueprint for change, *The Power of Creative Destruction* also shows that a fair and prosperous future is ultimately ours to make.

Research Areas

Innovation, Growth, Entrepreneurship, Firms and Organizations



Paulo Albuquerque

Professor of Marketing

The INSEAD Fellow in
Memory of Erin Anderson

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Paulo Albuquerque is Professor of Marketing at INSEAD. He holds a PhD in Management from the UCLA Anderson School of Management. Before joining the PhD programme, Paulo worked for 3 years at Warner Lambert Portugal, as the product manager and trade marketing manager, involved in management of brands such as Listerine, Trident, and Halls. He was an Associate Professor of Marketing and the Faculty Director of the MBA programme at the Simon Business School, University of Rochester, where for 8 years he lectured the marketing core course and the elective class on distribution channels. He was in the teaching honour roll multiple times and won the best teaching award twice, in 2012 and 2013.

Paulo's research interests focus on several marketing areas including firm decisions to introduce new products, how products are adopted and sales spread across different markets, and consumer decisions to search and buy products online. This diverse research has appeared in several top marketing academic journals such as Marketing Science, Journal of Marketing Research, and Management Science. His recent projects used data collected from some of the most known firms and products, such as Amazon.com and Hewlett-Packard. Currently, he studies the role of social media in political races, and how much and for how long consumers use products, using data from the online games industry and the popular game World of Warcraft, as an example.

Research Areas

Product Usage, Marketing of Video Games, Consumer Search

Teaching Areas

Marketing Management, Distribution Channels



Jose-Luis Alvarez

Professor of Management
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Jose Luis Álvarez is Senior Affiliate Professor of Organisational Behaviour at INSEAD. He teaches in the MBA Program (where he received the Best Teacher Award three times) and in executive education programmes, where he has also received several teaching and directing recognitions. He serves as academic director of the [Aspiring Directors Programme](#) and as co-director of the [Advanced Management Programme](#). Professor Álvarez was a Visiting Professor at the Harvard Business School and at Cambridge University.

Professor Álvarez holds degrees in Law and Philosophy from the University of Barcelona, an MBA from IESE Business School, a M.A. and a Ph.D. in Organizational Behaviour from Harvard University. His research has been published in the MIT-Sloan Management Review, European Management Journal, Organization Studies, Organization and Corporate Governance, and he has authored six books, on corporate governance, senior executive careers and the political facets of managerial work. His book *Sharing Executive Power: Roles and Relationships at the Top* published by Cambridge University Press was selected as one of the top three books in 2007 by the Academy of Management.

His latest work, [The Changing C-Suite](#), published by Oxford University Press, focuses on the executive functions and roles in executive committees. His consulting experience has focused mostly on issues of corporate governance, organisational design and change

Research Areas

Executive Power and Roles, Top Management Teams, Political Leadership, Sociology of Managers, Career transitions

Teaching Areas

Corporate Governance, Roles of Senior Executives, Leadership, Leading Change, Networking, Stakeholder Management, Executive Powers and Roles in Corporate Governance



Hami Amiraslani

Assistant Professor of
Accounting and Control

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 **Singapore**

Hami Amiraslani is an Assistant Professor of Accounting and Control at INSEAD. He holds a PhD in Accounting from the London School of Economics. His research examines topics in the area of corporate governance, corporate sustainability, ESG performance, and financial contracting. Hami teaches the managerial accounting core course and the sustainability measurement and reporting elective on INSEAD's MBA program. Prior to academia, Hami worked as a banking consultant in the area of syndicated loans and project finance.

Research Areas

Capital Markets, Corporate Governance, Corporate Sustainability, ESG, Financial Contracting

Teaching Areas

Financial Accounting, Managerial Accounting, Sustainability Measurement and Reporting



Philip Anderson

Professor of
Entrepreneurship

The INSEAD Alumni Fund
Chaired Professor of
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📍 Singapore

Philip Anderson is the INSEAD Alumni Fund Chaired Professor of Entrepreneurship at INSEAD, in Singapore. He currently teaches courses in strategy, entrepreneurship, leadership, innovation, and change, and has written over 170 original cases and notes for these classes.

Professor Anderson is co-author of *Managing Strategic Innovation and Change: A Collection of Readings* (with Michael Tushman), published by Oxford University Press in 2004 (second edition), and *Inside the Kaisha: Demystifying Japanese Business Behavior* (with Noboru Yoshimura) published by Harvard Business School Press in 1997. *Inside the Kaisha* was named the 1997 Booz-Allen & Hamilton/Financial Times Global Business Book of the Year for Industry Analysis/Business Context. In 2010, CMO Asia's Best B-School Awards named Philip Anderson the 'Best Professor in Entrepreneurship.' In 2021 he won INSEAD's Dominique Heau Award for Inspiring Educational Excellence.

He has consulted and/or conducted customized executive programs for companies such as 3i, Abbott, the Abu Dhabi Civil Service, the Abu Dhabi Investment Authority, the Abu Dhabi Crown Prince's Court (Diwan), the Abu Dhabi Critical National Infrastructure Authority, Adidas, Aditya Birla, Aetna, AIA, Aichi Prefecture, Alstom, American Express Financial Advisors, Astra International, Astra Zeneca, Bank Danamon, Bank Indonesia, Bank Islam, Bank of the Philippine Islands, Banpu, Banque Pictet, BASF, Bharti Airtel, Bristol-Myers Squibb, Bursa Malaysia, Capitaland, Central Group, Changi General Hospital, CELAP, CIO Magazine, Clariant, Cofra, DaimlerChrysler, Deutsche Bank, DNV GL, Dow, du, Eaton, EDF, Emirates Nuclear Energy Corporation, Ernst & Young, FMO, Glaxo SmithKline, Google, Hana Financial, HeidelbergCement, Hitachi, HP, Jardine Matheson, J.M. Huber, Human Capital Leadership Institute, Insurance Australia Group, International Flavors and Fragrances, INSKEN, Intel Capital, Interpharma, Jardine Matheson, John Deere, Jones Lang LaSalle, KEPCO, Korean Management Association, KPMG, Malaysia Airports Berhad, Maybank, McGraw-Hill, Medco Energi, Merck KGaA, Mitsubishi Group, Mizuho, Mubadala, Mumtalakat, NESMA, New York Times, Noble Group, OCBC, Orica, Pernod Ricard, Pertamina, Petronas, Pfizer, Praxair, PricewaterhouseCoopers, Prudential Corporation of Asia, PTT, PTT Global Chemical, Qtel, RHB Group, Roche, Roland Berger Partners, SASAC, Sberbank, Schroders, Sibur, Sicredi, Siemens PLM, Singapore Academy of Law, Sonera, SK, SKF, Star Energy, STX, Tadawul, Takeda Pharmaceuticals, Telenor, Thailand Management Association, The Executive Office of the Government of Dubai, Tata Consultancy Services, TNT Express, the UAE Federal Government, the UAE Ministry of Economy, Ulker, Unilab, Unilever, United Technologies, and Visa.

Research Areas

Entrepreneurship, Venture Capital/Private Equity, Strategic Management, Technological Change, Organisational Evolution and Growth, Complexity Theory

Teaching Areas

Entrepreneurship, Venture Capital/Private Equity, Innovation and Creativity, Managing Technological Change, Change Management, Leadership, Managing Growth



Albert A. Angehrn

Professor of Information
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 **Albert A. Angehrn**

Albert Angehrn is a Professor of Information Technology at INSEAD. His research activities concentrate on the impact of information and communication technologies and networks on learning, change, and collaboration processes within and across organisations, and on the design of innovative solutions to management learning, including the design of advanced simulations, intelligent agents, and virtual learning spaces.

His research work has received various international awards, and his publications may be found in academic journals, such as Communications of the ACM, Journal of Management Information Systems, European Management Journal, Interfaces, Interacting with Computers, Information Systems Management, Human Systems Management, Decision Support Systems, European Journal of Operations Research; and his articles are published in The Financial Times and The Wall Street Journal. He has also contributed to chapters of several books.

Professor Angehrn has directed the INSEAD Executive Education programmes 'Competing in the Information Age' and 'Leadership in the Knowledge Society (LinKS)' and has offered MBA courses including 'Organisational Computing' and 'CyberEntrepreneurship', as well as workshops, such as 'Are European managers ready for leadership in the Information Society' for The European Round Table of Industrialists (ERT) and an international executive workshop 'Value Creation with Communities of Practice (CoP Workshop)'. He is currently active in presenting his latest research via INSEAD Online.

In the frame of INSEAD's Centre for Advanced Learning Technologies (CALT), Professor Angehrn has designed a variety of multimedia and internet-based management learning and development tools through the CALT portfolio of projects, including the EIS Simulation, which is adopted by schools such as Stanford, MIT, Duke or Columbia University, and the LingHe Simulation, which allows managers to experience the challenge of interacting and driving change within a Chinese organisation.

Professor Angehrn explores new effective ways to model and improve learning, change, and collaboration processes at the individual, group, organisational, inter-organisational, and community levels. His research projects have been sponsored by European Community Research Funds and the European Space Agency. His academic and industry partners for these projects have included IKEA from Sweden, IBM and HP from the United States, Pfizer, SAP and BMW from Germany, the FIAT Group and Unicredit from Italy, French Eutelsat, the Scottish Government, the Danish Finance Ministry, and the Swedish Trade Council.

Research Areas

Management Learning and Decision Making, Virtual Communities, Advanced Simulations, Intelligent Agents, Internet Strategies, Collaboration Dynamics, Cross-cultural Issues

Teaching Areas

International Executive Programme (IEP), Web Trends & Strategies (MBA), INSEAD Executive Education CSPs, INSEAD Online

Industry Sectors

Automobiles, Banking and Insurance, Household Goods & Textiles, Information Technology, Telecommunication Services



Reinhard Angelmar

Emeritus Professor of Marketing

The Salmon and Rameau Fellow of Healthcare Management, Emeritus

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Reinhard Angelmar is Emeritus Professor of Marketing and the Salmon and Rameau Fellow of Healthcare Management, Emeritus, at INSEAD. Other institutions at which he has held appointments include MIT (Sloan School), the Stockholm School of Economics, and Université Paris-Dauphine.

Professor Angelmar has taught in the INSEAD's MBA and PhD programmes, as well as in many Executive Education programmes. He created [INSEAD Healthcare Compliance Implementation Leadership Programme](#) and has designed and directed Customised Executive Education programmes for organisations including Amgen, Celgene, Janssen, Eli Lilly, LEEM (Les Entreprises du Médicament), Johnson & Johnson, Novartis, Pfizer, Sanofi Pasteur, Takeda, Teva, and the World Medical Association. In addition, Professor Angelmar has been working with other pharmaceutical companies including Abbott, ALK-Abello, Ammirall, AstraZeneca, Bristol-Myers Squibb, Grünenthal, Ipsen, Novo Nordisk and Roche. He has carried out assignments as an expert in pharmaceutical litigation and is a member of the Editorial Board of the International Journal of Pharmaceutical and Healthcare Marketing.

Professor Angelmar received his undergraduate education at the Vienna University of Economics and Business (WU), Austria, and obtained his MBA and PhD degrees, under a Fulbright scholarship, at the Kellogg School of Management at Northwestern University, Evanston. His dissertation won an award from the American Marketing Association.

Professor Angelmar has co-authored three books and has written numerous papers published in journals including Journal of Marketing, Journal of Marketing Research, Journal of Medical Marketing, Journal of Industrial Economics, European Journal of Operational Research, and Organization Science. He has also written numerous case studies which are used by business schools around the world.

Research Areas

Pharmaceuticals, New Product Development and Innovation, Marketing Management

Teaching Areas

Marketing Management, Pharmaceutical Marketing

Industry Sectors

Pharmaceuticals and Health




Annet Aris

Senior Affiliate Professor of Strategy

Academic Director, INSEAD Corporate Governance Centre

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Annet Aris is Senior Affiliate Professor of Strategy at INSEAD. She joined INSEAD in 2003, her focus is on Digital transformation and disruption and its impact on society, industries and companies. She was nominated in 2010 and 2011 for the best teacher award by the MBA students and received the Dean's certificate for teaching excellence in the MBA programme in 2019, 2020 and 2021.

Annet has also extensive experience as a non-executive board member of a variety of publicly listed companies across Europe. Currently she serves at the boards of Rabobank Group (banking), Randstad NV (HR services), ASML NV (lithography systems for semi-conductor production) and Jungheinrich AG (intralogistics). Annet ranks in the top 5 most influential corporate directors in The Netherlands.

Annet is a Dutch native and received a MSc. from the University of Wageningen in 1984. After acceptance in McKinsey's European INSEAD Fellow program, she completed her MBA with distinction in Fontainebleau in 1986. She worked for McKinsey from 1985 until 2003, at first in the Netherlands and in the UK and, since 1990, in Germany. She was elected partner in 1994 and co-led McKinsey's German Media Practice from 1999-2003 working on a wide array of topics.

She is the author of a large number of articles and case studies on digital transformation. Together with Jacques Bughin, she wrote the book *Managing Media Companies, Harnessing Creative Value*. She recently published "Wegwijzer in het digitale doolhof" ("Pathway through the digital labyrinth" in Dutch).

Research Areas

Digital Transformation of Society, Industries and Companies, Corporate Governance

Teaching Areas

Digital transformation and disruption, business unit strategy, corporate strategy, corporate governance, board remuneration



Atalay Atasu

Professor of Technology and Operations Management

The Bianca and James Pitt Chair in Environmental Sustainability

Academic Director, INSEAD Sustainable Business Initiative

Dr. Atalay Atasu's research focus is on socially and environmentally responsible operations management, with topics of interest including the circular economy, extended producer responsibility, and environmental regulation. His research appeared in Management Science, Manufacturing and Service Operations Management, Production and Operations Management, Journal of Industrial Ecology, Harvard Business Review and California Management Review. He received a number of awards, including the Wickham Skinner Best Paper Award (winner 2007, runner up 2014), Wickham Skinner Early Career Research Award (2012), and Paul Kleindorfer Award in Sustainability (2013). He serves as Editor for the POM Sustainable Operations Department, and as associate editor for MSOM.

Atalay Atasu is and is co-directing the new [INSEAD Business Sustainability Programme](#) at INSEAD.

Research Areas

Sustainable Operations Management, Circular Economy, Extended Producer Responsibility

Teaching Areas

Operational Excellence, Supply Chain Management, Sustainability, Responsible Operations, Responsible Enterprise

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Robert U. Ayres

Emeritus Professor of
Economics and Political
Science and Technology
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The Novartis Chair in
Management and the
Environment, Emeritus

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Professor Robert Ayres joined INSEAD in 1992, becoming the first Novartis (formerly Sandoz) Chair of Management and the Environment, a title he still holds as Emeritus. He was the founder of Center for the Management of Environmental Resources (CMER) which he directed from 1992 to 2000, when he retired. He remains an active member of INSEAD, producing numerous publications on topics ranging from Industrial Metabolisms and Industrial Ecology, through Environmental Policy and Technology Evaluation, Economic Growth and Environmental Regulation, Environmental Economics, to Eco-restructuring.

Bob Ayres holds a PhD in Mathematical Physics from Kings College, University of London, an MSc in Physics from the University of Maryland and a BA and BSc from the University of Chicago. He was an Adjunct Professor of Mineral Economics at Pennsylvania State University and a Visiting Professor at the Chalmers University of Technology in Gothenburg, Sweden. His former positions include, among others, Professor of Engineering and Public Policy at Carnegie-Mellon University, Pittsburgh, PA, and Deputy Leader of the Technology-Economy-Society Program, International Institute of Applied Systems Analysis (IIASA), Laxenburg, Austria. From 1994 to 1997 he was a member of the International Advisory Board of the Wuppertal Institute for Climate, Environment and Energy, Germany.

“Bob”, on his 90th birthday (29 June 2022), deserves recognition for his extensive studies on material and energy flows and his insightful and tireless efforts to align economic theory with the fundamental laws of physics. The father of material balance principles and life-cycle analysis, he is considered one of the academics at the origins of industrial ecology and sustainability. His work recognizes the fundamental and unique role energy plays in the economy. He has worked tirelessly at providing a more realistic material grounding of economic models. One of his most-read articles is his 1969 article with Allen V. Kneese proposing economic science to treat externalities. It was published in the American Economic Review and was entitled Production, Consumption, and Externalities. The current climate crisis is proof by itself that the warning was not sufficiently heard.

Some References on Robert Ayres

Ayres, Robert U 2022. “The Economy as an ‘Island of Order’ far from Equilibrium,” INSEAD Working Paper 2022/08/EPS/TOM.

van den Bergh, Jeroen C.J.M. 2013. Robert Ayres, Ecological Economics, and Industrial Ecology. *Environmental Innovation and Societal Transitions* 9: 1-7.

Miller, Steven M. 2019. A tribute to Robert U. Ayres for a lifetime of work in technological forecasting and related areas. Editorial in: *Research Collection School of Computing and Information Systems*, Singapore Management University.

Research Areas

Environmental Economics, Technological Change and Economic Growth, Industrial Metabolism and Industrial Ecology, Eco-Restructuring

Teaching Areas

Environmental Economics, Technology and the Environment, History of Technology

Industry Sectors

Information Technology



Alexandru Barbu

Assistant Professor of
Finance

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 [Alexandru Barbu](#)

Alexandru Barbu is an Assistant Professor of Finance at INSEAD. He joined INSEAD in 2022 after obtaining a PhD in Finance from London Business School.

Alexandru teaches Corporate Financial Policy in the MBA programme. His research interests are in financial intermediation, insurance and household finance. In ongoing work, Alexandru looks at how financial intermediaries insure households against aggregate risk. He studies how differences in historical regulation have shaped the availability of private-sector provided market risk insurance across countries, as well as how gaps in consumer protection regulation have allowed insurers to recover losses in guaranteed return products after the financial crisis. His work has won, among others, the BlackRock Applied Research Award and the CEPR TFI Household Finance Award.

Alexandru holds a MSc in Economics from Barcelona Graduate School of Economics at Pompeu Fabra and a BSc in Economics from the Bucharest Academy of Economic Sciences. He was also a visiting PhD student at the University of Chicago Booth. Prior to his doctoral studies, Alexandru worked for the Deutsche Bundesbank and the European Central Bank.

Research Areas

Financial Intermediation, Insurance and Household Finance

Teaching Areas

Corporate Financial Policy



Frederico Belo

Professor of Finance

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 **Frederico Belo**

Frederico Belo is a Professor of Finance at INSEAD. He conducts both theoretical and empirical research on the intersection of finance and macroeconomics. He is a research fellow of the Center for Economic and Policy Research (CEPR), a former research associate at the National Bureau of Economic Research (NBER), and a former Associate Editor of Management Science. His research is published in academic journals such as Journal of Political Economy, Journal of Finance, Journal of Financial Economics, Review of Financial Studies, Journal of Monetary Economics, and Review of Economic Dynamics. Professor Belo holds a B.Sc. degree in Economics from Catholic University of Portugal, an MSc. in Finance and Economics from the London School of Economics, and a Ph.D. and MBA from the University of Chicago.

Research Areas

Asset Pricing, Macroeconomics, Corporate Finance

Teaching Areas

Asset Management (MBA), Empirical Asset Pricing (PhD), Foundations of Financial Economics (PhD)



Daniel A. Bens

Professor of Accounting and Control

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Daniel Bens is a Professor of Accounting and Control at INSEAD, which he joined in August 2012. He has served as Area Chair for the department since 2015. He was a member of the University of Arizona faculty from 2005 to 2012, serving as Associate Dean of MBA programs for the last three years. Daniel was on faculty at the University of Chicago Booth School of Business from 1999 to 2005.

Daniel Bens is directing the [Financial Analysis for Non-Financial Managers](#) and the [Business Strategy and Financial Performance](#) programmes.

Daniel received his PhD in Accounting from the Wharton School at the University of Pennsylvania, his MBA in Finance from Indiana University, and his Bachelor of Science in Accounting from Penn State University. He was a licensed Certified Public Accountant (CPA) in Pennsylvania, working for Price Waterhouse and then Westinghouse prior to attending graduate school.

His research focuses on the determinants and effects of discretionary disclosure in financial reports. That is, why do some firms just disclose the minimum of information as required by securities laws while others voluntarily exceed that benchmark considerably? Further, are there tangible financial effects from these decisions? He also examines real economic effects that firms may experience when they make seemingly cosmetic accounting choices. For example, he has studied how firms alter their share repurchase strategies to improve earnings per share (EPS) performance, while at the same time cutting long-term investments to finance the strategy.

Daniel has taught in full-time and Executive MBA programmes, as well as non-degree executive education. He received the INSEAD Dean's Commendation for Excellence in MBA Teaching in 2013-2015 and has been twice nominated by INSEAD MBA students as Best Core Course Professor. His research has been cited or he has been quoted in Fortune, Business Week, and various US newspapers via the Associated Press and Reuters news services. His research has appeared in the leading academic journals including The Accounting Review, Contemporary Accounting Research, Journal of Accounting, Auditing & Finance, Journal of Accounting and Economics, and Journal of Accounting Research.

In his spare time, Daniel enjoys traveling with his wife and two young children.

Research Areas

Capital Markets, Discretionary Disclosure, Real Investment Effects of Financial Accounting Choices, Earnings Management

Teaching Areas


Principles of Financial Accounting for MBAs, Advanced Financial Accounting topics for MBAs including Mergers & Acquisitions, Revenue Recognition, Off-Balance Sheet Entities, Derivatives, Accounting Research Methods for PhDs



Ben M. Bensaou

Professor of Technology Management and Asian Business and Comparative Management

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 **Ben M. Bensaou**

Ben M. Bensaou is a Professor of Technology Management and Asian Business and Comparative Management at INSEAD, Fontainebleau, France. He served as Dean of Executive Education in 2018–2020. He was a Visiting Associate Professor at Harvard Business School in 1998-1999, a Senior Fellow at the Wharton School of Management in 2007-2008, and a Visiting Scholar the Haas School of Business at the University of California Berkeley in 2013-2015.

He received his PhD in Management from MIT Sloan School of Management, Cambridge, US, and his MA in Management Science from Hitotsubashi University, Tokyo, Japan; his Diplôme d'Ingénieur (MSc) in Civil Engineering and DEA in Mechanical Engineering from respectively the Ecole Nationale des TPE, Lyon and the Institut National Polytechnique de Grenoble, two Grandes Ecoles in France.

Bensaou is a leading expert on Innovation and how to build, maintain, and enhance a company's collective innovating capabilities. His book **Built to Innovate: Essential Practices to Wire Innovation into Your Company's DNA** (2021, McGraw-Hill) explains in detail his systematic approach. It defines specific innovative practices and roles for employees at each level of the organization, offers tools and a process methodology for innovating, and presents a host of vivid case studies that illustrate the dramatic benefits possible.

His research and teaching activities focus on: (1) how to create innovating capabilities and competencies as a way to build an innovating organisation and culture; (2) Blue Ocean Strategy and value innovation implementation, and roll out processes across the whole organisation; (3) how to build social capital within firms; (4) new forms of organisations, in particular networked corporations, strategic alliances, joint ventures, and value-adding partnerships; and (5) the impact of information technology on innovation. Professor Bensaou addresses these issues from an international comparative perspective, with a special focus on Japanese organisations. Professor Bensaou's research on buyer-supplier relations in the US and Japanese auto industries won him the Best Doctoral Dissertation Award in the field of information systems and a finalist nomination for the Free Press Award for outstanding dissertation research in the field of business policy and strategy. His case studies on innovation won multiple Best Case Awards at the Case Centre (with Kim & Mauborgne) and two were included in the Classic Case Collection in Strategy and General Management in 2022. His publications include papers in Academy of Management Journal, Management Science, Information Systems Research, Organization Science, Strategic Management Journal, Journal of International Business Studies, Harvard Business Review, Sloan Management Review, book chapters and conference proceedings. He has been a member of the Editorial Board of Information Systems Research, MIS Quarterly and MISQ Executive. He has been listed in the Who's Who in the World since 1998.

He has been consulting for Asian, European and US corporations since 1993. At INSEAD, Professor Bensaou developed two new MBA courses: 'Managing Networked Organisations' and 'Understanding Japanese Business.' He also teaches courses on Competitive Strategy, Innovation, Blue Ocean Strategy and Value Innovation, Information Technology and Comparative Management (in English and French). He was a Visiting Professor at Aoyama Gakuin University, Tokyo, where he taught his 'Information Technology and Corporate Transformation' course. He has also been teaching (in Japanese) in Executive Education programmes at Keio Business School, Tokyo, Japan.

Professor Bensaou grew up in France. He also lived and was educated in Japan. He and his wife Masako currently live in Fontainebleau. Their son Sophian works in San Francisco, Alexis in Paris, and Lennon in London.

Research Areas

Building an Innovative Organisation, A Process View of Value Innovation/Blue Ocean Strategy, New Forms of Organisation, Networked Organisations, Strategic Alliances, Trust-Based Partnerships, Role/Impact of Information Technology on Organisations and Markets, Comparison with Japanese Management, IT and Mobility-driven Value Innovation

Teaching Areas

Building an Innovative Organisation, Blue Ocean Strategy - A Process View, Value Innovation - A Process View, Strategy, Managing Networked Organisations, Managing Value-Adding Partnerships, Information Technology and Corporate Transformation, Understanding Japanese Business

Industry Sectors

Aerospace & Defence, Automobiles, Banking and Insurance, Chemicals, Electronic & Electrical Equipment, Household Goods & Textiles, Information Technology, Telecommunication Services



Michaël Bikard

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 **Michaël Bikard**

Michaël Bikard researches how individuals and firms use new knowledge as a source of competitive advantage. For example, what are the drivers of scientific advances? Under which conditions are firms and individuals able to exploit opportunities emerging from those advances? To find answers to those questions, he takes advantage of "natural experiments." For example, he developed a new method that uses simultaneous discoveries in science in order to conduct the first "twin studies" of new knowledge.

His work has been published in leading management journals including the Administrative Science Quarterly, Management Science, and Organization Science. His research has also received a number of awards, including first place in the MIT Sloan Doctoral Research Forum, the MIT Energy Fellowship, the Kauffman Dissertation Fellowship, the J Robert Beyster Fellowship and an NSF SBE Doctoral Dissertation Research Improvement Grant.

Before joining INSEAD, Professor Bikard was on the faculty of the London Business School. He completed his PhD at MIT Sloan in the Technological Innovation, Entrepreneurship and Strategic Management group.

Research Areas

Strategy, Innovation

Teaching Areas

Technology and Innovation Strategy, Innovation



Youssef F. Bissada

Emeritus Professor of
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Youssef Bissada is Emeritus Professor of Entrepreneurship and Family Enterprise. Owner and Chairman of Bissada Management Simulations, a company specialising in the development of computer-aided educational packages, Professor Bissada is currently teaching in the MBA and Executive Education programmes. He received degrees in engineering from Karlsruhe University, Germany, MBA from INSEAD and Harvard Business School, and a Doctorat d'Etat es Sciences from the University of Aix-Marseille in France.

He works as a consultant for numerous international organisations and corporations.

In addition to his research in the fields of international operations, project management and transfer of technology, Professor Bissada has played a major role in developing computer-aided teaching packages, including the SIGMA Challenge. He teaches in a number of open enrolment and customised Executive Education programmes.

Research Areas

Utilisation of Simulation as a Teaching Vehicle, Entrepreneurship, International Management

Teaching Areas

Project Management, Entrepreneurship, International Management

Industry Sectors

Information Technology



Abhishek Borah

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 **Abhishek Borah**

Abhishek Borah is an Associate Professor (with Tenure) of Marketing at INSEAD with expertise in 1) Generating Managerial Insights from Textual data 2) Marketing-related Information and Investor Behavior. He holds a PhD in Marketing from the Marshall School of Business at the University of Southern California with a focus in quantitative marketing and econometrics. Prior to joining INSEAD, he was a faculty member at the Foster School of Business at the University of Washington in Seattle and worked in McKinsey and Company. He was also a visiting assistant professor at the Wharton School of Business at the University of Pennsylvania.

His research has appeared in leading academic journals such as Harvard Business Review, Marketing Science, Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Information Systems Research, Strategic Management Journal, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, and Customer Needs and Solutions. His research has been referenced in outlets such as Nature, Wall Street Journal, Ad Age, Fast Company, Forbes, and futurity.org.

In recognition of his research, Abhishek was selected as a 2019 Young Scholar by the Marketing Science Institute(MSI) where MSI identifies faculty members who are likely leaders of the next generation of marketing academics. Abhishek has won the 2022 Sheth Foundation/Journal of Marketing Award for “Data Privacy: Effects on Customer and Firm Performance,” at the Journal of Marketing. The award honours the article published in the Journal of Marketing that has made long-term contributions to the field of marketing. This paper also was a finalist for both the Maynard Award and the MSI Paul Root Award in 2018. He has won the MSI Robert D. Buzzell Best Paper Award 2018 for “The Dark Side of Big Data's Effect on Firm Performance,” which is determined by MSI Company Trustees for the most significant contribution to marketing practice and thought. His paper “Improvised Marketing Interventions in Social Media” won the Lazaridis Prize in 2020-2021 given to the best paper in Innovation, Technology and Interactivity and was a finalist for the MSI Paul Root Award.

He has received Dean’s commendation in Excellence in Teaching award at INSEAD (2020-2021, 2021-2022) and was awarded the Undergraduate Faculty of the Year cross all disciplines in the year 2017-2018 at the Michael G. Foster School of Business, University of Washington, Seattle. He has received funding for his research from the Marketing Science Institute, American Marketing Association, EBSCO, National Science Foundation, and University of Southern California’s Center for Global Innovation.

Abhishek Borah sits on the editorial review board for the top journals in marketing such as Journal of Marketing, International Journal of Research in Marketing, Journal of Academy of Marketing Science, Journal of Interactive Marketing, and reviews papers on a regular basis for other leading academic journals. He is also a co-editor of a special section on the marketing-finance interface at the International Journal of Research in Marketing. He has co-organized/co-chaired the Marketing Strategy Meets Wall Street Conference, 2019 and the New Ideas in Marketing (NiM) online seminar series, 2020. He is also the Vice President of the INFORMS Society for Marketing Science (ISMS).

Research Areas

Use of Language in the Marketplace, Managing Brand Crisis, Computational Linguistics

Teaching Areas

Managing Customer Value, Consumer Insights for Creating Consumer Value, Digital and Social Media Strategy



Henrik Bresman

Associate Professor of
Organisational Behaviour

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Henrik Bresman is an Associate Professor of Organizational Behaviour at INSEAD and a recognized expert on leadership, high-performance teams, and organizational change. He regularly works with companies and public-sector organizations embarking on large-scale transformations.

Professor Bresman's research draws on data from multiple contexts, including biotechnology, pharmaceuticals, aerospace, software development, healthcare, and government. His work has appeared in leading academic and practice journals, such as the Academy of Management Journal, Harvard Business Review, MIT Sloan Management Review, and Organization Science, as well as many media outlets, including the Economist, Financial Times, Forbes, the New York Times, Time, and the Wall Street Journal.

He is the co-author of the book [X-Teams: How to Build Teams that Lead, Innovate, and Succeed](#) (Harvard Business Review Press, 2023), which examines how teams at all levels can take on strategic leadership roles and change the direction of their organizations.

Professor Bresman's teaching focuses on developing leaders for an exponentially changing world. He directs INSEAD's flagship general management program for emerging leaders, the [Management Acceleration Program](#), and the senior executive program, [Leading for Results](#).

Before entering academia, Professor Bresman worked in several roles as a manager, management consultant, and entrepreneur. He co-founded a venture capital firm focused on early-stage technology businesses.

He is an experienced board member and keynote speaker. Bresman holds a BS and an MS in economics from the Stockholm School of Economics and a PhD in management from the Massachusetts Institute of Technology, where he was a Fulbright scholar.

Research Areas

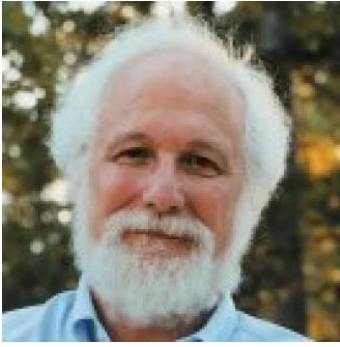
High-Performance Teams, Innovation, Leadership

Teaching Areas

Leadership (Executive Education), High-Performance teams (Executive Education), Organisational Behaviour (EMBA), Organisational Behaviour (MBA)

Industry Sectors

Aerospace & Defence, Information Technology, Pharmaceuticals and Health



Michael Brimm

Emeritus Professor of
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Michael Brimm is Emeritus Professor of Organisational Behaviour at INSEAD. He has been active as a researcher and consultant in designing strategies for improving individual and organisational performance. In recent years, he focuses on leadership and organisational transformation in large multinational businesses. His current research extends from studies of organisational change to a project that focuses on leadership and innovation in achieving organisational excellence in outstanding French restaurants.

Professor Brimm has been a leader in the design of innovative processes to link organisational change with executive development activities. Working with companies, as well as in consortium programmes at INSEAD and the University of Michigan, he has been active in the development of action learning and other new pedagogical methods. He has also received a number of awards for teaching excellence.

Professor Brimm was born in the United States and holds a doctorate from Harvard University. He has lived in France for the past twenty-five years, with the exception of a three-year period when he served as a founding faculty at the Jerusalem Institute of Management. He has also taught at the University of Bordeaux, and, prior to leaving the United States, at Northeastern University and Harvard Business School. Before starting his academic career, he worked as a divisional general manager at Cerro Corporation. Professor Brimm consults a variety of business and governmental organisations on issues of large-scale transformation and serves as a 'coach' to a number of senior business leaders.

Research Areas

Artist-Leaders: The Role of the Chef in Three-Star French Restaurants, Organisational Transformation and Leadership

Teaching Areas

Organisational Behaviour and Management



Linda Brimm

Emeritus Professor of
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Linda Brimm is Emeritus Professor of Organisational Behaviour at INSEAD, teaching both in the MBA and Executive Education programmes. Along with her teaching responsibilities, Dr Brimm created and ran the psychological service for the MBA programme at INSEAD. Trained as a clinical psychologist, she also works with both individuals and families at a centre, which she co-founded in Paris.

She received her Doctorate in Clinical Psychology and Psychoanalysis from the Université of Paris. Her undergraduate degree is from Cornell University, her master's degree is from Northeastern University, and she completed a postgraduate program in clinical psychology at Hebrew University in Israel.

Identity development, diversity, and change have been an interest in her research, consulting and teaching over the years. Her initial research focused on managing workforce diversity and the development of people's lives and careers. Dr Brimm's research and consulting interests currently focus on Global Cosmopolitans. Her groundbreaking book, *Global Cosmopolitans, The Creative Edge of Difference*, published in September 2010, combines her study of identity development and change in the lives of the next generation of global leaders and the use of narrative writing and analysis. Her work has been described as presenting 'a whole new concept of careers, and thereby, becomes one of the most important career development books published in the last decade'.

While her earlier work focused on competence and challenges affecting identity for people in relatively early career and life stages, her current research focuses on people that are in a different life stage and have experienced significant success in their professional lives. Her current research examines the lives of Global Cosmopolitan senior executives and entrepreneurs. Using a narrative approach she is pulling together, through their stories and analysis, the impact of different life stages on the lives of Global Cosmopolitans and the impact of growing up in a different generation and in a different global context. This work should also afford an understanding of the ways people find to manage what appear to the outsider to be seamless transitions from one world to another.

Research Areas

Global Cosmopolitans, Narrative, Identity, Diversity, The Development of Successful Global Executives and Entrepreneurs over time

Teaching Areas

Change, Professional Development, Self- Assessment, Lives in Transition, Global Cosmopolitans, Women and Leadership, Diversity



Laurence Capron

Professor of Strategy

The Paul Desmarais Chaired Professor of Partnership and Active Ownership

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 **Laurence Capron**

Laurence Capron is a Professor of Strategy at INSEAD where she holds the Paul Desmarais Chair in Partnership and Active Ownership. Laurence Capron directs the [M&As and Corporate Strategy](#) programme.

She is a leading expert on M&As, Alliances, and Business Portfolio Growth. She recently published a book *Build, Borrow, or Buy: Solving the Growth Dilemma* (Harvard Business Review Press), co-authored with Professor W. Mitchell, which examines how companies should select and balance their different modes of growth: organic growth (build), licensing and alliances (borrow), and M&As (buy). Her book is the recipient of the 2013 Best International Book Awards, granted by the USA Book News. So far, it has been translated into French, Portuguese and Chinese languages.

Professor Capron received multiple awards for her teaching and research activities, including INSEAD MBA Best Teacher Award, Academy of Management Best Paper Award, McKinsey/Strategic Management Society Best Paper Award, HEC Paris Best Doctoral Dissertation Award and Syntec Federation Award for Best Research in Management. Her research has been profiled in a wide range of media including Financial Times, The Globe & Mail, Le Monde, Les Echos, The Economist, The Independent, Sunday Times, Business+strategy, Business Insider, Forbes, France 24, CFO Magazine, Irish Times, The National, The Australian, Engineering & Technology, Business Traveller, Economia, The Hindu, Business Standard, The Jakarta Post, Chief Executive, Knowledge@Wharton, South China Morning Post...

Professor Capron joined INSEAD in 1997 after serving on faculty and earning her PhD in Corporate Strategy from HEC Paris. She was a visiting professor at MIT Sloan (2011-12), Wharton (2005-06), Kellogg School of Management (2004-05). She directed the [INSEAD-Wharton Alliance](#) from 2007 to 2010. She is on the editorial board of Strategic Management Journal and Strategy & Leadership as well as Senior Editor of Strategy Science.

Research Areas

Mergers and Acquisitions, Corporate Strategy, Alliances, Business Portfolio Strategy, Corporate Development

Teaching Areas

M&As and Corporate Strategy Programme Director, Mergers and Acquisitions, Alliances, Corporate Strategy, Resource Acquisition, Knowledge Sourcing



Randel Carlock

Emeritus Senior Affiliate
Professor of
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The Berghmans Lhoist
Chaired Professor of
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 **Randel Carlock**

Dr. Randel S. Carlock researches and teaches about entrepreneurship, family business and leadership based on his experience as a CEO, management professor, consultant and psychotherapist. He is the first Berghmans Lhoist Chaired Professor in Entrepreneurial Leadership and is the founding academic director of the Wendel International Centre for Family Enterprise at INSEAD (Europe, Asia, Abu Dhabi and San Francisco) he directed from 2005 until 2009. He is co-directing the [The Family Business Enterprise Challenge](#). Previously he was the first Opus Professor of Family Enterprise and founder of the family business centre at the University of St. Thomas in Minneapolis, MN (USA).

Carlock has an MA in education and training (1976), an Executive MBA in strategic management (1983), and a Ph.D. (1991), all from the University of Minnesota. His doctoral dissertation explored the role of organization development in managing high growth entrepreneurial firms. He has also completed a post graduate certification in family and marriage therapy at the Institute of Psychiatry, King's College, University of London (1998) and a certificate in psychodynamic counseling at Birkbeck College, University of London (1999). He was awarded a Certificate in Family Business Advising with Fellow Status (2001) by the Family Firm Institute, Boston, MA (USA). He completed The Art and Practice of Leadership Development at Harvard University Kennedy School of Government in 2011 and in 2015 Strategic Family Therapy Training at the Mental Research Institute in Palo Alto, California.

Carlock is author or co-author of six books and several articles, chapters, and case studies including his latest book *A Family Business on the Moon* with Keng Fun Loh (2018), *When Family Businesses are Best: The Parallel Planning Process for Family Harmony and Business Success* with John L. Ward (Macmillan, 2010), *Family Business on the Couch: A Psychological Perspective* with Manfred Kets de Vries and Liz Florent (John Wiley and Sons, 2007), *Strategic Planning for the Family Business* with John L. Ward (Macmillan, 2003) and *Organization Development in Successful Entrepreneurial Firms* (Garland Publishing, 1994). Carlock has also written chapters in two edited coaching books, *Leadership Coaching in Family Businesses* (2008) and *Failure in Family Business Coaching* (2010).

In 2008 Carlock received the Family Firm Institute International Achievement Award for furthering the understanding of family business issues through educational programs with the primary focus on the work of family businesses crossing international borders. An article *Fair Process: Striving for Justice in Family Firms* (with L. Van der Heyden and C. Blondel) received the 2006 Family Business Network Research Award for the best-published research article on family business practice (*Family Business Review*, XVIII, (1), March 2005). The *HP-Compaq Merger: A Battle for the Heart and Soul of a Company* (with Liz Florent) was awarded the 2005 IMD-European Foundation for Management Education Family Business Case Competition prize.

Carlock has 25 years of management and leadership experience serving first as an executive with a New York Stock Exchange family business, Dayton-Hudson (now Target Corporation) and as a CEO and Chairman of four companies he created including a NASDAQ listed corporation. He currently advises global business families and corporations specializing strategy, leadership and governance.

Research Areas

Family Businesses: Global Business Strategy, Family Dynamics, Governance and the Development of the Next Generation. Entrepreneurial and Executive Leadership in Organisations. Consulting and Coaching

Teaching Areas

MBA Electives: Family Business Management and Entrepreneurial Leadership. Executive MBA Electives, Family Business Management and Entrepreneurial Leadership. Executive Education: Coaching and Consulting for Change, Family Enterprise Challenge, Entrepreneurial Leadership Program: Leading Privately-Owned Firms



Ziv Carmon

Professor of Marketing

The Alfred H. Heineken
Chaired Professor of
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Ziv Carmon is Alfred H. Heineken Chaired Professor at INSEAD. Ziv has been awarded many teaching excellence awards, including the Deans' Commendation for Excellence in Executive Education, as well as the Deans' Commendation for Excellence in MBA Teaching that he received every year since 2011. He is an expert in Understanding & Influencing People, Customer Centricity, and Behavioral Economics. He has taught these and other topics to Executive MBA, MBA, and PhD students, as well as to executives in company-specific, in-house, and open enrolment Executive Education programs (working with clients such as: Adidas; Alpha Bank; Alfa Bank; Asian Pacific Breweries; Bank Islam; Changi General Hospital; CIMB; Colonial First State; The Efficient Consumer Response Association; Ernst & Young; Fundação Dom Cabral; General Motors; Gerdau; Google; GSK; Hana Financial; Heineken; IBM; ING; Indian Railways; KPGM; Lafarge; Lenovo; LG Electronics; McKinsey; Metro Group; Mitsubishi; Oliver Wyman; Pernod Ricard; Pertamina; PGA; Phillip Morris; Public Bank; Rafael Systems; The Research Board; SAP; SK; Standard Chartered Bank; Suncorp; Swire; Teva Pharmaceuticals; Toshiba; Toyota; Unilever; UBS, Visa, & Waze). He often consults and serves as a featured speaker, discussant, or moderator at professional and industry conferences, as well as an expert witness in legal cases.

His research focuses on judgment and decision-making, and its public policy, strategic, and tactical implications. His research has been extensively published in leading academic publications such as The Proceedings of the National Academy of Sciences (PNAS), The Journal of the American Medical Association (JAMA), The Journal of Consumer Research (JCR), The Journal of Marketing Research (JMR), Management Science, Marketing Science, Annual Review of Psychology, Organizational Behavior & Human Decision Processes (OBHDP), and Psychological Science, as well as in leading managerial and policy publications such as Harvard Business Review (HBR), MIT Sloan Management Review (SMR), and Behavioral Science & Policy (BSP). Ziv's work on placebo effects of marketing actions won the William F. O'Dell Award, which is considered the most prestigious annual research award in the field, & which honors the JMR paper that has made the most significant long-term contribution to marketing theory, methodology, &/or practice; was a runner-up for the Paul Green Award, which honors the JMR paper showing the most potential to contribute significantly to marketing research practice and research in marketing; and was also chosen as one of the top 50 management articles of by Emerald Management Reviews. Two other papers of his were finalists for the JCR Best Article Award.

Ziv served as INSEAD Dean of Research. He was also longtime Chair of INSEAD's Research & Development. He has served as an Associate Editor of the Journal of Marketing Research, a Consulting Editor of the Journal of Behavioral Decision Making and an editorial review board member of a variety of leading journals, such as the Journal of Consumer Research (where he received an Outstanding Reviewer Award), the Journal of Consumer Psychology, Journal of Marketing Research, and the International Journal of Research in Marketing, among many others. He also served as Guest Editor and Guest Associate Editor of articles for a variety of leading journals and is a frequent reviewer of articles for numerous journals, international funding organizations, promotion and tenure cases at other universities, and various research competitions.

Ziv's views on business are frequently featured in international media outlets, such as Wall Street Journal, New York Times, Financial Times, The Times (UK), Guardian (UK), Daily Telegraph (UK), Washington Post, Los Angeles Times, Boston Globe, New Yorker, USA Today, Huffington Post, Toronto Star, The Australian, Sydney Morning Herald, The

Economist, Scientific American, Popular Science, Columbia Journalism Review, Newsweek, Bloomberg's Businessweek, Forbes, Fast Company, Marketing News, National Public Radio (NPR), BBC, MSNBC, ABC News, CTV, Channel 4 (UK), WebMD, Freakonomics, National Center for Policy Analysis, as well as numerous textbooks & blogs.

Ziv received a BSc degree (Cum Laude) in Industrial Engineering and Management from the Technion, Master's and PhD degrees in Business Administration from the University of California at Berkeley. Before joining INSEAD, he was an Associate Professor of Marketing at Duke University.

Research Areas

Judgement and Decision Making, Behaviour Change Difficulties, Unintended Effects of Marketing Actions, How Consumers Assess Value, How Consumers Perceive Their Experiences, Waiting Experiences

Teaching Areas

Understanding & Influencing Customers, Customer Insight, Behavioral Economics, Market Driving Strategies, Discover Israel: The Start-Up Nation



Gavin Cassar

Professor of Accounting and Control

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Gavin Cassar is a Professor of Accounting and Control at INSEAD. Before joining INSEAD he was a member of The Wharton School, University of Pennsylvania faculty. Gavin received his PhD in Business Administration from the University of California at Berkeley and his Bachelor of Commerce (with First Class Honours) from the University of Newcastle, Australia.

Professor Cassar's research is centered on the role of information, especially financial, in settings of high uncertainty and opacity. In particular, he explores how entrepreneurs and hedge fund managers use information for their decision making needs and contracting with investors. His research has been published in top-tier accounting, finance, management, and entrepreneurship academic journals including The Accounting Review, Journal of Accounting & Economics, Review of Financial Studies, Strategic Management Journal and Journal of Business Venturing. He has served as editor of the Journal of Business Venturing and Management Science and on the editorial boards of Entrepreneurship Theory and Practice, Journal of Small Business Management and Journal of Management Accounting Research.

Professor Cassar teaches management accounting and corporate governance concepts across several programmes and is the recipient of teaching awards including The David W. Hauck Award for Outstanding Teaching, which is the most prestigious teaching award at Wharton and INSEAD's Deans' Commendation for Excellence in MBA Teaching on several occasions.

Research Areas

Forecasting and Business Planning, Risk Management and Internal Controls, Performance Measurement and Incentives, Corporate Governance

Teaching Areas

Corporate Governance, Managerial Accounting, Financial Acumen, Strategic Decision Making, Performance Measurement and Evaluation, Management Control



Pierre Chandon

Professor of Marketing

The L'Oréal Chaired
Professor of Marketing -
Innovation and Creativity

Academic Director, INSEAD
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 **Pierre Chandon**

Pierre Chandon is the L'Oréal Chaired Professor of Marketing, Innovation and Creativity at INSEAD in France, and the Director of the [INSEAD-Sorbonne University Behavioural Lab](#). He holds a PhD in marketing from HEC Paris, an MS in Business Administration from ESSEC, and an honorary professorship from Pacific University in Lima, Peru. Prior to joining INSEAD, Pierre Chandon was a faculty of the London Business School and of the University of North Carolina at Chapel Hill. He has also held visiting positions at Kellogg, Wharton, and Harvard Business School.

Pierre Chandon studies innovative marketing solutions to better align business growth with consumer health and wellbeing. His research has been published in marketing journals (Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, and Marketing Science) and in psychology or nutrition journals (Appetite, Journal of Experimental Psychology: General, Nutrition Reviews, Obesity, and Psychological Science).

Pierre Chandon won the best article award from the Journal of Consumer Research in 2010 and in 2014. In 2012, he received the O'Dell award for the article in the Journal of Marketing Research which was judged to have made the most significant long-term contribution to marketing. He was also twice a finalist for the Marketing Science Institute /H. Paul Root Award for the best article published in the Journal of Marketing in 2006 and in 2010. His research has been the subject of media coverage worldwide by, among others, The New York Times, The Economist, The Financial Times, The Wall Street Journal, South China Morning Post, NPR, Le Monde, Cosmopolitan, but also the Daily Mail and Cosmopolitan.

Pierre Chandon is a member of the policy board of the Journal of the Association for Consumer Research, a past associate editor of the Journal of Consumer Research and is currently on the editorial boards of the Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Journal of Consumer Psychology, Appetite, Journal of Marketing Behavior, Recherche et Applications en Marketing, Cahiers de Nutrition et de Diététique, and International Journal of Research in Marketing.

Pierre Chandon has written numerous award-winning case studies, including the global best case award from the CaseCentre in 2006 (marketing category), 2007 (marketing category and overall award), 2008 (overall award), 2012 (overall award), and 2016 (overall award). The CaseCentre also awarded him the Outstanding Contribution to the Case Method Prize in 2016 and the Outstanding Case Teacher Prize in 2018. According to the CaseCentre, he is the 10th best-selling business case author of the past 40 years. He has worked with many of the largest consumer and luxury goods companies.

At INSEAD, Pierre Chandon teaches brand management in the MBA, EMBA, and executive education programs. He also teaches an innovative course entitled "The Body Business: Understanding Food and Wellbeing" in the MBA program. In 2017, he received the Dominique Héau award for inspiring education excellence at INSEAD. He was voted the best MBA elective course teacher by MBA students and has received the Dean's Commendation for Excellence in teaching every year since its inception.

Research Areas

Food and Obesity, Perceptual Biases, Packaging, Habits, Intentions-Behaviour link, Point-of-Purchase Marketing

Teaching Areas

Marketing Management, Brand Management, The "Body" Business (food, health, and well-being)



Amitava Chattopadhyay

Professor of Marketing

The GlaxoSmithKline Chaired
Professor of Corporate
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Amitava Chattopadhyay is a Professor of Marketing, the GlaxoSmithKline Chaired Professor of Corporate Innovation, and Marketing Area Chair at INSEAD. He is an expert on branding, and his research has appeared in leading journals, including the Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing, Marketing Science, Management Science, International Journal of Research in Marketing, and Long Range Planning. He has published a book entitled The New Emerging Market Multinationals: Four Strategies for Disrupting Markets and Building Brands.

Professor Chattopadhyay is an Associate Editor of the Journal of Marketing, and is on the editorial review boards of the Journal of Consumer Psychology, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, and Long Range Planning. He has been a member of the Board of the Association for Consumer Research and has been the recipient of several awards, including the Robert Ferber Award. He is a Fellow of the Nanyang Centre for Emerging Markets.

Professor Chattopadhyay has developed and taught courses on branding, marketing strategy, communication strategy, consumer behaviour, marketing in emerging economies, and international marketing for MBA and PhD students. He has taught in Executive Education programs in Europe, the Americas, Asia, Australia, and Africa. He is on the advisory boards of several companies and a consultant to multinational firms.

Professor Chattopadhyay holds a PhD from the University of Florida, a PGDM from the Indian Institute of Management, Ahmedabad, and a BSc (Honours) degree from Jadavpur University, India.

Research Areas

Branding, Marketing and the Internet, Creativity and Innovation, Aesthetics and Product Design, Marketing in Emerging Economies

Teaching Areas

Branding, Customer Focus, Communication Strategy, Consumer Behaviour, International Marketing Strategy

Industry Sectors

Banking and Insurance, Electronic & Electrical Equipment, Household Goods & Textiles, Pharmaceuticals and Health



Guoli Chen

Professor of Strategy

The Mubadala Chaired
Professor in Corporate
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Chair, Strategy Area

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Guoli Chen is a Professor of Strategy at INSEAD. He received his PhD in Strategic Management from the Pennsylvania State University. He teaches Strategy, Value Innovation, Incentives Design, and Corporate Governance courses to the MBA, PhD, and Executive Education programme participants.

Guoli's research focuses on the influence of CEOs, top executives, and boards of directors on firms' strategic choices and organisational outcomes, as well as the interaction and dynamics in the top management team and CEO-board relationships. He is interested in organisational growth, renewal, and corporate development activities, such as IPOs, M&As, innovation, globalisation. He has published in several top academic journals, such as Administrative Science Quarterly, Academy of Management Journal, Strategic Management Journal, Organization Science, Journal of Business Venturing, Leadership Quarterly, and Strategic Organization. His papers have received awards at the Academy of Management Conference and Strategic Management Society Conference. He was a representative-at-large of the Corporate Strategy and Corporate Governance interest group of the Strategic Management Society and serves on the editorial board of the Academy of Management Journal.

Before starting his academic career, Guoli worked as an investment banker at Daiwa Securities SMBC. He provided financial consulting in the areas of IPOs, fundraising, and company restructuring.

Research Areas

CEOs and Top Management Teams, CEO Succession, Executive Compensation, Corporate Governance and Board of Directors, Organisational Renewal and Growth

Teaching Areas

Strategy Implementation and Organisational Change, Corporate Strategy and Corporate Governance



Stephen E. Chick

Professor of Technology and Operations Management

The Novartis Chaired Professor of Healthcare Management

Academic Director, Healthcare Management Initiative

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 Stephen E. Chick

Steve Chick is a Professor of Technology and Operations Management at INSEAD. He was named Academic Director of INSEAD's [Healthcare Management Initiative](#) and Novartis Chair of Healthcare Management in 2008. He earned his MS and PhD from the University of California at Berkeley in Industrial Engineering and Operations Research and his BS in Mathematics from Stanford University. Prior to joining INSEAD, he taught process modelling, simulation, and information systems as a faculty member at the University of Michigan and had worked for five years in the automotive and software industries. In the MBA program at INSEAD, he teaches the 'Creating Value in Health' and 'Identifying New Business Models' electives and has taught the Process and Operations Management core course and the Management of Services elective. He also teaches in the PhD programme. In executive education, he teaching operations strategy, improvement and innovation, and was academic director of three programs in Executive Education, the Middle East Health Leadership Programme (MEHLP), Innovating Health for Tomorrow (IHT) and Strategic Innovation for Community Health (STICH). He also designs and delivers customized executive development programs in business model innovation for health care delivery and pharmaceutical organizations.

His research brings together operations management, simulation and statistical decision making tools to help improve process design and public health decisions. A recent project involved sequential clinical trial design and health analytics for sepsis management in collaboration with several academic hospitals and European Union support. Another project, in partnership with Universities of Sheffield and York, explored how the value-based health paradigm can help guide clinical trial decision making. His work on epidemic modelling and simulation and vaccine and intervention trial analysis has been funded by the US Environmental Protection Agency and the Centers for Disease Control. He has worked on integrating operations management and health care concepts to find cost-effective ways of managing the influenza vaccine supply chain, and cost-benefit analysis for the control of infectious diseases, such as vCJD. He is also applying the ideas of high-performing industrial organizations to the health care delivery context.

In addition to teaching and research, Steve provides leadership and service to several academic journals and professional organizations. He is on the board of the Institute for Operations Research and Management Science (INFORMS) Health Application Society, was President of the INFORMS Simulation Society, is an Associate Editor for the journal Management Science, He has served in editorial capacities for Operations Research, POMS, ACM TOMACS, Naval Research Logistics, and Health Care Management Science. He was named Fellow of INFORMS in 2021.

Research Areas

Production and Operations Management, Health Care, Service Operations, Stochastic Simulation, Bayesian Inference, Risk and Uncertainty, Mathematical Modeling

Teaching Areas

Production and Operations Management, Service Operations, Health Care Management, Simulation, Stochastic Modeling and Statistical Inference

Industry Sectors

Pharmaceuticals and Health



So Yeon Chun

Associate Professor of
Technology and Operations
Management

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 **So Yeon Chun**

So Yeon Chun is an Associate Professor of Technology & Operations Management. Prior to joining INSEAD, Professor Chun was a faculty at Georgetown University.

Professor Chun's data-driven research focuses on the operations with consumer loyalty reward programs and point currencies (consumer payment choices, monetization of loyalty points, pricing in points and money, customer lifetime values, and behavior experiments), revenue management (pricing and forecasting), and risk management (risk measures, portfolio optimization) with applications to retail, transportation, finance, and hospitality industries. Her interdisciplinary research has appeared in top academic journals in operations and marketing. She also holds several industry patents for demand analysis and decision support systems.

Professor Chun has been teaching business analytics courses such as Business Statistics, Probability, Statistical Method, and Time Series. At INSEAD she is teaching the Analytics for Real Business Impact: The Art of Why (ARBI) MBA course and PhD courses on Fundamentals of Operations.

Professor Chun holds a PhD in Operations Research, a MS in Applied Statistics from the School of Industrial and Systems Engineering at the Georgia Institute of Technology.

Research Areas

Operations of Loyalty Programs and Point Digital Currency, Operations and Marketing Interface, Revenue management and Pricing, Risk Management, Customer Loyalty, Customer Relationship Management

Teaching Areas

Analytics for Real Business Impact, A/B Testing and experimentation, Analytics for Retail, Travel, and Hospitality, Empirical Research Methods, Operations Management



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 **Dragos Florin Ciocan**

Florin Ciocan is an Associate Professor of Technology and Operations Management at INSEAD. His research interests are in applications of revenue management to non-traditional domains such as online advertising and other Internet facilitated marketplaces. He is also interested in cloud-based optimisation methods for massively sized datasets. Florin has been involved in building revenue management systems for several technology companies in the US.

Florin holds a BA degree in Applied Mathematics from Harvard College and a PhD in Operations Management from MIT. He teaches the Process and Operations Management MBA core course as well as the PhD elective on Topics in Operations Management at INSEAD.

Research Areas

Revenue Management Applied to Non-traditional Domains, Matching Markets, Massive Scale Optimisation

Teaching Areas

Operations Management, Revenue Management



Karel Cool

Professor of Strategic Management

The BP Chaired Professor of European Competitiveness

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 **Karel Cool**

Karel Cool is a Professor of Strategy and the BP Chaired Professor of European Competitiveness at INSEAD. His competitive strategy research, teaching, and consulting focus on questions of industry dynamics and competitive positioning (e.g., assessment of profit opportunities in markets; constructing competitive advantage, supply chain dynamics and management; achieving eco-system leadership; vertical integration and de-integration; industry overcapacity; achieving critical mass in platforms and innovation ecosystems; the creation of standalone and network customer value). Karel Cool is directing the [Competitive Strategy Executive Education programme](#). His research and teaching has focused in recent years on Sustainability as a Business Opportunity and is co-directing the new [INSEAD Business Sustainability Programme](#).

He has published in many journals, including Management Science, Strategic Management Journal, Harvard Business Review, Organization Science, Academy of Management Journal, Marketing Letters, Advances in Strategic Management, Journal of Supply Chain Management, etc.; co-edited books such as European Industrial Restructuring in the 1990s and Industry Structuring and Restructuring; and has contributed to many books on competitive strategy.

From 1995 to 2007 he was an Associate Editor of the Strategic Management Journal, a leading strategy journal.

He has consulted on major strategic issues of corporate and industry restructuring, and worked with various corporations including Unilever, PriceWaterhouseCoopers, Daimler, Borealis, RollsRoyce, Exxon, Solvay, Novo-Nordisk Lufthansa, KBC, Whirlpool, IBM, Expedia, Banque de France, McKinsey, Starwood, BCG, Shell, ING, Aktiva, Amgen, Bayer, Nordea, World Economic Forum, KGL Kuwait, Hearst, Reynaers Aluminium, Ørsted / Dong Energy Wind Power, Vandemoortele, Mars, Illumina, Danfoss, Pictet, etc.

During the 1995-1996 academic year, he was a Visiting Professor at the Graduate School of Business at the University of Chicago. He was also for many years Visiting Professor at Northwestern University (Kellogg), and was co-chair of the 2002 Strategic Management Society Conference (Paris).

He is a seven-times winner of the Best Teaching Award in the MBA programme. In 2007 he was inducted as a Fellow of the Strategic Management Society and in 2009 received the George S. Day Distinguished Alumni Academic Service Award from Purdue University.

In September 2014, he was honoured by the Case Center as one of the best-selling case authors over the past forty years — Karel has (co-)authored more than eighty case studies.

Karel Cool obtained his PhD (1985) and MScIA (1982) from Purdue University, and his MA (1981) and Lic (1978) in Applied Economics from the University of Antwerp (UFSIA).

Research Areas

Sustainability as a Business Opportunity, Ecosystem Creation and Leadership, Creating Network Value in Platforms and Innovation Ecosystems, Leading Supply Chains for Competitive Advantage and Value Creation

Teaching Areas

Industry and Competitive Analysis (MBA elective), Competitive Strategy (Executive Education), Business Sustainability (Executive Education)



Marcel Corstjens

Emeritus Professor of
Marketing

The Unilever Chaired
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Marcel is the Emeritus Professor of Marketing and the Unilever Chaired Professor of Marketing, Emeritus, at INSEAD.

After his studies in Belgium, Marcel received his PhD from the University of California, Berkeley. His doctoral dissertation won first prize from the American Marketing Association. He taught at Berkeley, University of California, and in 1978 he joined INSEAD. He has been a visiting professor at Cornell and Stanford universities.

At INSEAD, Marcel has conducted his research and consulting activities in marketing strategy with a particular focus on innovation, distribution channels and the interaction between distributors and manufacturers. His current research focuses on the relationship between manufacturers and retailers in the fast moving consumer goods (FMCG) industry.

Marcel is the author and developer of a number of educational computer-based simulations and decision-making support systems (most recently, Allocator and pHValue). His most widely known products are Stratpharm and Elixir simulations for the pharmaceutical industry, accompanied by a book Marketing Strategy in the Pharmaceutical Industry, and Storewars designed for the FMCG industry. Based on Storewars, Marcel and his wife Judith Corstjens co-authored a book Store Wars: The Battle for Mindspace and Shelfspace (J. Wiley & Sons), which analyses and proposes strategies for manufacturers and retailers in the FMCG industry. Marcel is the creator and director of the Storewars programme for senior executives in the consumer goods industries.

Marcel has published articles in a number of international academic journals including Marketing Science, Management Science, Journal of Marketing, Journal of Marketing Research, Journal of Business. His research has been featured in the Harvard Business Review, and The Economist.

Marcel's consulting activities focus on marketing strategy in the pharmaceutical and FMCG industries.

Research Areas

Retailing, Social Media, Marketing Insight, New Products, Value Creation and Value Capture

Teaching Areas

Marketing Strategy, Branding, Retail and Distribution




James Costantini

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 **James Costantini**

James's research interest is on how firm strategy and industrial organization is affected by the broader institutional environment. James has taught courses on strategy and economics to undergraduates, MBAs and executives.

Before joining INSEAD, James received his PhD in Business Economics from Harvard University/Harvard Business School. James's prior education includes a Masters in Business Administration from Harvard Business School, where he graduated Baker Scholar, and a MPhil in Finance and a BA in Mathematics from Cambridge University, U.K..

James has over a ten years experience as a consultant. James was a management consultant in the London and New York offices of McKinsey & Company from 1991 to 2001, except for the two years to complete his MBA. James advised primarily on issues of business unit strategy and corporate strategy to clients across a range of industries. James has also consulted with ghSmart & Company, with a focus on assessment of senior management teams for private equity investors.

At INSEAD James teaches in the MBA programme and in a range of executive education programmes. Within executive education, James's programme direction has been with companies from a wide range of sectors and geographies, including KPMG, Toshiba, Amdocs, Orkla, Borregaard, OliverWyman, GERBUS (<http://www.gerbus-academy.com/>), NSG, and FerroviaI.

Research Areas

Strategy, Industrial Organisation, International Trade, International Business

Teaching Areas

Strategy, Corporate Strategy and M&A



Jason P. Davis

Associate Professor of
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Enterprise

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 **Jason P. Davis**

Jason Davis is an Associate Professor of Entrepreneurship and Family Enterprise at INSEAD. He is an expert on digital transformation and innovation in large enterprises and the strategies of startups in digital platform ecosystems. His research has focused on issues of collaboration and adaptation by 'big tech' computing companies in Silicon Valley and Seattle, fast experimentation by mobile app ventures on the iPhone and Android platforms, and the social media strategies of the Fortune 500 companies using Twitter and Facebook. He applies these insights to large organizations as they seek to create value with new digital technologies and systems like artificial intelligence, automation, platform-marketplaces, blockchain, and super-apps, and to new ventures in his MBA courses on Digital Entrepreneurship and Crypto Entrepreneurship. Jason has focused effort on investigating business model innovations by big tech companies in Asia, having developed teaching cases about how companies such as Go-Jek, Grab, Alibaba, and ByteDance are innovating in the region, and how Amazon, Facebook, Microsoft, and Google compete globally. Prior to joining INSEAD, Jason was an Associate Professor of Technological Innovation, Entrepreneurship, and Strategic Management in the MIT Sloan School of Management where he taught Technology Strategy. He currently serves as Senior Editor at Organization Science.

Jason earned PhD and MA degrees from Stanford University, where his research was supported by the National Science Foundation. He also earned MS and SB degrees from Caltech and MIT where he did thesis research in computation theory and molecular biology. His research has been published in top academic journals such as the Administrative Science Quarterly, American Economic Review, Strategic Management Journal, Academy of Management Journal, and Academy of Management Review. Jason has served as editorial board member at Academy of Management Journal, Organization Science, Strategic Management Journal, and Strategic Organization.

He has received multiple research awards including the AOM Academy-Wide Newman Award for Best Paper from a Dissertation (2009), the TIM Division Best Doctoral Dissertation Award (2009), the TIM Division Best Paper Award (2009), the OMT Division Best Paper Award (2008), and the ACAC Competitive Advantage Best Paper Award (2014). Jason also received an Honorable Mention Award for the Granovetter Prize for best article in Economic Sociology from the American Sociological Association (2012). He is also the recipient of the Academy of Management's Technology Innovation Management Emerging Scholar Award (2012). Finally, Jason was selected to receive the ASQ Award for Scholarly Contribution (2015) given to "the most significant paper published in ASQ five years earlier." His research has also been featured in a variety of popular and industry publications like Harvard Business Review, BBC, Financial Times, Wall Street Journal, Bloomberg, The Atlantic, Forbes, Fortune, The Economist Podcast, Wired, Channel News Asia, South China Morning Post, Jakarta Post, Huffington Post, Sloan Management Review, Computer World and Technology Review.

Jason has also consulted, advised, or spoken about his research or conducted executive education at multiple companies including Intel, Microsoft, Cisco, Google, Broadcom, ESI, Sun Microsystems, Tesla, Citibank, Bank Indonesia, BCA, Pertamina, Astra, Go-Jek, Axiata, Natixis, Frasers, Prudential, Aviva, CIMB, Jardines, JG Summit, Lenovo, Vale, Tata Consulting Group, Avery Dennison, Public Bank, and various startups. Recently, he is a recipient of the EFMD EiP Gold Award (2020) in executive education and Case Centre Best Case Award in Entrepreneurship (2021). At INSEAD, he serves as Program Director for customized executive education programs about Digital Strategy & Leadership and the Leading Digital Transformation and Innovation

open enrolment program on INSEAD's Asia campus.

Research Areas

Innovation, Entrepreneurship, Networks, Strategic Management, Organization Theory

Teaching Areas

Innovation, Entrepreneurship, Collaboration, Networks, Leadership, Strategy in Dynamic Markets



Henri-Claude de Bettignies

Emeritus Professor of Asian Business

The Aviva Chair in Leadership and Responsibility, Emeritus

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Henri-Claude de Bettignies, the Aviva Chair Emeritus Professor of Leadership and Responsibility and Emeritus Professor of Asian Business and Comparative Management at INSEAD is also the Distinguished Emeritus Professor of Globally Responsible Leadership at the China Europe International Business School (CEIBS) and former Director of the Euro-China Centre for Leadership and Responsibility (ECCLAR) that he created in Shanghai, at CEIBS, in 2006. Between 1988 and 2020, with a joint appointment at Stanford University (Graduate School of Business), he shared his time about equally between Europe, California and the Asia Pacific region (particularly with the INSEAD campus in Asia). He was educated at the Sorbonne (Licence ès Lettres), at the Catholic University of Paris (EPP), then at the Harvard Business School (ITP). He worked in Africa (MIFERMA, Mauritania), at the University of California (IIR, Berkeley), in New York (for IBM), and then in Tokyo for 5 years.

Professor de Bettignies joined INSEAD in 1967 as Assistant Professor and initiated the development of the Organisational Behaviour department. Professor since 1975, he started and developed INSEAD's activities in Japan and the Asia Pacific region which led, in 1980, to the creation of the Euro-Asia Centre, of which he was Director General until 1988. Professor de Bettignies started the development of the Ethics initiative at INSEAD and pioneered a new approach (AVIRA) to try to enlighten business leaders. Over a 16 years period the AVIRA programme brought together - in Fontainebleau, California and Singapore - 900 Chairmen and CEOs from 60 countries, keen to enrich their vision and enhance their personal and corporate responsibility in their leadership function.

Henri-Claude taught MBAs, E-MBAs at INSEAD, CEIBS and Stanford university (MBA and Sloan Programme) in the areas of ethics, CSR, ESG, HR management, corporate transformation, culture and management. He directed a large number of executive programmes in Europe and in Asia. He has been invited to teach or to give talks in over thirty countries in Europe, Asia and North America. He is the Founder and Director of CEDRE (Centre for the Study of Development and Responsibility).

Among the books published under his name are: *The Management of Change* (Editions d'Organisation, 1975), *Business Transformation in China* (Thompson Business Press, 1996, Routledge, 2019), *The Changing Business Environment in the Asia Pacific Region* (Thompson Business Press, 1997), *Trade & Investment in the Asia Pacific Region* (TPB, 1997), "Puissance et Responsabilité: où en est la Chine?" (Edition Gulbenkian 2014). He has co-authored with P. Brunon, *Le Japon* (Flammarion, 1998); with K. Goodpaster & L. Nash) *Business Ethics: Policies and Persons* (McGraw Hill, 2006), and (with F Lepineux): *Business, Globalization and the Common Good* (Peter Lang, Oxford, 2009) and *Finance for a Better World: The Shift toward Sustainability* (Palgrave, 2009). He co-edits (with M. Thompson) *Leadership, Spirituality and the Common Good* (Garant, 2010) and was the lead editor of *Practical Wisdom for Management from the Chinese classical Tradition* (JMD, Vol. 30, N° 7/8, 2011).

Many of his contributions have appeared as chapters (23) in books and in more than sixty articles in business and professional journals. He was or is on the Editorial Board of *The Journal of Asian Business*, *Chinese Management Studies*, *International Studies of Management & Organization*, *The Asian Academy of Management Journal*, *Corporate Governance: the International Journal of Business and Society*, *Finance & Common Good*. He was or is on the International Advisory Board of *The International Association for China Management Research* (IACMR), *Asian Business and Management* (Kuala Lumpur), *The University of the Common Good* (Brussels), the *International Centre for*

Corporate Accountability (New York), SPES (Leuven), GRLI (Brussels), Shiyao Investment (Shanghai), InnoCSR (Shanghai), Zermatt Forum (Geneva), etc. He was on the Board of Jones Lang LaSalle (1999-2009).

Research Areas

Business Leaders' Vision and Corporate Transformation, Corruption and Managerial Behaviour across Cultures, Social Change and Management Practices in Asia

Teaching Areas

Managing Change & Change of Management in Asia, Strategies for Asia-Pacific, The Transformation of Japan: Implications for the World, AVIRA: Changing CEOs' Mindset, Culture and Management in Asia, Joint-Venture Management in Asia, Individual, Business and Society: The Ethical Dilemma



Derek Deasy

Senior Affiliate Professor of Organisational Behaviour

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Derek is Senior Affiliate Professor of Organisational Behaviour at INSEAD. His interests include leadership development, burnout and resilience, the impact of emotionally demanding tasks on work groups.

Derek Deasy is co-directing [INSEAD Coaching Certificate](#) and the [Essentials of Coaching](#) programmes. He directs the [Advanced Programme in Coaching Groups](#).

His research and practice in these areas are informed by a systems-psychodynamics approach that takes into account how group tasks, organizational structures and cultures are affected by, and affect, individuals' experience at and of work.

Derek works regularly in leadership development programmes for high potentials and senior executives at INSEAD, and has contributed to open and in-company executive Programs, as well as to the full time MBAs, at the Copenhagen Business School in Denmark, and at IMD in Switzerland. He has given input on the psychodynamics of organisations to the Clinical Psychology doctoral programme at Trinity College, Dublin. He also has a varied coaching and consulting practice, currently including individual work with corporate leaders and work with teams in the technology sector and in entrepreneurial ventures.

Derek brings to all his work a particular focus on the personal benefits and costs of authenticity, effectiveness and success. He supports executives in developing functional approaches to self-care and resilience when dealing with jobs and tasks that require personal presence and intense emotional investment. Over the past decade, he has worked with corporations and executives in a wide range of sectors including construction, pharmaceuticals, fashion, technology and professional services.

Prior to and alongside his work in executive education and development, Derek spent many years working as a Director in health care delivery. His particular area of expertise was child sexual abuse. He led a multidisciplinary team offering forensic and therapeutic services to vulnerable children and their families. His work in this arena taught him the importance of sound management and effective self-care in service delivery.

Derek holds a doctorate in Clinical Psychology from Trinity College, Dublin, and BA and MA degrees in Psychology from University College Dublin. He also trained at the Tavistock Clinic in London gaining a Masters in Organisational Consultancy. In 2011 he was granted the title of Honorary Associate Professor of the Institute of Work, Health and Organisation with the University of Nottingham. He consults regularly to group relations conferences in Europe and the United States. He is married and has three young sons.

Research Areas

Leadership, Group Dynamics, Personal Development

Teaching Areas

Psychological Issues in Management (MBA), Leadership Development (Executive Education)



Lucia Del Carpio

Assistant Professor of Economics

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 **Lucia Del Carpio**

Lucia Del Carpio is an Assistant Professor of Economics at INSEAD. She obtained her PhD in Economics from Princeton University in 2014, and a Master in Public Affairs from the Woodrow Wilson School of Public and International Affairs at Princeton University in 2008.

Her research is in the areas of behavioral economics, development, and applied microeconomics. Her current projects are aimed at investigating the role of social norms in tax compliance. She has thus conducted field experiments on property tax compliance in Peru, combining them with targeted surveys to identify causal channels. She is also studying the design of optimal tax enforcement policies when social norms may affect evasion decisions. More broadly, she explores how the interaction between formal and informal institutions shapes economic outcomes. Her research methods encompass theoretical, experimental and econometric approaches.

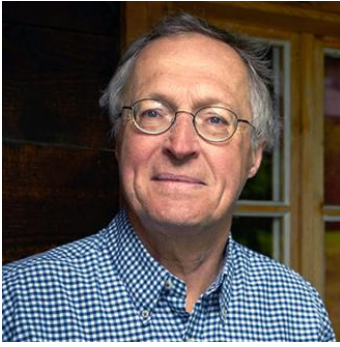
Professor Del Carpio is affiliated with the Group for the Analysis of Development (GRADE) in Peru. She has worked in an advisory role at the Ministry of Economy and Finance of Peru, in the areas of competition, trade, and international investment. She subsequently was a member of the Council of Advisers to the Prime Minister, where she was responsible for economic issues. She also has experience working in investment banking in both Peru and the United States.

Research Areas

Behavioral Economics, Economic Development, Applied Microeconomics, Public Finance

Teaching Areas

Prices and Markets




Jean Dermine

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 **Fontainebleau**

 **Jean Dermine**

Jean Dermine is an Emeritus Professor of Banking and Finance at INSEAD. He holds Doctorat en Sciences Economiques from the Université Catholique de Louvain and Master of Business Administration from Cornell University.

Author of numerous articles on asset and liability management, European financial markets, and the Theory of Banking, Jean Dermine has published five books, among which are European Capital Markets with a Single Currency (Oxford University Press), and Bank Valuation and Value-based Management (McGraw-Hill). His research papers have appeared in the Journal of Financial Intermediation, Journal of Money, Credit and Banking, Journal of Banking and Finance, and other academic and professional journals. Laureate of the EIB Prize for his essay "Eurobanking, a New World", he is a co-author of the ALCO Challenge, a computer-based training simulation used in Europe, Africa, the Americas, and Asia.

Jean Dermine has served as a Visiting Professor at the Wharton School of the University of Pennsylvania, at the Universities of Louvain and Lausanne, CESAG in Dakar, as well as a Salomon Center Visiting Fellow at New York University, and a Danielsson Foundation Guest Professor of Bank Management at the Göteborg and Stockholm Schools of Economics. As a consultant or director of training and executive education programmes, he worked with several international banks, accounting and consulting firms, national central banks, European Central Bank, Bank for International Settlements, HM Treasury, the OECD, the World Bank, the European Commission, and the Mentor Forum for the US Supreme Court and the European Court of Justice.

Research Areas

Asset & Liability Management (ALM), European Banking, Banking Regulations (Basel III), Banking Theory

Teaching Areas

Bank Management, Financial Markets

Industry Sectors

Banking and Insurance



Antoine Desir

Assistant Professor of
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 **Antoine Desir**

Antoine is an Assistant professor of Technology and Operations Management at INSEAD. His research applies mathematical modeling and analytics to operations management problems with an aim to: (1) quantify fundamental tradeoffs, and (2) design efficient data-driven algorithms to support operational decisions. More precisely, he focuses on revenue management and choice modeling with applications such as online advertising. He was an MSOM student paper finalist in 2014 and 2017 and a Nicholson student paper finalist in 2014 and 2015. He spent a year as a post doctoral researcher at Google NYC.

Antoine holds a BA degree in Applied Mathematics from Ecole Polytechnique and a PhD in Operations Research from Columbia University. He teaches the Social Media Analytics MBA elective course as well as the PhD core Optimization course at INSEAD.

Research Areas

Revenue Management, Choice Modeling, Analytics

Teaching Areas

Social Media Analytics, Optimization



Olivier Dessaint

Associate Professor of
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 **Olivier Dessaint**

 **Olivier Dessaint**

Olivier DESSAINT is an associate professor of finance at INSEAD. His research interests include corporate finance and behavioral finance. His work has been published in leading academic journals such as the Journal of Financial Economics, the Review of Financial Studies, and the Review of Finance. He currently teaches in the MBA and PhD programs.

Olivier holds a PhD in finance from HEC Paris. Prior to joining INSEAD, he was a faculty member at the Rotman School of Management from the University of Toronto in Canada. Before joining academia, he was also an investment banker at BNP Paribas. He was a part of the M&A advisory teams in Paris and Madrid.

Research Areas

Corporate Finance, Behavioral Finance

Teaching Areas

Financial Markets and Valuation (MBA)



Enrico Diecidue

Professor of Decision Sciences

Chair, Decision Sciences Area

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 **Enrico Diecidue**

Enrico Diecidue is a Professor of Decision Sciences at INSEAD. In 1996 he obtained his degree in Economics, with a specialisation in Mathematical Economics, from Bocconi University, Italy. He then joined the Center (Center for Economic Research), Tilburg University, the Netherlands, where he received his PhD in 2001.

Since 2001 he has been a resident faculty member at INSEAD, first in Singapore and then in France. In 2008-2009 he served as a Visiting Professor at Wharton School of the University of Pennsylvania, in 2010-2011 he was on sabbatical at the Erasmus School of Economics, the Netherlands, and in 2018-19 he was on sabbatical at the Rady School of Management (University of California San Diego).

His research focuses on decision making under uncertainty. He is interested in the role of regret, aspiration levels, and time in individual decisions. His current research is also addressing the role of groups in complex decisions. Enrico's research has appeared in leading journals including Decision Analysis, International Economic Review, Journal of Economic Theory, Journal of Mathematical Psychology, Journal of Risk and Uncertainty, Management Science, Mathematical Social Sciences, Theory and Decision. He serves on the Editorial Board of Decision and of Journal of Risk and Uncertainty, and is an Associate Editor for Decision Analysis and for Management Science.

He teaches Uncertainty, Data & Judgment (MBA and Global Executive MBA programmes), Management Decision Making (MBA programme), Modules in Decision Making and Risk Management (Executive Education programme) and Decision Sciences (PhD programme).

Enrico Diecidue is directing the [International Directors Programme](#) and is director for the [Strategic Decision Making for Leaders Program](#).

Research Areas

Decision under Risk and Uncertainty

Teaching Areas

Uncertainty Data & Judgement (MBA & EMBA), Management Decision Making (MBA), Risk Management (MBA), Modules in Decision Making (Executive Education), Decision Sciences (PhD)

Industry Sectors

Banking and Insurance, Energy, Oil and Gas, Information Technology, Pharmaceuticals and Health, Telecommunication Services



Yves L. Doz

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In recognition of his contribution to the field of management, Professor Doz is one of a small handful of scholars to have been elected by their peers as a Fellow of the Academy of Management, the Strategic Management Society, and the Academy of International Business.

Throughout his career, Professor Doz has endeavoured to act as a valuable bridge between management practice and academic research. He began his working life in a corporate context, working on international helicopter development programs, before moving into academia, first at HEC, then Harvard Business School, and finally joining the faculty of INSEAD in 1980. As a public acknowledgement of his bridging role, Professor Doz was the first recipient of the CK Prahalad Distinguished Scholar-Practitioner Award, by the Strategic Management Society in 2011.

The “red-thread” in his research, teaching and consulting work over the decades, is a concern with helping companies reach good strategic decisions when facing contradictory demands: For example, local vs. global pressures in multinational firms, collaboration vs competition between alliance partners, dispersed knowledge search vs co-location in fostering innovation, and strategic commitment vs. agility in fast-changing industries.

Professor Doz has been at the forefront of conceptualizing and proposing a number of widely adopted management practices over the years, from his early work on reconciling global integration and local responsiveness in multinational companies with CK Prahalad to his conceptualisation of the enablers of Strategic Agility (his research findings on this are summarized in the book *Fast Strategy*, published in 2008 by Wharton Business Press and co-authored with Mikko Kosonen).

Professor Doz has authored several other books, most recently: *Ringtone: Exploring the Rise and Fall of Nokia in Mobile Phones*, which won the much coveted George S. Terry Award from the Academy of Management “for best book on management” in 2018 (published by Oxford University Press and co-authored with Keeley Wilson). He is also the author of numerous articles, both academic and managerial.

He has acted as an advisor to the top management of many companies, been a keynote speaker at countless conferences and corporate events and, has taught programmes at business schools around the world including Stanford GSB, Seoul National University and both Aoyama and Keio in Japan at. At INSEAD he created and for many years directed a senior executive seminar on strategic alliances and has taught numerous company-specific programs.

Professor Doz is currently working on research into making corporate governance more strategic; further work on agility; and on building and governing multi-party alliances and ecosystems.

Professor Doz has two grown-up children and two grandsons.

Research Areas

Strategic Agility and Corporate Renewal, Multinational Management, Strategic Alliances, Management of Technology and Innovation, Public Administration Reform

Teaching Areas

Design and direction of the INSEAD Executive Education Programmes and the PhD course on Strategy Process



David Dubois

Associate Professor of Marketing

The Cornelius Grupp Fellowship in Digital Analytics for Consumer Behaviour

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 **David Dubois**

David Dubois (PhD, Kellogg School of Management) is a tenured Associate Professor at INSEAD and one of the world's leading scholar on data-driven marketing, customer centricity and digital transformation. Through his research and teaching, he helps professionals and organizations to unlock valuable customer insights from advanced data analytics, and to design and implement effective omnichannel strategies. To do so, he focuses on when and how companies can turn insights from digital technologies such as social media, IoT, AI or blockchain into long-term competitive advantages in the marketplace. He also helps business leaders unpack the steps they need to take to transform their organization and create long-term customer value from data analytics. David is also a global expert on luxury and fashion brand management.

David's work on digital consumer behavior, analytics-driven customer insights, social influence, social media behavior, word-of-mouth and luxury consumption has appeared in top journals such as Nature Communications, Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of Consumer Psychology, Harvard Business Review, Journal of Personality and Social Psychology or Psychological Science and is regularly featured in outlets such as The Financial Times, The Economist, The Wall Street Journal, Forbes, Bloomberg, CNN, NPR, BBC, Time Magazine and Le Monde, among others. He has served as an associate editor for the Journal of Consumer Research and an editorial review board member for Recherche et Applications en Marketing.

David's most recent book, [France in the eyes of Google: How "Big" search data reveals the fabric of a country: its beliefs, fears, preferences and potential \(2022\)](#) combines locally aggregated search data with established social, economic and political indicators to offer fresh insights on contemporary France, as if it was a person: what does she feel? What kind of media does she consume? How did she react to the pandemic? How is she seen abroad? The book introduces a new free analytic tool that leverages search maps to generate behavioral insights spanning consumption, health, politics and public policy.

At INSEAD, David is the co-director of the [Leading Digital Marketing Strategy Programme \(on campus and online\)](#) and the [Driving Digital Marketing Strategy Programme \(online\)](#). He has designed, directed and delivered dozens of executive education programs or workshops for companies such as Google, Cartier, Moët Hennessy, Diageo Reserve, l'Oréal Paris, Pernod Ricard, Silversea Cruises, Ferrero, Adecco, Celgene, Sanofi, Abbvie, Biogen, Grünenthal, Takeda, Mizuho, Ajinomoto, Nitto Denko, HDFC Life, Hewlett Packard Enterprise and teaches in several of INSEAD's flagship executive education programs. He has also launched and teaches MBA electives on (1) Digital and Social Media Strategy and (2) Value Creation in Luxury and Fashion.

A passionate educator, David has developed many pedagogical tools on data-driven marketing, customer centricity and digital transformation. He was in among the top 40 bestselling case authors worldwide in 2018 and 2019. He won the 2017 and 2018 best marketing case awards by the Case Center for his work on [L'Oréal Paris' big data and analytics strategy](#) and the [customer experience makeover at AccorHotels](#). He also won the 2019 EFMD case competition for his case on [Air Liquide's customer-centric digital transformation](#). David regularly accompanies business leaders in the digitalization of their organisations and is involved in selected business analytics and insights generation ventures.

A global citizen, David grew up in France and has lived in the USA (Chicago), Japan and Singapore.

Research Areas

Digital Consumer Behavior, Digital Transformation, Data-Driven Marketing, Data & Consumer Science, Big Data, Omnichannel Experience, Virality, Psychology of Technology, Social Influence, Brand Management, Luxury & Fashion Goods, Consumer Advocacy on Social Media, Social Media Strategy

Teaching Areas

Data-Driven Marketing, Digital Analytics, Digital Transformation, Customer-Centric Strategy, Customer Experience Design & Management, Digital Influence and Advocacy, Social Media Strategy, Social Media Analytics, Search Analytics, Communication & Crisis Management, Marketing Management, Luxury and Fashion Management



Bernard Dumas

Emeritus Professor of Finance

The INSEAD Chaired Professor of Finance, Emeritus

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 **Fontainebleau**

 **Bernard Dumas**

Bernard Dumas is an Emeritus Professor of Finance at INSEAD. Prior to INSEAD, he was a Professor of Finance at the University of Lausanne and Swiss Finance Institute, and before joining Lausanne, he was Professor at INSEAD, HEC (Paris), the Wharton School of the University of Pennsylvania, and ESSEC.

Professor Dumas specialises in international finance and finance theory in continuous time. He is or has been Editor or associate Editor of various academic journals including *The Review of Financial Studies*, *the Journal of Finance*, and *the Review of Finance*. His research has been published in prestigious journals.

Professor Dumas has served as a Member of the Board of the American Finance Association and is a Research Associate of the National Bureau of Economic Research and a Research Fellow of the Centre for Economic Policy Research.

Professor Dumas received his Engineering degree from Ecole Centrale de Paris, and his MSc and PhD degrees from Columbia University, New York.

Research Areas

International Finance: Capital Markets and Corporate Decisions, International Economics: Trade and Balance of Payments, Continuous-Time Dynamic Finance, Capital Markets, Corporate Finance

Teaching Areas

Empirical Asset Pricing (PhD), Foundations of Financial Economics (PhD), Investments (MBA)



Pushan Dutt


Professor of Economics

The Shell Fellow of Economic Transformation

Chair, Economics and Political Science Area

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 **Pushan Dutt**

Pushan Dutt is a Professor of Economics at INSEAD. He holds a PhD in Economics from New York University, a Masters in Economics from the Delhi School of Economics, and a Bachelor degree in Economics from Presidency College, Calcutta.

Professor Dutt's work lies at the intersection of politics, institutions and international economics. His main research examines how partisan concerns (the political ideology of parties in power) and populist concerns (inequality in income and asset distribution) play an important role in the determination of trade policies. The second stream of his research has a developmental focus and examines the links between institutions and policies. His recent work shows that political instability is very costly in terms of investment and growth, whereas the level of democracy or dictatorship in a country matters much less. A third stream of his research examines the role played by international trade and technological change in accelerating the wage gap between skilled and unskilled workers.

Professor Dutt's research has been published in Canadian Journal of Economics, Review of Economics and Statistics, Economic Journal and the Journal of International Economics. He has also contributed to the Oxford Dictionary of Social Sciences where he wrote the entries on Economics.

Professor Dutt has worked as an economist at the World Bank's Development Research Group and the Latin American and Caribbean Division, and is currently consulting for the World Bank on a major research project. He has also worked as a fellow at the Ford Foundation, and as a writer and consultant for the Oxford University Press. In addition, he has taught microeconomics, economic development, and international trade and finance to undergraduate, MBA, and PhD participants since 1994. He has won the Best Teacher Award in the INSEAD MBA programme multiple times.

Research Areas

Political Economy, International Economics, Economic Development, Applied Microeconomics

Teaching Areas

Microeconomics, Economic Development, International Trade, Game Theory, Political Economy



Gareth Dyas

Emeritus Professor of
Strategy and Management

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 **Fontainebleau**

Gareth Dyas is an Emeritus Professor of Strategy and Management at INSEAD and has been a member of the INSEAD faculty since 1972. He holds an MA from Trinity College, Cambridge, an MBA from INSEAD and a DBA from Harvard University.

Over the last few years, he has worked extensively as a consultant to major European and American Corporations on problems of strategy and management development. From September 1979 to January 1986 Professor Dyas served as an Associate Dean responsible for the MBA Programme, and from 1995 to 2000 as an Associate Dean for External Relations. With H.T. Thanheiser he co-authored the book *The Emerging European Enterprise* (MacMillan 1976).

Research Areas

Issues of Strategy and Structure in Large Complex Organisations, Managing in Multibusiness Firms



Paul A. L. Evans

Emeritus Professor of
Organisational Behaviour

The Shell Chair of Human
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Development, Emeritus

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Emeritus Professor of Organisational Behaviour, Paul Evans also holds The Shell Chair of Human Resources and Organisational Development, Emeritus. Paul Evans has a PhD in Management and Organisational Psychology from MIT, an MBA from INSEAD, and he is a graduate in law from Cambridge University. He was founding Academic Director of the Global Talent Competitiveness Index (GTCI) (2013-18), in partnership with Adecco, HCLI Singapore and Tata Communications; and today he is the Ambassador for the GTCI. For many years, he built up and directed INSEAD's executive education seminars on Management of People and Human Resource Management in Asia, as well as Managerial Skills for International Business. He led for several decades INSEAD's activities in the field of international human resource management, and he has been a Chair of the Organisational Behaviour faculty area for successive periods.

British by nationality, raised in Africa, and international by orientation, he has taught courses at Boston University, MIT, Cornell University, Stockholm School of Economics, l'Université de Montréal, and the University of Zurich, as well as being visiting scholar at the University of Berkeley, University of Southern California and as a Visiting Professor at London Business School. He was a titular professor at the European Institute for Advanced Studies in Management in Brussels in recognition of his work in building academic networks in Europe.

His current work focuses on corporate and public policy concerning talent competitiveness, working with government ministries of education, city development offices, and corporations. He recently helped create a growing HR Think Tank in South Africa, in partnership with SA's leading management publisher and Univ.Stellenbosch; and he sits on Advisory Boards of two universities in the region. Previously he acted as a corporate advisor and designed/taught leadership programmes with more than 200 international corporations, and he is a frequent keynote speaker at international conferences and conventions.

His research focused originally on adult, career and leadership development. His book with Fernando Bartolomé Must Success Cost so Much? was the result of a study of the relationship between the professional and private lives of over 14,000 executives and was translated into eight languages. His research focus then moved on to strategic talent management and multinational organisational development. His most recent book is The Global Challenge: International Human Resource Management (Chicago Business, 2017, 3rd ed.). With his numerous articles, award-winning cases, a bestselling educational video and e-course on Managing People, he has been described in the press as one of the world's most influential people in the field of international human resource management, and he received the Outstanding Teacher of the Year award from the INSEAD MBA participants for his teaching in this domain.

Research Areas

Global Talent Management (former Academic Director-Global Talent Competitiveness Index), International Human Resource Management, Leadership Development, Tension Analysis (Duality/Paradox Theory)

Teaching Areas

Talent development, Multinational Organisational Development (Matrix), Human Resource Management in International Firms, Leadership, Managing Change



Theodoros Evgeniou

Professor of Decision
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📍 Fontainebleau

Theos Evgeniou is a professor of Decision Sciences and Technology Management at INSEAD and director of the INSEAD Executive Education program on [Transforming your Business with AI](#).

He has been working on Machine Learning and AI for the past 25 years, on areas ranging from AI innovations for business process optimization and improving decisions in Marketing and Finance, to AI regulation, as well as on new Machine Learning methods. His [research](#) has appeared in leading journals, such as in Science Magazine, Nature Machine Intelligence, Machine Learning, Lancet Digital Health, Journal of Machine Learning Research, Management Science, Marketing Science, Harvard Business Review magazine, and others.

Professor Evgeniou is a member of the [OECD Network of Experts on AI](#), an advisor for the [BCG Henderson Institute](#), an advisor for the [World Economic Forum Academic Partner for Artificial Intelligence](#), and together with three INSEAD alums also a co-founder of [Tremau](#), a B2B SaaS company whose mission is to build a digital world that is safe & beneficial for all. He gives talks and consults for a number of organisations in his areas of expertise, and in the past he has been involved in developing hedge fund strategies with more than \$100 million invested. He has received four degrees from MIT, two BSc degrees simultaneously, one in Computer Science and one in Mathematics, as well as a Master and a PhD degree in Computer Science.

Research Areas

Decision Processes, Business Intelligence and Data Mining, Data Analytics in Marketing and Finance, Information Technology in Organisations

Teaching Areas

Uncertainty, Data, and Judgement, Models for Strategic Planning, Information Technology and Organisations, Data Analytics for Managers

Industry Sectors

Banking and Insurance, Information Technology, Pharmaceuticals and Health, Telecommunication Services




Horacio Falcao

Professor of Management Practice

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 Horacio Falcao

Horacio Falcão is a Professor of Management Practice at the Decision Sciences Dept. at INSEAD, where he teaches and researches on Negotiation Sciences. He also directs the [INSEAD executive education Negotiation Dynamics program](#) and co-created the two new INSEAD negotiation certificate programs: [Online Certificate in Negotiation and Advanced Certificate in Negotiation](#). He is the creator of the Value Negotiation system: a strategic and flexible approach to negotiation designed to maximize rewards at minimum risk in an international and complex world. He is also the founding partner of two companies: [Value Negotiation \(VN\)](#), an advisory company to support organizations in their complex negotiations, and [VN Tech](#), a negotiation-support SaaS startup. In 2010, Horacio published his book: [Value Negotiation: How to Finally Get the Win-Win Right](#). He also became a [Top 50 Bestselling Case Author in 2020/21](#).

Previously, Horacio worked at Cambridge Negotiation Strategies and CMI International Group (a spin-off from the Harvard Negotiation Project) and at two prestigious law firms in Brazil. He founded and was the first Vice President of the Harvard Latin America Law Society. He has worked for the International Court of Arbitration in Paris, and as a Harvard-trained mediator, he has mediated cases at the courts of Massachusetts. A lawyer trained in both civil and common law systems, Horacio graduated as an LL.M. from Harvard Law School with a concentration on alternative dispute resolution in 1997. He has an MBA (2002) and an Executive Masters in Organizational Psychology (2010) at INSEAD. In 2019, he earned his Ph.D. at Singapore Management University.

For the past 20 years, Horacio has been teaching INSEAD clients and assisting VN & VN Tech clients around the world. His diverse client list includes airlines, automotive, business schools, chemicals, consulting companies, energy, engineering, financial institutions (ex: investment banks, PEs, asset managers, sovereign funds, etc), FMCG, governments, high-tech/hardware, holding companies, infrastructure, international organizations, internet companies, labor unions, media & advertising, mining, NGOs, oil & gas, pharmaceuticals, R&D companies, retail, shipping, software, and telcos. Before INSEAD, Horacio taught negotiation at the Program of Instruction for Lawyers (PIL) at Harvard Law School and mediation at the Fletcher School of Law and Diplomacy, Tufts University, and the Harvard Mediation Program. He is an active angel investor (2.5x return in 10+ investments) and an advisor to a few start-ups.

He has lived in Brazil, US, France, Singapore, and Switzerland, and worked in over 30 other countries. He was based at INSEAD Singapore for 18 years and transferred to the Abu Dhabi campus in mid-2019. Since the beginning of his tenure at INSEAD, Horacio received the following awards:

Award winning role-plays

- o Human Resource Management/Organisational Behaviour category 2017: Oxipouco: An Endangered Species Resource Negotiation (A) & (B)
- o Entrepreneurship category 2020: Boost M6700 (A and B)
- o Women in Business category 2020: The Dual Career Negotiation

Teaching awards

- o Best MBA Elective Professor in 2004, '05, '06, '08, '09, '12, '13, '14, '15, '16, '17, '18, '19 (INSEAD)
- o Best EMBA Elective Professor in 2005 (INSEAD)
- o Best TIEMBA Elective Professor in 2008 (Tsinghua University, Beijing, China)

Research Areas

Negotiation

Teaching Areas

Negotiation (MBA, EMBA & Exec Education) – Negotiation Dynamics, Negotiation Leadership, Gender Negotiations, Cross-cultural Negotiations, etc

