Vikas Aggarwal is an Associate Professor of Entrepreneurship and Family Enterprise and Academic 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 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 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 Álvarez is Professor of Management Practice 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 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

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**Hami Amiraslani**
Assistant Professor of Accounting and Control

**Contact**

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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.


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, Cofo, 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, SASSAC, 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 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 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, Almirall, 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 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 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
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
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 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 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 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**


**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 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**


**Teaching Areas**


**Industry Sectors**

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


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 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 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 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 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 Australinian, 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
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.


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

Teaching Areas

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; 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

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 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 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 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 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**

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

Teaching Areas
Analytics for Real Business Impact, A/B Testing and experimentation, Analytics for Retail, Travel, and Hospitality, Empirical Research Methods, Operations Management
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 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, 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
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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 Elexir 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'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
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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 Ferrovial.

Research Areas

Teaching Areas
Strategy, Corporate Strategy and M&A
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 and Emeritus Professor of Leadership and Responsibility 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 Pogramme) 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).


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 &amp; 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 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 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 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 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 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
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 (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 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, Silverseas 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**


**Teaching Areas**

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**


**Teaching Areas**

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

**Teaching Areas**
Microeconomics, Economic Development, International Trade, Game Theory, Political Economy
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
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 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 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
- Entrepreneurship category 2020: Boost M6700 (A and B)
- Women in Business category 2020: The Dual Career Negotiation

Teaching awards
- Best EMBA Elective Professor in 2005 (INSEAD)
- 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
Lily Fang is a Professor of Finance at INSEAD and the holder of the AXA Chair in Financial Market Risk. Professor Fang joined INSEAD in the Asia Campus in 2003. She is currently the Dean of Research and is based in the Europe campus. Lily Fang directs Finance for Executives and the INSEAD Fintech Programme.

Professor Fang’s primary research interest is financial market information and investment strategies. She has published numerous papers on the performance, behavior, and incentives of financial analysts, fund managers, and financial institutions in top academic journals such as the Journal of Finance, the Journal of Financial Economics, and the Review of Financial Studies. Her work on the relation between media coverage and stock returns received the prestigious Smith Breeden prize for outstanding papers published in the Journal of Finance. Professor Fang has advised a number of large institutional investors on investment strategies.

At INSEAD Professor Fang teaches corporate finance, capital markets, valuation, private equity, venture capital and entrepreneurial finance in the MBA, EMBA, and Executive Education programmes. She has won the Dean’s Commendation Award for Excellence in MBA Teaching numerous times and has taught and directed numerous Executive Education programmes. Professor Fang has also been a Visiting Professor of Finance at the MIT Sloan School of Management where she won the Outstanding Teacher Award.

Professor Fang obtained her PhD in Finance from the Wharton School, University of Pennsylvania. Prior to that, she studied mathematics, actuarial science and management science at Simon Fraser University in Vancouver.

Research Areas
Financial Institutions, Private Equity, Analyst Research, Mutual/Hedge Funds, Media and Financial Markets

Teaching Areas
Corporate Finance, Private Equity, Alternative Investments

Industry Sectors
Banking and Insurance
Antonio Fatás is a Professor of Economics at INSEAD. He received his PhD in Economics from Harvard University. He is a Research Fellow at the Centre for Economic and Policy Research in London and has worked as an external consultant for international organisations such as the International Monetary Fund, the OECD and the World Bank.


**Research Areas**

Macroeconomics, Fiscal Policy, Economic Growth, Business Cycles

**Teaching Areas**

Macroeconomics, Growth, Business Cycles, Exchange Rates
John Fernald is the Schroders Chaired Professor of European Competitiveness and Reform and a professor of economics at INSEAD. He is also a senior research adviser for international economics at the Federal Reserve Bank of San Francisco (on leave after August 2017). At INSEAD, Mr. Fernald teaches the macroeconomics core course in the MBA program and presents on the global macroeconomic environment for executives.

Mr. Fernald’s research focuses primarily on applied macroeconomics, U.S. and global productivity trends, and emerging Asia. This research has been regularly cited in the business and academic press. The Economist magazine called Mr. Fernald “...the foremost authority on American productivity figures,” and The Wall Street Journal described Mr. Fernald as “the Fed’s point man on productivity.”

At the San Francisco Fed, Mr. Fernald previously served as vice president and team leader for the macroeconomics research group. Among his responsibilities at the Fed, Mr. Fernald advised the Bank President on monetary policy and regularly attended meetings of the Federal Open Market Committee. Mr. Fernald has also served at the Federal Reserve Bank of Chicago, the Board of Governors of the Federal Reserve System (where he was the desk officer for China, Hong Kong, and Taiwan), and as senior economist for international economics at the U.S. President’s Council of Economic Advisers. He has taught macroeconomics at the University of Michigan and the University of Chicago’s Booth School of Business as well as at INSEAD Business School. He speaks frequently at central banks, international institutions, business organizations, and academic conferences around the world.

Mr. Fernald received A.B. and PhD degrees in economics from Harvard University and an M.Sc. degree in economics from the London School of Economics. His research has been published in journals such as the Journal of Political Economy, American Economic Review, Journal of Monetary Economics, and European Economic Review.

Research Areas
Applied Macroeconomics, U.S. and Global Productivity Trends, and Emerging Asia

Teaching Areas
Macroeconomics (MBA)
Michael Freeman is an Assistant Professor of Technology and Operations Management at INSEAD. He received his MPhil and Ph.D. in Management Science and Operations from the University of Cambridge, and his BSc and MSc in Mathematics, Operations Research, Statistics, and Economics from the University of Warwick.

Michael’s research is empirical in approach and focuses on topics in healthcare management and empirical operations. His research applies advanced empirical methods to large multi-hospital data sets to study the organizational determinants of decision quality in multi-stage flow systems. By working closely with hospital partners, his research provides insights into how health providers can evolve their business models and adopt new technologies in order to meet the dual challenge of improving clinical outcomes while controlling costs.

Michael’s teaching focuses on the relationship between operations management, business model innovation, and technology. He teaches the MBA core course Process and Operations Management, the MBA elective Identifying New Business Models, and the Ph.D. course Empirical Methods in Technology and Operations Management. As well as teaching in degree programmes, Michael also teaches topics such as operations management and the role of technology, business model innovation and disruption, data analytics and AI, and innovation tournaments in Executive Education.

Michael has several papers published in the premier operations management journal Management Science. His research has also been acknowledged with various awards, including winning the 2016 MSOM Student Paper Competition and being selected as a finalist for the Pierskalla Best Paper Award in 2014. In the MBA programme, he has been recognised for his teaching as the winner of the Best Teacher Award.

**Research Areas**
Hospital Operations, Healthcare Design and Delivery, Service Management, Empirical Operations

**Teaching Areas**
Process and Operations Management, Business Model Innovation, Technology and Data Analytics, Innovation Tournaments
Nathan Furr is a Full Professor of Strategy at INSEAD, where he teaches innovation and technology strategy. Nathan earned his PhD from the Stanford Technology Ventures Program at Stanford University and holds BA, MA and MBA degrees from Brigham Young University. He has held permanent or visiting positions at INSEAD, ESSEC, and BYU.

Nathan Furr is directing Leading Digital Transformation and Innovation and Innovation in the Age of Disruption and Building Digital Partnerships and Ecosystems.

Nathan’s research focuses on innovation and technology strategy, particularly how new and established firms adapt to technology change and enter new markets. Published papers include explorations of how to capture new opportunities, how to balance the need for execution and flexibility, how firms develop innovative business models, the determinants of success for firms changing industries, and the impact of learning on new market success. His research has been published in leading journals, such as Strategic Management Journal, Organization Science, Strategic Entrepreneurship Journal. He has received various awards, including the Best Dissertation Award from both the Technology & Innovation Management Division and the Entrepreneurship Division of the Academy of Management, as well as Best Paper Awards or finalist distinctions from the Business and Public Policy Division of the Academy of Management, the Kauffman Foundation, the Sloan Foundation, and other recognised academic institutions.


Professionally, Nathan has acted as the founder or advisor to corporations and startups in healthcare, clean technology, professional services, the internet, retail and financial services industries. Nathan also sits on the investment board of the Kickstart Seed Fund, an innovative early-stage venture fund, and was the founder of the International Business Model Competition, which attracts thousands of innovative teams from around the world in an international competition. Nathan also worked as a consultant at Monitor Group, a premier international strategy consulting firm, working with senior executives on a range of strategic and market discovery initiatives.

**Research Areas**

Technology Strategy, Entrepreneurship, Technology Change and Innovation, Ecosystems, Platforms, Architectures, and Systems

**Teaching Areas**

Technology and Innovation Strategy, Innovation
Vibha Gaba is The Berghmans Lhoist Chaired Professor of Entrepreneurial Leadership. She is broadly interested in how organizations learn and how it impacts their ability to innovate and adapt, especially in discontinuous environments. Her more recent research focuses on the implications of multiple goals and aspirations, organizational structure, and decision-makers' attributes on adaptive change. Her work has been published in leading management journals such as the Academy of Management Journal, Academy of Management Annals, Organization Science, Strategic Management Journal, Management Science, Strategic Entrepreneurship Journal, and Journal of International Business Studies. She is currently the Co-Editor of the Strategic Management Journal, a top management journal, after serving two terms as the Associate Editor there.

At INSEAD, Vibha teaches modules on Corporate Entrepreneurship, Organizational Change, and Leadership in various Executive Education programs, including Adidas, Alstom, Astra Zeneca, Bank Mandiri, Cartier, COFRA, EDF, Expedia, Heineken, Hewlett Packard, IBM, Indian Railways, KPMG, Larsen & Toubro, McKinsey, Mitsubishi, Permata Bank, Pertamina, Petronas, Randstad, RHB, Roche Diagnostics, Shell, Star Energy, Sumitomo Chemical, Swire, UNICEF, and World Medical Association. She is also the Academic Program Director for three open enrolment programs - Corporate Venturing & Innovation, Leading Successful Change, and Learning to Lead, for senior and junior executives. She has received the INSEAD Executive Education Award for Outstanding Teaching and Program Direction multiple times.

She has also taught MBA core Organizational Behavior course and an MBA elective on Leadership and Change. Her teaching portfolio also includes Ph.D. courses in Organization Theory and Corporate Entrepreneurship.

Vibha holds a Ph.D. in Management from the Lundquist College of Business, University of Oregon, USA, a Masters in Sociology from the Delhi School of Economics, and a Bachelor's degree in Economics from Delhi University, India.

Vibha has lived on three continents – North America, Europe, and Asia. Currently, she resides in Singapore but teaches on both INSEAD campuses (France and Singapore).

**Research Areas**

Organisational Decision Making and Learning, Innovation Diffusion, Organisational Change and Disruptive Environments, R&D Externalisation, Corporate Venture Capital Investing, New Product Introductions

**Teaching Areas**

Corporate Venturing & Innovation (Executive Education), Leading Successful Change (Executive Education), Learning to Lead (Executive Education), Leading Organisations (MBA Core), Introduction to Organisation Theory (PhD), Corporate Entrepreneurship Research (PhD)

**Industry Sectors**

Information Technology
Anil Gaba is the ORPAR Chaired Professor of Risk Management and Professor of Decision Sciences at INSEAD. He is also the Academic Director of Centre on Decision Making and Risk Analysis at INSEAD. He was Dean of Faculty INSEAD in 2006-2009, and Dean of Faculty and Research INSEAD Asia Campus in 2002-2006. He was part of the pioneer faculty group from the Europe Campus for the establishment of the INSEAD Asia Campus in Singapore.

His research is in the area of assessment and use of subjective information, and analysis of decisions under risk and uncertainty. His research has appeared in several academic journals such as Management Science, Operations Research, Marketing Science, International Journal of Forecasting, and Journal of Risk and Uncertainty. He is a co-author (with S. Makridakis and R. Hogarth) of a book Dance with Chance: Making Luck Work For You.

He teaches courses in the MBA, Ph.D., and Executive programs at INSEAD. He also co-directs the International Directors Program (for board directors). He has won the Outstanding Teacher Award INSEAD MBA Core Course (Uncertainty, Data, and Judgment) fourteen times.

He is a regular consultant and keynote speaker at various multinationals and conferences in areas of judgments, decision making, and risk management. A representative list of his past clients include: Resource Capital Funds, Netflix, BHP Billiton, IPSOS, OC&C Strategy Consultants, Novo, Pacific Basin, Prudential, Fidelity, HSBC, BlackRock, Citibank, Franklin Templeton, Goldman Sachs, Merrill Lynch, CLSA and its various clients in asset management industry (US, UK, Denmark, Ireland, Japan, Singapore, Hong Kong, and Malaysia). He has been a keynote speaker at plenary sessions of various CLSA Investors Forum (Hong Kong, Tokyo, Las Vegas) and CFA Institute Conferences (Melbourne, Dubai, Bangkok, Mumbai, Hong Kong). He has been an invited speaker at various World Economic Forum events (including Davos 2010).

He received his Ph.D. in Decision Sciences at Duke University in the United States, and B.A. (Hons) in Economics at St. Stephens College, New Delhi, India.

**Research Areas**

Incentive Schemes, Contests and Tournaments, Risk Analysis, Bayesian Statistics, Decision Analysis, Decision Making

**Teaching Areas**

Judgement and Choice (Executive Education), Bayesian Analysis, Probability and Statistics (PhD), Decision Analysis, Applied Statistics (MBA), Uncertainty, Data and Judgement, Decision Making, Risk Management
H. Landis Gabel is the Novartis Chaired Professor of Management and the Environment, Emeritus, and Emeritus Professor of Economics and Management at INSEAD. He holds a BSc in Engineering, MBA and PhD in Economics from the University of Pennsylvania, and a MSc in Economics from the London School of Economics. Before coming to INSEAD in 1982, he was on the faculty of the University of Virginia.


Professor Gabel founded INSEAD's Centre for the Management of Environmental and Social Responsibility in 1989 and directed it until 2005. He served as INSEAD Associate Dean of Research from 1995 to 1998, Dean of the MBA Programme from 1998 to 2001, and Dean of Faculty and Deputy Dean of INSEAD from 2001 to 2006.

**Research Areas**

Applied Microeconomics and Public Policy, Environmental and Resource Economics, International Trade

**Teaching Areas**

Microeconomics, International Trade and Public Policy, Management of Environmental Resources
Charles Galunic is a Professor of Organisational Behaviour and the Aviva Chaired Professor of Leadership and Responsibility at INSEAD. He works within the fields of organisation behaviour and strategy. His research mostly concerns the microfoundations of strategic advantage (e.g., networks and culture) within organizations, and the role of leaders in shaping the environment within organizations. He also explores leadership transitions, that is how managers develop their leadership skills and identity.


He has been a pioneer of several courses at INSEAD, including the core MBA course in Managing Organizations and the core EMBA course in Leading People and Organizations. He also served as the second Dean of the EMBA program, launching the program in the Chinese market (TIEMBA), which has become one of the highest FT-ranked Global EMBA’s in the world. He has won best case awards and was amongst the top 50 best-selling case authors in the 50 year history of the European Case Clearing House. He also teaches in a variety of INSEAD executive programs, both in Fontainebleau, Middle East, and Asia, and is a program director for one of INSEAD’s flagship programs, the Transition to General Management. He has received multiple teaching awards at INSEAD, in the EMBA and EDP teaching and direction, including the INSEAD Excellence Award in Executive Education at INSEAD.

Professor Galunic holds a Ph.D. in Organizational Behaviour/Industrial Engineering Stanford University, California; a BA in Philosophy, Politics & Economics from Oxford University (Canadian Rhodes Scholar); and a B.Sc. in Chemical Engineering from Queen’s University, Canada. He was also a visiting Fellow of Cambridge University (Judge Business School).

**Research Areas**

Dynamic Capabilities - The Social Fabric of Innovation and Strategic Processes within Organisations, including Studies at the Organisational Level, focusing on Firm Dynamic Capabilities and at the Actor Level, exploring the Contribution of Human/ Social Capital on managerial innovativeness, Social networks in organizations, Cultural Change and “Evolution”, The Backstage Work of leaders in shaping processes and contexts to help develop strategies and align the organisation

**Teaching Areas**

Core Course in Organisational Behaviour, Strategic Management of Processes, Network Theory, Various Modules within Executive Education, Transition to General Management Programme Director
Martin Gargiulo is a Professor of Entrepreneurship at INSEAD. He earned his PhD in Sociology at Columbia University and holds a Bachelor’s degree in Cultural Anthropology from Uruguay’s national university.

Professor Gargiulo has taught MBA and executive audiences in Asia, the Middle East, Europe, and Latin America. His teaching focuses on informal networks, leadership, influence without authority, and on the management of change in organisations. He teaches an advanced PhD seminar on theory and methods of social network analysis. In executive education, he is particularly interested in the development of high-potential executives. He currently directs the High Impact Leadership Programme, and has designed and directed programmes targeted to high-potential managers for leading multinational firms.

Professor Gargiulo studies the formation of social networks and its effects on performance in business organisations. His research has appeared in leading academic journals such as American Journal of Sociology, Administrative Science Quarterly, Organization Science, and the Academy of Management Journal, as well as in several books and other reputed journals. His most recent research focuses on the effect of knowledge exchange networks on the performance of global investment bankers, as well as the dynamics of informal collaboration among software engineers. He designed a widely-used online assessment tool to measure the social capital of an executive’s informal network.

Professor Gargiulo has served as Area Chair (2006-2009) and Associate Dean for Executive Education (2009-2011), having been responsible for INSEAD’s Executive Education operations in Asia-Pacific during that period. He was also an elected member of the Executive Committee of the Organization and Management Theory division of the Academy of Management (2009-2012) and serves on the Editorial Board of Administrative Science Quarterly and Strategic Organization, two leading academic publications in organisation and management theory.

**Research Areas**

- Social Networks, Social Capital, Organisational Theory, Intra- and Inter-Organisational Cooperation, Resource-Dependence Theory

**Teaching Areas**

- Network Analysis (Doctoral Seminar), Power, Influence and Networks, Organisational Change and Transformation, Leadership and Social Capital

**Industry Sectors**

- Banking and Insurance, Energy, Oil and Gas, Pharmaceuticals and Health
Hubert Gatignon is the Emeritus Professor of Marketing and the Claude Janssen Chaired Professor of Business Administration, Emeritus, at INSEAD. He joined INSEAD in 1994 after serving as Professor of Marketing at the Wharton School of the University of Pennsylvania. He holds a PhD in Marketing from the University of California, Los Angeles, and the Habilitation à Diriger des Recherches from Université Paul Cézanne-Aix Marseille.


He is also a co-author of MARKSTRAT: The Strategic Marketing Simulation, ADSTRAT: An Advertising Decision Support System, and COMPTRACK: A Competitive Tracking Software. He edited New Products and Services Development (4 volumes, Sage) and co-edited The INSEAD-Wharton Alliance on Globalizing: Strategies for Building Successful Global Businesses.


Professor Gatignon served as INSEAD Dean of Faculty (1995-2001), Dean of the PhD Programme (2001-2006), Chair of the Marketing area (2011-2014), and is a member of the board of Sorbonne Universités.

Research Areas

Modeling the Factors Influencing the Adoption and Diffusion of Innovations

Teaching Areas

Marketing Strategy, Multivariate Statistics, New Products
Javier Gimeno is Professor of Strategy at INSEAD (Fontainebleau campus), in France, where he serves as Dean of Faculty for the global school. He holds the Aon Dirk Verbeek Chair in International Risk and Strategic Management, and the Sauvage Family Chair for Academic Excellence.

A Spanish national, he holds a PhD degree in strategic management from Purdue University. Since 2001, he has taught strategy and industry and competitive analysis at INSEAD at all levels - MBA, Executive MBA, Ph.D., and executive programmes for leading global companies. He has performed multiple leadership roles within INSEAD, including Dean of Executive MBA programmes, Chair of the Strategy department, Chair of the Faculty Evaluation Committee, Academic Director of the INSEAD European Competitiveness Initiative, and Academic Director of the Ph.D. programme.

Javier’s research focuses on understanding competitive strategy decisions, and how these decisions lead to competitive interactions and performance consequences. He has done research and developed pedagogical materials in industries such as travel and transportation (airlines), mobile telecommunication services, energy, and computer equipment. His current research integrates a risk management perspective on the analysis of strategic opportunities.

Javier’s research has been published in the top academic journals in strategy and management and has received numerous awards from leading academic and practitioner associations. For instance, his dissertation on multi-market competition in the US airline industry received the prize to the best doctoral dissertation in strategy in its year. He received several Best Paper Awards from the Academy of Management for his research on entrepreneurship, and the Blackrock/National Association of Corporate Directors Best Paper Award for research on strategy and corporate governance. He has taken editorial responsibilities in journals such as Organization Science and Strategy Science.

Javier has been a leader in several major professional associations. He was a member of the Board of Governors of the Academy of Management, an association of over 18,000 management academics worldwide, and chaired the Strategic Management division, one of the largest. More recently, Javier has been very involved with the Strategic Management Society, a global association of strategy academics, practitioners and consultants. He was the Chairman of the Strategic Management Society International Conference in 2006, served on the Board of Directors from 2010-2015, and recently completed his term as President of the Society.

Javier lives in Fontainebleau with his wife, and enjoys running in the Fontainebleau forest, scuba diving somewhere warm, reading, learning, and having good conversations.

**Research Areas**

Competitive Strategy, Multimarket Competition in Domestic and International Markets, Interorganisational Relationships, Entrepreneurship and Innovation

**Teaching Areas**

Strategic Management, Competitive Strategy, Industry and Competitive Analysis, Industry Restructuring

**Industry Sectors**
Energy, Oil and Gas, Telecommunication Services, Transport
Sergei Glebkin is an Assistant Professor of Finance at INSEAD. His research interests lie in the area of asset pricing theory, market microstructure, and information economics. Sergei holds a PhD in Finance from London School of Economics, MA in Economics from New Economic School, Moscow, and BSc and MSc in Physics from Moscow State University.

Research Areas
Asset Pricing, Market Microstructure, Information Economics

Teaching Areas
Corporate Financial Policy
Dylan's research involves studying the effects of discrimination on job search, matching and on-the-job productivity, the impacts of changing firm recruiting behavior on employment creation and how the rich perceive wealth inequality and questions of redistribution. He received his bachelor's degree from UC Berkeley in Political Economy with a focus on International Development and subsequently moved to Paris and joined the Paris School of Economics in 2007 to help start J-PAL Europe. He then led an RCT in Morocco for two years aimed at evaluating the impact of an entrepreneurial support program provided to small businesses and rural cooperatives. He obtained Masters degrees in Economics and Economics & Public Policy from Sciences Po and Ecole Polytechnique in France followed by a PhD in Economics in 2017 from Sciences Po. Before joining INSEAD as full time faculty, he was a post doc at INSEAD's Stone Centre for the Study of Wealth Inequality. In 2018, he was awarded the Malinvaud prize as the Best Young Economist in France and also the Best Young Labour Economist prize from the European Association of Labour Economists for his work on labor markets and discrimination.

**Research Areas**
Labour Economics

**Teaching Areas**
Prices and Markets, Econometrics (PhD)
Frédéric Godart is an Associate Professor of Organisational Behavior at INSEAD, Fontainebleau, France. His research examines the factors leading to the emergence of creativity in organisations and the global dynamics of creative industries. In particular, he explores the impact of formal and informal social networks on the emergence of novel and useful ideas, and the role played by stylistic and cultural dynamics in the formation of firms’ identities. Hi research focuses on fashion and luxury sectors (e.g. design, modelling, watchmaking, footwear).

Frédéric holds a PhD in Sociology from Columbia University, New York City; an MPhil in Social and Political Sciences from the University of Cambridge (Trinity College), United Kingdom; and an MSc in Management from Sciences Po, Paris. He is a former fellow of the École Normale Supérieure de Cachan, France. He has recently obtained accreditation to supervise research in management at Dauphine University, Paris. Prior to becoming a full-time tenure-track faculty at INSEAD, he held a post-doctoral research and teaching fellow position at the school for a period of two years. He has received several prestigious awards such as the Academy of Management Organisational Behaviour Division’s 2012 Best Paper Award.

At INSEAD, Frédéric teaches Organisational Behavior II: Leading Organisations (OB2), Power and Politics (P&P), and Value Creation in Luxury and Fashion (VCL&F) courses in the MBA programme. The goal of the OB2 course is to help the participants understand and leverage the social dynamics that occur in organisations. The P&P course aims to assist participants in developing a conceptual framework to understand power and gain defensive and offensive political skills. The VCL&F course offers a broad overview of luxury and fashion to help participants pursue successful careers in these sectors. Frédéric also teaches the Organisational Sociology and Advanced Topics in Organisational Behaviour/Organisational Theory courses in the PhD programme. He has written various case studies on luxury and fashion industries (LVMH, Raf Simons at Dior, WGSN...).

He has published his research in a wide range of leading academic peer-reviewed journals such as the Academy of Management Journal, Organization Science, Organization Studies, the Annual Review of Sociology, and Social Forces, practitioner-oriented journals (notably Harvard Business Review), as well as several edited books. Frédéric wrote a book on the structure and culture of the fashion industry, Sociologie de la mode (A Sociology of Fashion), which has been translated into Portuguesel (Brazil) and Spanish (Argentina) languages. An extended English translation (at Palgrave-MacMillan) is available under the title Unveiling Fashion. He also wrote a book on the intellectual history of fashion, Penser la Mode (Thinking about Fashion). His work and expertise has been extensively featured in international media such as The New York Times, El País, Financial Times and Women’s Wear Daily, and in French national media such as Le Monde, Les Échos, and Le Figaro.

Prior to completing his PhD, Frédéric worked three years for McKinsey & Company, Belgium, where he developed his practical business knowledge in several functional areas, in particular, competitive intelligence and social network analysis. He was involved in multiple strategic studies for a wide range of clients from various industrial sectors.

Research Areas

Creativity, Economic Sociology, Fashion, Luxury, Market Dynamics, Mobility, Social Networks, Status, Style, Uncertainty, Watchmaking
Teaching Areas
Power & Politics, Organisational Sociology, Social Networking Strategies

Industry Sectors
Household Goods & Textiles, Leisure, Entertainment & Hotels, Retailing
Naveen Gondhi is an Associate Professor of Finance at INSEAD Singapore campus. He joined INSEAD in 2016 after obtaining a Ph.D. and MS in Finance from Kellogg School of Management and BTech from the Indian Institute of Technology Madras.

Naveen teaches Financial Markets and Valuation course in the MBA programme and Behavioral Finance for executives. His research interests are Behavioral finance, Corporate finance, and Asset Management. More specifically, the research revolves around the generation and interpretation of information in financial markets, with applications to macroeconomics, asset pricing, and corporate finance. His publications have been featured in top academic journals like the Journal of Finance, and the Review of Financial Studies, and his research has been quoted in major newspapers and professional journals.

Naveen directs the Standard Chartered-INSEAD Wealth Academy with a special focus on Behavioral finance and Asset management.
Henrich Greve is a Professor of Entrepreneurship and the Rudolf and Valeria Maag Chaired Professor in Entrepreneurship at INSEAD and is the Academic Director of the Rudolf and Valeria Maag INSEAD Centre for Entrepreneurship. He holds a PhD in Organisational Behaviour and MA in Sociology from the Graduate School of Business, Stanford University.


Henrich has been the editor of Administrative Science Quarterly where he has also been an Associate Editor, and has also been a Senior Editor of Organization Science. He has been a joint guest editor at Academy of Management Journal, Organization Science, Advances in Strategic Management, Research in the Sociology of Work, and Research in the Sociology of Organizations. He has served as the Program Chair and Division Chair of the Organisation and Management Theory (OMT) Division at the Academy of Management.

His business and policy presentations include the World Knowledge Forum in Seoul, Korea, and the World Economic Forum Annual Meeting of New Champions in Tianjin, China.

**Research Areas**

Strategic Change in Organisations, Organisational Learning

**Teaching Areas**

Organisational Theory, Entrepreneurship, Research Methods
Maria Guadalupe is Professor of Economics at INSEAD. Maria obtained a PhD in Economics from the London School of Economics in 2003. Prior to joining INSEAD in 2012, she was an Associate Professor in the Economics and Finance department at the Columbia Business School where she held the Sanford C. Bernstein & Co. Chair in Leadership and Ethics. Maria has been a visiting scholar at MIT and Princeton and is currently a research fellow at the Center for European Policy Research (CEPR) and the IZA Institute of Labor Economics. She is also a member of the Strategy Research Initiative.

Maria has taught MBA and Executive MBA courses on Strategy, Structure and Incentives; Strategy and Regional Competitiveness; Growth and Sustainability in Brazil; as well as PhD courses on Industrial Organisation and Organisational Economics.

Her research explores the interactions between firms’ organisational choices and markets, with a focus on firm performance. She has studied how globalisation and the competitive environment faced by firms shape their internal organisational choices, including pay levels, incentives, executive compensation, and hierarchical structures. She has also studied the effect of corporate governance arrangements on firm performance. Her recent work focuses on how multinationals select their foreign targets and examines the productivity consequences of the changes in firm boundaries.

Maria’s work has been published in top economics, finance, and management journals such as the American Economic Review, Journal of Finance, Management Science, Journal of Labor and Economics, and American Economic Journal: Applied Economics. She has been awarded a number of prizes for her contributions to research including the Brattle Distinguished Paper prize awarded by the American Finance Association and the Jaime Fernandez de Araoz prize in Corporate Finance. She is an Associate Editor of the Management Science and a Co-Editor of the Journal of Economics and Management Strategy.

**Research Areas**

Organisational Economics, Personnel Economics, Corporate Governance and Executive Compensation, Multinational Production and Innovation

**Teaching Areas**

Industrial Organisation (PhD), Organisational Economics (PhD), Growth and Sustainability in Brazil (MBA)
Georgina Hall is an Assistant Professor of Decision Sciences at INSEAD. Her research is in optimization, with a focus on convex relaxations of NP-hard problems, particularly those arising in polynomial optimization. Prior to joining INSEAD, Georgina was a Gordon Wu fellow at Princeton University, Department of Operations Research and Financial Engineering. She received her PhD from there in May 2018, under the supervision of Professor Amir Ali Ahmadi. She was also the valedictorian of Ecole Centrale, Paris, where she obtained a B.S. and an M.S., in 2011 and 2013 respectively.

Georgina is the recipient of the Médaille de l’Ecole Centrale from the French Académie des Sciences and the Princeton School of Engineering and Applied Sciences Award for Excellence. Her paper “DC decomposition of nonconvex polynomials using algebraic techniques” is the recent recipient of the 2016 Informs Computing Society Prize for Best Student Paper. She has also been the recipient of a number of teaching awards, including the Princeton University’s Engineering Council Teaching Award, the university-wide Excellence in Teaching Award of the Princeton Graduate School, and the 2017 Excellence in Teaching of Operations Research Award of the Institute for Industrial and Systems Engineers.

**Research Areas**

Polynomial Optimization, (Large-scale) Semidefinite Programming, Convex Relaxations of NP-hard Problems

**Teaching Areas**

Probability and Statistics (PhD)
Spencer Harrison is an Associate Professor of Organisational Behaviour at INSEAD.

His area of expertise focuses on three areas: 1) Creating: how do managers and leaders help people be creative together? Professor Harrison is currently studying Grammy winning bands, modern dancers, and t-shirt designers to see how this happens. 2) Coordinating: how do groups and teams work together in patterns that lead to optimal outcomes? He examines how individuals can survive a plane crash, people that are amazingly passionate about their work (rock climbers and architects), and how networks of really smart people that fly rockets figure out how humans might live on Mars. 3) Connecting: how do people connect with the organisations they work for? He is working with Fortune 100 firms to dial in not only how new employees can better adjust to their work, but also how these companies can actually learn from their new employees.

Professor Harrison's research has been recognised by the academic community through awards including the INFORMS Dissertation Award Finalist, the Academy of Management Journal Best Paper of the Year Award Finalist, the Journal of Management Best Paper Award, and the Organizational Behavior Division Best Symposium Award. His research findings have been published in top management journals including the Academy of Management Journal, Organization Science, Journal of Applied Psychology, and the Journal of Management.

Professor Harrison is the Division Chair for the Managerial and Organizational Cognition of the Academy of Management. He is a co-founder of the Creativity Collaboratorium, a working group of the world's top-cited creativity scholars. He serves on the editorial boards of the Academy of Management Journal and the Academy of Management Discoveries.

Professor Harrison has conducted research projects with Google, NASA and Black Diamond.

**Research Areas**

Creativity, Collaboration, Culture, Personal Connections with Work

**Teaching Areas**

Developing Creativity and Innovation, Managing Culture and Organisational Growth, Psychological Issues in Management
Sameer Hasija is a Professor of Technology and Operations Management at INSEAD. He earned his PhD in Operations Management and MS in Management Science Methods from the Simon School of Business at the University of Rochester and his BTech from the Indian Institute of Technology Madras.

Sameer’s teaching focusses on using a process lens to understand new levers of innovation. Using a systematic analysis of processes within and across firm boundaries, he emphasises the role of process-based innovation in creating new business models and/or fresh competitive positioning for existing business models. Sameer conducts workshops for executives on understanding the latest developments in technology and their role in radically disrupting and/or transforming businesses.

Sameer’s current research uses an economics lens to understand the design and management of technology, knowledge, and information intensive service systems.

**Research Areas**

- Incentive Design, Sourcing, Service System Design

**Teaching Areas**


Trained as a Chemical Engineer at the University of Toulouse in France, he received his doctorate in Economics and Finance from the New York University (1977). Before joining INSEAD, he taught at the New York University, the City University of New York, and the Columbia University (1974-1982).

In 1982 he received the Presidential Award for Distinguished Faculty Scholarship from the City University of New York. During the 1987-1988 academic year, he was a Visiting Professor of Finance at the Wharton School of the University of Pennsylvania where he received the Helen Kardon Moss Anvil Award for Excellence in Teaching. He is the recipient of The Fulbright Award for Global Business Education (2004) and was awarded Honorary Doctorates from the University of Liège, Belgium (2005), the Art Center College of Design, California (2005), and the American University in Cairo (2010). He received the French Legion of Honour in 2005 and was presented with The Chief Executive Leadership Award from the Council for Advancement and Support of Education (CASE) in 2006.

Gabriel Hawawini served as a vice-president of the French Finance Association (1984-1986) and was a member of the editorial board of several academic journals. He authored sixteen books and over eighty research papers. His publications are in the areas of value-based management, risk estimation and asset valuation, portfolio management, the structure of the financial services industry, and the internationalisation of higher education institutions. His books include Mergers and Acquisitions in the U.S. Banking Industry (North Holland, 1991), the fifth edition of the Finance for Executives: Managing for Value Creation (Cengage, 2015) which has been translated into several languages, and The Internationalization of Higher Education and Business Schools: A Critical Review (Springer, 2016), and the eighth edition of the Finance for Executives: Managing for Value Creation (Cengage, 2024) which has been translated into several languages.

He served on the board of several companies (Vivendi, Universal Music, Remy Cointreau) and the advisory boards of the MIT Sloan School of Management. He also chaired the EQUIS accreditation Awarding Body (2004-2011). He is currently a trustee of the University of the people and a member of the advisory board and the Carnegie Mellon University in Qatar.

**Research Areas**
Performance of Firms and Industries, Management Performance Measurement, Valuation and Risk Estimation, Corporate Finance, Financial Markets and Institutions

**Teaching Areas**
Corporate Finance and Strategy, Corporate Financial Policy, Valuation
Pierre Hillion is a Professor of Finance, de Picciotto Chaired Professor of Alternative Investments, and the Program Director of the INSEAD-Macquarie Master of Finance. From 1999 to 2004, he held the Shell Professorship in Finance. He serves as a visiting professor at the University of California in Los Angeles and the California Institute of Technology. He is a CEPR Research Fellow. He received his MBA from the Ecole des Hautes Etudes Commerciales (HEC) in France, a DEA from the University Paris-Dauphine, and a PhD from the University of California in Los Angeles. He is currently based at the INSEAD Singapore campus.

Pierre Hillion teaches in various Executive Education programmes offered at INSEAD and at the Amsterdam Institute of Finance. He is the Programme Director of Dresdner Kleinwort Wasserstein and Société Générale programmes at INSEAD.

Pierre Hillion was the recipient of several awards from the Q. Group, NATO, ECMI and the BSI Gamma Foundation. He has published extensively in the fields of asset and option pricing models and market microstructure.


Pierre Hillion works as an academic advisor to Union Bancaire Privée and Lombard Odier Darier Hentsch banks in Geneva, Switzerland.

Research Areas

- Market Microstructure
- Empirical Asset Pricing
- Corporate Finance
- International Finance

Teaching Areas

- Capital Markets
- Investments
- Asset Management
- Corporate Finance
- Hedge Funds
- and Alternative Investments
Li Huang is an Associate Professor of Organisational Behaviour at INSEAD. She sits on the editorial boards of two leading management journals, Academy of Management Journal and Organizational Behavior and Human Decision Processes.

Li’s research focuses on the development and impact of power and status, interpersonal trust, and individual creativity. Specifically, she examines the role of psychological contradictions in these processes. Her interest in this topic has led her to two fundamental questions facing modern organizations: (1) how do psychological contradictions affect workplace performance and relationships? (2) how can we resolve these contradictions in a way that fulfills organizations and their members’ needs for interdependence or independence? Li’s research has been published in top academic journals, such as Academy of Management Journal, Organizational Behavior and Human Decision Processes, Psychological Science, and Behavioral and Brain Sciences. Her research has been recognized by the scientific community through awards, fellowships, and grants from the American Psychological Association, the Society of Experimental Social Psychology, and the Dispute Resolution Research Center.

Li’s teaching has received a number of awards. She has won INSEAD EMBA’s Best Teacher Award for her Negotiation Dynamics course. She has also repeatedly received the “Dean’s Commendation for Excellence in MBA Teaching” at INSEAD. Li also teaches The Value of Trust course in the MBA program as well as the Organizational Behavior course in the PhD program. Aside from teaching in the degree programs, she frequently engages with executives of multinational companies on leadership topics through a variety of company-specific and open-enrollment Executive Education programs, including INSEAD's flagship general-management-level program, “Transition to General Management”.

Aside from research and teaching, Li has provided her expert opinions on management topics to top academic journals, such as the Academy of Management Review and Proceedings of the National Academy of Sciences, and media outlets, such as The Wall Street Journal, The Economist, Financial Times, Forbes, MIT Sloan Management Review, New York Times, Scientific American, Sina Finance (China), Forbes (India), and The Times (UK).

Prior to joining the INSEAD faculty, Li taught in the MBA program at the Kellogg School of Management at Northwestern University in Chicago, where she received a PhD in Management and Organizations.

Listen to Li’s interview on discomfort and creativity with INSEAD Knowledge Podcast that was featured on Linkedin
Watch Li’s interview on music and power with INSEAD Knowledge
Watch a snippet of Li’s talk on sarcasm and creativity at QSP Summit 2017

Research Areas
Psychological Contradictions, Creative Thinking, Power and Status, Trust and Cooperation, Negotiation and Conflict Resolution

Teaching Areas
Trust, Negotiations, Organisational Behaviour
Dr. Quy Nguyen Huy has been professor of strategy at INSEAD since 1998 and chair of the strategy department from 2010 to 2012. He is known for his pioneering work linking social-emotional and temporal factors to the organizational processes of strategic change and innovation. Professor Huy has published over 80 works on strategic change, strategy execution and organizational innovation. His research has won 11 international awards and has been published in peer-reviewed scholarly journals such as the Administrative Science Quarterly, the Academy of Management Journal, Academy of Management Review, Harvard Business Review, MIT Sloan Management Review, Organization Science, and Strategic Management Journal.

Professor Huy was ranked among the top 2 percent of most cited scientists in Business & Management (by a 2020 Stanford study that took into account the impact of each co-author’s contribution). His research on middle managers was published in Harvard Business Review as a “Breakthrough Idea for Today's Business Agenda.” His work has garnered over 10,000 Google Scholar citations, over half of them attributed to five of his single-authored publications in prestigious scientific journals.

Prof Huy produces management research that is both scientifically rigorous and relevant for management practice – his work features in both academic and practitioner publications – a conviction forged by 20 years of management experience prior to his academic career. Initially trained as an electrical engineer—he graduated with distinction in Engineering from McGill University in 1978—he worked for 16 years in various managerial functions at several large IT firms in North America. As a telecommunications engineer he enthusiastically promoted digital transformation in the early 1980s. His managerial career covered systems and software engineering, sales and marketing of digital platforms, and corporate finance, where he dealt with institutional investors and credit rating agencies. He had experience of working on joint ventures, mergers and acquisitions, and turnarounds of firms with annual turnover up to 10 billion dollars. In 1994, he became a Chartered Financial Analyst (CFA) and specialized in analyzing very large capital projects, capital structure and debt financing, and the valuation of business ventures and risks.

From 2001 to 2010, Huy joined world-renowned professors Henry Mintzberg and Jonathan Gosling to offer a pioneering management development program focused on developing diverse mindsets rather than traditional functional disciplines: the International Masters for Practicing Managers. An 18-month global leadership development program, it is offered by academic institutions in France, Canada UK, India, Korea and Japan. The pedagogy was described in a Harvard Business Review article, The Five Minds of a Manager (November 2003) and in Henry Mintzberg’s book, Developing Managers, Not MBAs. Professor Huy worked in various related teaching and leadership roles including Program Director of IMPM INSEAD: the Action Mindset, and as pedagogical and administrative director covering all academic institutions (2005-08).

Since 2011, Professor Huy has co-developed a cutting-edge action-learning training program on strategy execution for senior executives at INSEAD, with a focus on the intangible, hidden barriers in this domain. Covering organizational politics, collective emotions and organizational culture, it is practice- and data-driven. At the forefront of executive training programs in strategy execution, it is fed in part by Professor Huy’s world-leading research on this topic, teaching participants in how collective emotions and emotional capital enhance organizational innovation and how they impact the success of strategy execution.
Dr. Huy is involved in executive development, consulting and coaching for a wide range of for-profit and non-profit organizations worldwide. He is passionate about developing a new generation of scholars who aspire to conduct rigorous and relevant research by his teaching, coaching and working with advanced doctoral students and professors worldwide. He has developed one of the rare PhD-level courses on managing organizational change, and co-developed a course on strategy process research, one of the core doctoral strategy courses at INSEAD. His seminars on how to publish qualitative research in top academic journals are popular with scholars worldwide.

Dr Huy’s published work can be downloaded here

**Research Areas**


**Teaching Areas**

Strategy Execution Stress Tests, Managing Strategic Change and Innovation
Sujin Jang is an Associate Professor of Organisational Behaviour at INSEAD.

Sujin’s research examines how people collaborate across boundaries. Drawing on multiple methods, including experiments, archival data analysis, surveys, and agent-based simulations, Sujin’s research seeks to illuminate the challenges and pitfalls of cross-boundary collaborations, as well as how individuals, teams, and organizations can better navigate and reap the benefits of cross-boundary work.

Sujin has received numerous awards and recognition for her research, including the INFORMS/ Organization Science Best Dissertation Proposal Award, the J. Richard Hackman Award for the Dissertation that Most Significantly Advances the Study of Groups, and a nomination as a Radar Thinker by Thinkers50. Sujin has published her work in outlets such as Organization Science, the Journal of Cross-Cultural Psychology, and Harvard Business Review. An article she co-authored on Cross-Silo Leadership appears in HBR’s 10 Must Reads on Leadership (Vol. 2) as one of the most influential articles on leadership from the last decade.

At INSEAD, Sujin teaches in the MBA, Ph.D., and Executive Development Programmes on topics related to leadership development and cross-cultural collaboration. She has received the Dean’s Commendation for Teaching Excellence and is a three-time recipient of the Best Elective Teaching Award voted by graduating MBA classes.

Sujin holds a Ph.D. in Organizational Behavior from Harvard Business School, a Master of Arts in Social Psychology from Harvard University, and a Bachelor of Business Administration with Highest Honors from Yonsei University.

**Research Areas**

Cross-Boundary Collaboration, Global Teams, Cultural Diversity, Multiculturalism, Temporal Dispersion, Creativity, Team Performance

**Teaching Areas**

Leadership Development, Leadership Transitions, Teamwork and Collaboration, Coaching Virtual Teams, Coaching Across Cultures, Organisational Behaviour, Organisational Psychology
Michael Jarrett is a Professor of Management Practice of Organizational Behavior at INSEAD. He is an expert in top management teams and strategic organizational change. He co-directs the Strategic Execution Programme, and is the Academic Director of INSEAD’s specialised Executive Masters in Change, a programme for those who seek to change organizations and their institutions. He is also a board member of the Organization Development and Change Interest Group of the Academy of Management.

Michael’s applied research, award-winning teaching and extensive consulting experience focus upon the psychological, and structural dynamics that derail the strategic process of change. Thus, he takes a systems psychodynamics perspective and is particularly interested in disentangling the hidden dynamics of top management leaders, intergroup conflicts, and cultural routines that might support rather than undermine organisational change. He uses a number of innovative approaches to make these tacit and unconscious practices explicit. His current research projects include: the role of humour in negotiating status conflicts in top management teams; an exploration of intuition and decision making processes within top leadership teams during crisis, for example during Covid; and an examination of the processes that shape the outcomes of post-merger integration.


These research insights gain relevance in their application to management practice. Thus, both in teaching and working with clients Michael draws on group experiential learning and discovery methods. Similarly, he has applied video ethnographic methods to help recover unseen and hidden practices. He has also earned the Dean’s outstanding teaching awards in teaching executives and client based programmes.

Michael completed his PhD at Cranfield School of Management, his MSc. in Economics at the University of London, and is a trained gestalt and psychodynamic group consultant. He has been as a staff member and group consultant with the Tavistock Institute and the Tavistock and Portman NHS Clinic. He held Visiting academic roles Wharton School of Management, and continues as a Senior Research Fellow at the University of Bath, School of Management.

**Research Areas**

Strategic Agility and Organisational Performance, The Impact of Top Team Dynamics on Successful Strategy Execution, The Dark Side of Leadership, Transitions and the Emotional and Psychodynamics of Groups and Teams

**Teaching Areas**

Leadership and Personality, The Dynamics of Top Teams, Strategy Execution, Managing Change, Network and Alliances, Organisational Culture
Winnie Jiang is an Assistant Professor of Organisational Behaviour at INSEAD. Her research focuses on the dynamics of meaning-making at work, work as a calling, career mobility and transitions, and personal and professional development.

Winnie studies how the meaning of work relates to individuals’ objective and subjective career experience, organizational effectiveness, and changes. She seeks to answer questions such as how do individuals find, pursue, and sustain meaning in their work in complex and rapidly changing environments; how does individuals’ quest for meaning in work influence the organizations and institutions to which they belong; and how could organizations cultivate meaningful work experiences and career growth for the benefit of individuals, organizations, and society. Relatedly, Winnie is interested in human resource management, examining factors that help unleash employees’ fullest potential and actualize their purpose at work. Her research has been published in Administrative Science Quarterly, Academy of Management Journal, and Organization Science.

Prior to joining INSEAD, Winnie completed her PhD in Management at Yale University.

**Research Areas**

Meaning of Work, Careers, Occupations, Sensemaking, Identity, Human Resource Management

**Teaching Areas**

Organisational Behaviour, Psychological Issues in Management, Groups and Teams, Leadership, Human Resource Management
Neil Jones is a Senior Affiliate Professor of Strategy at INSEAD. He joined INSEAD in 2000. From 2005-2010 he was a member of the faculty of the Singapore Management University where he was the founding Academic Director of its MBA Programmes. Neil has also held positions as a Visiting Assistant Professor at The Wharton School, and an Assistant Professor at the Ivey School of Business, University of Western Ontario,. He earned his doctorate in Technology and Operations Management at the Harvard University Graduate School of Business Administration and a Masters in Public and Private Management from Yale University. His undergraduate degree, in Physics, was awarded by Memorial University of Newfoundland in his native Canada. Before entering academia, Neil managed consulting projects at McKinsey and Company and practiced geophysics at Amoco Production Company (now BP). Since entering academia he has served on the Board of Directors of the Nasdaq listed Pacific Internet, where he Chaired the Compensation Committee. He is a member of the Advisory Board of aidha, a non-profit provider of financial education to lower income groups in Singapore.

Professor Jones has taught Business Strategy and Management widely in North America, Europe, and Asia in both MBA and Executive Programmes. He has taught and consulted at a wide range of companies including Fuji-Xerox, IBM, Nokia, 3M, 3i, Sun, Johnson and Johnson, Shell, SAP, Allianz, DKSH, Hewlett-Packard, Alcatel, India Rail, SingTel and United Technologies. He has also designed and taught modules in Strategic Management for members of Boards of Directors and for healthcare management professionals. Recently, he has begun to apply business simulations in his Strategy teaching.

Professor Jones’s research interests are rooted in a wish to understand the strategic implications of technological change. He is especially interested in environments of increasing complexity. His writings have won awards from the Strategic Management Society, the Academy of Management and the Decision Sciences Institute. They have also appeared in the Strategic Management Journal, and the Harvard Business Review, among other publications. He has designed and taught MBA elective courses and customized Executive Programme courses in Technology Strategy, Management of Technological Change and Product Development Performance.

Research Areas
Technology Strategy, Evolution of Technology and Competition, Strategy

Teaching Areas
Strategy, Technology Strategy, Product Development Strategy
Peter Joos is a Professor of Accounting and Control, holder of The Barons Janssen Endowed Professorship, and the current Area Chair of the Accounting and Control group at INSEAD. Prior to (re-)joining INSEAD in 2014, Peter served on the faculty of Baruch College, MIT Sloan School of Management, Chicago Booth School of Business and INSEAD.

Peter holds a PhD in Business and an MSc in Statistics from Stanford University. Peter’s research focuses on the capital market effects of accounting information, broadly speaking. His earlier work focuses on how investors use information prepared under different accounting regimes and how they value firms that report losses, among other things. Focusing on analysts, he explores the properties of analyst forecasts, and in particular, how analysts assess and model fundamental firm risk. He also conducts ‘macro-to-micro’ research that studies how macroeconomic information and policy variables map into corporate financial statements. Recently, he has turned his focus on the capital market effect of ESG disclosures and the measurement of sustainability efforts by firms. His research has been published in top-tier accounting and finance academic journals including The Accounting Review, Journal of Accounting Research, Journal of Financial Economics, Management Science, and Contemporary Accounting Research.

In addition to being an academic, Peter joined Morgan Stanley in Hong Kong in 2006 to head the valuation and accounting team in the Asia-Pacific Equity Research Department. In 2011, he relocated to London to become Global Head of Valuation and Accounting in the Equity Research Department. During his tenure at Morgan Stanley, Peter was part of the Global Equity Research management team and served on regional Stock Selection Committees. Further, as principal SME, he designed a fundamental forecasting/valuation framework and managed its implementation into the proprietary Morgan Stanley equity research platform. In his client-facing capacity, he designed and implemented an earnings quality scoring methodology for global firms for a target clientele of PMs, CIOs, Heads of Research. He also led a team that carried out bespoke fundamental and accounting analysis to guide client investment strategies and provided advice on valuation matters and valuation implications of accounting standard implementation (e.g., IFRS Standards).

Peter was an elected member (2012-2019) and co-chair (2015-2017) of the Capital Markets Advisory Committee (CMAC) that advises the International Accounting Standards Board (IASB) on the practical implications for users of financial statements of its intended standard proposals.

In synch with his research, Peter teaches financial accounting and valuation and is currently focusing on ESG and sustainability reporting topics. He has been nominated for teaching awards at MIT’s Sloan School of Management and INSEAD and he has been the recipient of the Outstanding Teacher Award for Core and Elective Courses at INSEAD.

**Research Areas**


**Teaching Areas**

Financial Accounting, Financial Statement Analysis, Valuation
Elsa M. Juliani is an Assistant Professor of Accounting and Control at INSEAD. Prior to joining INSEAD, she obtained her PhD at London Business School. She also holds a BSc and a MSc in Accounting, Finance and Control from Bocconi.

Elsa's research area is empirical financial accounting. Her research interests focus on the capital market effects of corporate disclosures and the role of financial intermediaries, including business media, equity analysts, and debt analysts.

Elsa teaches Financial Accounting in the MBA program.

If participating in or inquiring about an active field study, please contact Elsa M. Juliani at Ejuliani@insead.edu

**Research Areas**


**Teaching Areas**

Financial Accounting
Natalia Karelaia is an Associate Professor of Decision Sciences at INSEAD where she teaches different topics on decision making, negotiations, leadership development, and change to MBAs and executive participants. She joined INSEAD in 2008, and was a visiting scholar at Harvard Business School (2016-2017) and the Program on Negotiation at Harvard University (2008).

Professor Karelaia’s research focuses on how people make decisions, how contextual and identity-related factors affect their decisions, and how their decision-making can be improved. She has published research on a variety of specific topics including decision-making processes, trust, identity conflict, unethical and prosocial behavior, and behavior in competitions. Her work has appeared in leading academic journals including Organization Science, Psychological Review, Management Science, and Organizational Behavior and Human Decision Processes. It has also been featured in the Harvard Business Review, Financial Times, and other media and practitioner-oriented outlets.

Her most recent research focuses on authenticity, conflicts and influence, gender processes at work, mindfulness, and communication forms in the context of decision making. Her interests also include clinical approaches to individual, group, and organizational diagnosis and coaching.

She currently serves as Associate Editor of Organizational Behavior and Human Decision Processes, a leading journal on the psychology of decision making in organizations. She is a member of the Academy of Management, the Society for Personality and Social Psychology, and the Society for Judgment and Decision Making, among others.

Research Areas

Behavioural Decision Making, Prosocial Behaviour, Unethical Behaviour, Leadership, Self-Identity, Gender, Negotiations

Teaching Areas

Management Decision Making (MBA), Negotiation (MBA and Executive Education)
Sharon P. Katz is Professor of Accounting and Control at INSEAD. Prior to joining the faculty at INSEAD in 2018, he was a member of the faculty at Columbia Business School from 2010 to 2018, and at Harvard Business School from 2006 to 2010.

Professor Katz received his Ph.D. in Business Administration, with distinction, from Columbia Business School. He also earned an MBA from UCLA, which he completed with honors, and a B.A. in Economics and an LL.B. in Law (dual degree) from Tel Aviv University, completing both Magna Cum Laude. Following his MBA, Professor Katz worked for the Investment Banking Division of Citigroup, specializing in Mergers and Acquisitions. He also worked as a corporate lawyer and served in the Israeli Air Force.

Professor Katz's research interests focus primarily on equity valuation, debt contracting, tax avoidance, and earnings quality, with particular attention to private equity ownership. His research has been published in leading academic journals including the Journal of Accounting and Economics, the Journal of Accounting Research, the Journal of Law and Economics, Management Science, Review of Accounting Studies, and The Accounting Review. Professor Katz has received multiple awards for his research, including the American Accounting Association (AAA) Competitive Manuscript Award, the AAA Financial Accounting and Reporting Section Best Dissertation Award, and the Best Paper in Private Equity from the Financial Economics and Accounting Conference. He is a member of the AAA and currently serves on the editorial board of The Accounting Review and the Journal of Accounting, Auditing & Finance.

Professor Katz teaches Financial Accounting, Managerial Accounting, and Financial Statement Analysis & Valuation to both MBA and executive education students. Professor Katz is a recipient of the Columbia Business School Dean’s Award for Teaching Excellence, the Singhvi Prize for Scholarship in the Classroom, awarded by the graduating students - the most prestigious teaching award at Columbia Business School, and the INSEAD Deans’ Commendation for Excellence in MBA Teaching.

**Research Areas**

Equity Valuation, Debt Contracting, Tax Avoidance, Earnings Quality, Private Equity Ownership

**Teaching Areas**

Financial Accounting, Managerial Accounting, Financial Statement Analysis & Valuation
Rupali Kaul
Assistant Professor of Marketing

Contact

Email

Singapore

Rupali Kaul

Rupali is an Assistant Professor of Marketing at INSEAD. She received her PhD in Quantitative Marketing from Stanford University's Graduate School of Business. Prior to academia she worked as a management consultant at Kearney.

Her research investigates areas such as marketing analytics, technology adoption and customer centricity. She uses randomized field experiments, machine learning and econometric analysis to causally study marketing strategies for small-scale firms and creators.
Manfred F. R. Kets de Vries is the Distinguished Clinical Professor of Leadership Development and Organisational Change and the Raoul de Vitry d'Avaucourt Chaired Professor of Leadership Development, Emeritus, at INSEAD. He brings a different view to the much-studied subjects of leadership and the dynamics of individual and organisational change. Bringing to bear his knowledge and experience of economics (EconDrs, University of Amsterdam), management (ITP, MBA, and DBA, Harvard Business School), and psychoanalysis (Canadian Psychoanalytic Society and the International Psychoanalytic Association), he scrutinises the interface between international management, psychoanalysis, psychotherapy, and dynamic psychiatry. His specific areas of interest are leadership, career dynamics, executive stress, entrepreneurship, family business, succession planning, cross-cultural management, team building, coaching, and the dynamics of corporate transformation and change. Manfred F. R. Kets de Vries directs The Challenge of Leadership Executive Education programme.

A clinical professor of leadership and organisational change, he held the Raoul de Vitry d'Avaucourt Chair of Leadership Development at INSEAD from September 1992 to March 2013. He is the founder of the INSEAD Global Leadership Centre, the programme director of INSEAD's top management seminar The Challenge of Leadership, and the scientific director of the INSEAD Executive Master in Consulting and Coaching for Change. He has received the INSEAD Distinguished Teacher Award five times. He has held professorships at McGill University, the Ecole des Hautes Etudes Commerciales, Montreal, and the Harvard Business School, and has lectured at management institutions around the world.

Financial Times, Le Capital, Wirtschaftswoche, and The Economist rated Manfred Kets de Vries as one of the world’s top fifty leading management thinkers, as well as one of the most influential contributors to human resource management. In 2008, he received the Lifetime Achievement Award from the International Leadership Association (the Leadership Legacy Project), being viewed as one of the world’s six founding professionals in the development of leadership as a field and discipline.

He is the author, co-author or editor of forty-nine books and has published over 400 papers as articles or chapters in books. His books and articles were translated into thirty-one languages. He is a member of seventeen editorial boards. He has been elected a Fellow of the Academy of Management. In 2011, he was awarded the Doctor Honoris Causa title by the IEDC-Bled School in recognition of his contributions to leadership development and research. In 2001, he received the Harry and Miriam Levinson Award (Organizational Consultation division) from the American Psychological Association for his contributions to the field of consultation. He is a founding member of the International Society for the Psychoanalytic Study of Organizations (ISPSO), and in 2009 he became its Lifetime Distinguished Member. Kets de Vries is also the first non-American recipient of the International Leadership Award from the International Leadership Association (ILA) for “his contributions to the classroom and the boardroom”. In 2010, he received the Freud Memorial Award from the Dutch Psychoanalytic Institute in acknowledgement of his exceptional work on the interface between psychoanalysis and organisations.

Kets de Vries is a consultant on organisational design/transformation and strategic human resource management to leading US, Canadian, European, African, and Asian companies. As an educator and consultant, he has worked in more than forty countries.
He was awarded an Officer in the Order of Oranje Nassau by the Dutch government. He was the first fly fisherman in Outer Mongolia and is a member of New York’s Explorers Club. In his spare time, he can be found in the rainforests or savannas of Central and Southern Africa, the Siberian taiga, the Ussuri Krai, Kamchatka, the Pamir and Altai Mountains, Arnhemland, or within the Arctic Circle.

**Research Areas**

Leadership Development/Entrepreneurship, Cross-Cultural Management, The Dynamics of Organisational Transformation and Change, Leadership Coaching/Psychotherapy, Team Dynamics/ Group Coaching, Career Dynamics, Family Business and Succession Planning, Executive Stress

**Teaching Areas**

Program Director of INSEAD’s Top Management Seminar - The Challenge of Leadership: Creating Reflective Leaders, Scientific Director of Executive Master in Consulting and Coaching for Change
Thomas Keusch is an Assistant Professor of Accounting and Control at INSEAD. Prior to joining INSEAD, he was on the faculty of Erasmus University Rotterdam. He obtained his PhD at Maastricht University and he was a visiting researcher at Fuqua School of Business, Wharton, and Harvard Law School.

Thomas teaches Managerial Accounting, Sustainability, and Corporate Governance in INSEAD’s MBA, Executive MBA, and PhD programs. In Managerial Accounting, he emphasizes managerial decision making, performance measurement, and incentives. In Sustainability, he develops frameworks and case studies for identifying strategic sustainability priorities, incorporating sustainability in decision making, managing tradeoffs between profitability and sustainability and among stakeholders groups, and evaluating CEOs on financial and sustainability-related performance dimensions. In Corporate Governance, Thomas discusses the prospects of stakeholder governance vs shareholder governance, the roles of key governance actors inside and outside the firm, and board dynamics.

Thomas’ research interests include corporate governance, sustainability, shareholder activism, and NGO activism and his research has been published in The Accounting Review, the Journal of Financial Economics, Management Science, and the European Accounting Review.

**Research Areas**
Corporate Governance, Sustainability, Shareholder Activism, NGO Activism

**Teaching Areas**
Corporate Governance, Sustainability, Management Accounting
W. Chan Kim is a Professor of Strategy and the Co-Director of the INSEAD Blue Ocean Strategy Institute in Fontainebleau, France. Prior to joining INSEAD, he was a professor at the University of Michigan Business School, USA. He has served as an advisor to several countries and multinational corporations in Europe, the U.S., and the Asia Pacific region.

He is the co-author of the recently released book, *Beyond Disruption: Innovate and Achieve Growth without Displacing Industries, Companies, or Jobs* (Harvard Business Review Press, May 2023) and the over 4 million copy global bestseller *Blue Ocean Strategy*, which is recognized as one of the most iconic and impactful strategy books ever written, and *The New York Times* and #1 Wall Street Journal bestseller, *Blue Ocean Shift*.

In 2023 Kim along his colleague Renée Mauborgne were honored as two of the four leading thinkers in the 100 years of Harvard Business Review's publication for the global impact of their far-reaching body of research and ideas. In 2019, he along with his colleague Renée Mauborgne was named the most influential management thinker in the world by Thinkers50. To date, blue ocean strategy and blue ocean shift teaching materials have been adopted by nearly 3,000 universities across the globe. In 2022, Harvard Business Review selected Blue Ocean Strategy as one of the most influential and innovative articles published in Harvard Business Review over the last 100 years.


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

To learn more, visit www.blueoceanstrategy.com.

**Research Areas**


**Teaching Areas**

Strategy, Management and Innovation for MBAs and Executives
Ji-Yub (Jay) Kim is Professor of Entrepreneurship and Family Enterprise at INSEAD. His research centers on organisational learning and its implications on organisational performance and evolution. His research interests also include mergers and acquisitions, community influences, corporate entrepreneurship and innovation, and corporate misbehaviour. He has published in leading academic journals including American Sociological Review, Administrative Science Quarterly, Academy of Management Journal, Organization Science, and Strategic Management Journal. He serves on the editorial review boards of Administrative Science Quarterly, Academy of Management Journal, and Organization Science.

He teaches a broad spectrum of strategy, innovation and organisation topics including competitive strategy, technology disruption, digital strategy, strategy and business model innovation, value innovation, corporate entrepreneurship, and mergers and acquisitions. He has extensive experience in designing, directing and teaching for executive development programmes for global corporate clients. His clients include OCBC, Nike, Mitsubishi Corporation, Schroders, Mizuho Bank, Central Group, Ajinomoto, AmBank, Takeda, Borouge, SK Group, Permatabank, Korean Management Association, Pertamina, and Hana Financial Group. He is a recipient of multiple INSEAD Executive Education Teaching and Direction Awards.

Prior to joining INSEAD, Jay was an assistant professor of Management and Organisation at the Marshall School of Business at the University of Southern California, where he was honoured to receive several teaching awards including Golden Apple Teaching Award for Business Core and Evan C. Thompson Faculty Teaching and Learning Innovation Award. A native of South Korea, Jay received his bachelor’s degree in engineering from Yonsei University in Seoul, South Korea. He earned his PhD in Strategic Management and Organisation Theory from the Wisconsin School of Business at the University of Wisconsin–Madison. He also holds an MBA from the Ross School of Business, University of Michigan.

April 2019

Research Areas

Organisational Learning, Mergers &amp; Acquisitions, Network &amp; Strategic Alliance, Corporate Misbehaviour, Technology &amp; Innovation, Corporate Entrepreneurship

Teaching Areas

Corporate Entrepreneurship, Strategic Management, Global Strategy
Hyunjin Kim is an Assistant Professor of Strategy at INSEAD.

She researches how firms can manage data and algorithms to improve their strategic decision-making, and how these technologies change how firms compete and build competitive advantage. She often leverages field experiments to explore these questions, collaborating closely with Fortune 500 companies as well as small tech startups. Her research has received funding from the Ewing Marion Kauffman Foundation and the Foundation for Human Behavior, and has been featured in Bloomberg, the Wall Street Journal, the Washington Post, Forbes, TIME, and the Harvard Business Review.

She earned her bachelor's and doctoral degrees from Harvard University, and holds an M.Sc from the University of Oxford and the London School of Economics. Prior to academia, she co-founded and managed an early-stage venture capital fund, and worked at Knewton and McKinsey & Company.

**Research Areas**

Data and the Digital Economy, Algorithms, Strategic Decision-making, Competitive Strategy, Field Experiments

**Teaching Areas**

Digital Transformation and Innovation, Competitive Strategy, Technology Strategy
Pavel Kireyev is an Assistant Professor of Marketing at INSEAD. He conducts research with data-driven companies and studies innovative marketing technologies, platforms, and marketplaces. Prior to joining INSEAD, he led projects on the development of machine learning algorithms at a startup, formed partnerships with corporate artificial intelligence labs, and worked as a data scientist with large organizations in the US and Japan.

Pavel uses modern quantitative methods to uncover how organizations can effectively coordinate their pricing and advertising strategies across multiple platforms, benefit from new resources such as crowd intelligence, and manage behavioral data to improve decision-making and market design in multi-sided marketplaces. He has published research in academic journals on quantitative marketing and presented at several business schools and international conferences. He holds a Doctorate in Business Administration from the Harvard Business School, an MA in Statistics from Yale University, and a BSc in Business Mathematics and Statistics from the London School of Economics.

**Research Areas**
Marketing Technology, Digital Platforms, Marketplaces, Behavioural Data

**Teaching Areas**
Artificial Intelligence Strategy (MBA), Advanced Multivariate Statistics (PhD)
Ilze Kivleniece is an Assistant Professor of Strategy at INSEAD. She holds a PhD in Strategic Management from HEC Paris (France), a BSc and an MSc in International Business and Economics from the Stockholm School of Economics (Sweden). Prior to joining INSEAD, she was a faculty member at the Imperial College London (UK) where she taught in a number of programmes, including specialised Masters, MBA and executive MBA. Her teaching experience covers both core strategy topics as well as international strategy, cross-sector partnership and collaborative strategy areas.

Ilze’s research focuses on an emerging, prominent area of studies that connects strategic management with broader issues related to the interaction between firms and public, political or social environment. In her research, she draws upon organisational boundaries, nonmarket strategy, and value-based perspectives, to study the emergence and performance of novel, innovative organisational forms as important mechanisms of value creation and capture. Ilze’s principal research areas are 1) the emergence and design of novel hybrid organisational forms, with particular emphasis on public-private (or cross-sector) collaboration, and 2) the impact of political and social interests, and nonmarket pressures on firm strategy, boundary choices, and performance.

Her work has been published in a number of prominent academic journals such as the Academy of Management Review, Academy of Management Journal and Journal of Management Studies. Among several distinctions, she is the recipient of the Strategy Research Foundation Scholar 2011 grant from the Strategic Management Society. She received the Best Dissertation 2013 award (across all disciplines) from the HEC Foundation, France, for her PhD work.

Ilze serves as a member of the editorial review board of the Strategic Entrepreneurship Journal, and as an ad-hoc reviewer at the Academy of Management Journal, Strategic Management Journal, and Journal of Organization Design.

Before joining academia (from 1997 to 2007), Ilze held senior account management and corporate development positions (M&A, restructuring, corporate governance and reporting) in advertising, telecommunications, and IT industries. Her past professional experience is particularly related to corporate strategy development in ICT sector in Northern Europe/Baltics, where she has served in both corporate development and supervisory board positions.

**Research Areas**

Firm Boundaries, Hybrid Organizations and Innovative Organizational Design, Public-private Interaction, Non-Market and Social Strategy

**Teaching Areas**

Business and Corporate Strategy, Strategic Management, Public-Private and Cross-Sector Collaboration
Nadav Klein
Assistant Professor of Organisational Behaviour

Nadav is an Assistant Professor of Organisational Behaviour at INSEAD. His research focuses on the basic processes of judgment that affect how people make decisions, process information, and evaluate others and themselves. Some of the findings Nadav has explored are the surprising reputational benefits of being a little bit nice to other people, the ability of groups to detect lies, people's weak desire to be seen as moral and strong desire not to be seen as immoral, and people's overestimation of how much information they use to make decisions.


Nadav comes to INSEAD from the University of Chicago, where he completed his Ph.D. at the Booth School of Business and his post-doctoral appointment at the Harris School of Public Policy. Before academia, Nadav was an economic consultant at Cornerstone Research and received his undergraduate degree from Amherst College. At INSEAD, Nadav teaches the OB1 core course.

Research Areas
The Basic Psychological Processes of Determine how People Make Judgments, Decisions, Process Information, and Evaluate Others and Themselves, Reputation, Inspiration, Prosocial Behaviour, Lie Detection, Information Use

Teaching Areas
Core Course in Organisational Behaviour
John is an Assistant Professor of Finance at INSEAD. He teaches Corporate Financial Policy course in the MBA programme, and Research Topics in Corporate Finance course in the PhD programme. John has obtained a PhD in Finance from the London School of Economics, an MSc in Financial Economics from the Toulouse School of Economics, and a BBA from the University of Macau. He has also completed a PhD research internship at the International Monetary Fund in Washington D.C.

His main area of research is banking and corporate finance. His recent research investigates the fragility of the modern collateral-based banking system, the effects of securitisation on mortgage foreclosures, and the optimal design of bank regulation and bail-out policy.

**Research Areas**

Financial Intermediation, Banking, Corporate Finance

**Teaching Areas**

Corporate Financial Policy (MBA), Financial Intermediation and Banking (PhD)
Ko Kuwabara is an Associate Professor of Organisational Behaviour at INSEAD. He teaches a core course on leadership in the MBA programme.

Professor Kuwabara's research explores the motivational psychology of networking: who builds effective networks, what inhibits people from networking, and what can be done to promote sustained engagement in networking. He is currently designing and evaluating different interventions in order to help professionals build and manage their networks more effectively. In related research, he has examined the emergence of trust in cross-cultural interactions and online markets. His research has been published in leading academic journals including the Academy of Management Review, American Journal of Sociology, and Psychological Science.

Professor Kuwabara earned his PhD and BA in Sociology from Cornell University. Prior to joining INSEAD, he was an associate professor of management at the Columbia Business School where he taught courses on negotiation, social networks, and organisational change in the MBA and various executive education programmes.

**Research Areas**

Networking, Trust and Social Exchange, Enforcement of Prosocial Norms, Online Markets

**Teaching Areas**

Organisational Behaviour, Networking
Jean-Claude Larreche is Emeritus Professor of Marketing and the Alfred H. Heineken Chaired Professor of Marketing, Emeritus at INSEAD. His book *The Momentum Effect: How to Ignite Exceptional Growth*, published by Pearson, was named the 4th Best Book of the Year by Amazon USA in its Business and Investing category. It has been translated into several languages.

Building on his research in The Momentum Effect, Professor Jean-Claude (JC) Larreche currently works on developing “leadership talents for powering growth” on a global scale. He has designed the learning simulation DiG (Discovery, Innovation, and Growth) which is currently available in six languages (English, French, Spanish, Russian, Chinese, and Korean) and is offered internationally by a network of local certified DiG instructors. The research objective of the simulation is to test if the leadership skills for growth are different in a variety of contexts (country, industry, the size of company…) and to explore if personal development approaches have to be adapted accordingly.

JC Larreche received an MSc in Computer Sciences from the University of London, an MBA from INSEAD, and a PhD in Business from Stanford University. He was as a student at Stanford when he was first nicknamed “JC” by his friends.

JC Larreche has always combined his academic career with business activities. He is a renowned consultant working with leading global corporations, most of which are listed in the Fortune Global 500. When he was 35 years old, he was appointed a non-executive director of the multinational firm ReckittBenckiser, and he served in that capacity for an exceptionally long tenure of 18 years. He served on the INSEAD Board of Directors for 18 years. He is the Founding Chairman of StratX, a strategic development consultancy with offices in Paris and Boston.

His academic work concentrates on fostering the fundamental capabilities that influence company’s ability to deliver growth, especially through marketing excellence, customer focus, and innovation. He is the author or co-author of numerous simulations including Markstrat, the leading strategic marketing simulation used by more than a million executives worldwide, DiG (Discovery, Innovation, Growth), and Industrat. His publications have appeared in leading international journals and he has authored numerous books, including *Marketing Management: A Strategic Decision-Making Approach* and *Marketing Strategy: Planning and Implementation*. From 1998 to 2002, he authored five annual reports on Measuring the Competitive Fitness of Global Firms.

He has won many awards for his research and his teaching, and was selected as one of the top twelve marketing masters in the world by Mazur and Miles in their book *Conversations with Marketing Masters*.

JC Larreche is the founder of several INSEAD Executive Education Programmes including Powering Growth, Advanced Industrial Marketing Strategy, Customer Focus: From Promise to Action, and Strategic Management of Services. He was named the Marketing Educator of the Year by Club 55, the European Community of Marketing Experts. He has won twice the Overall European Case of the Year award from ECCH (European Case Clearing House) for his case studies on *Virgin Atlantic Airways* and *First Direct*.

**Research Areas**
Strategies for Efficient Growth, Customer Centricity, Marketing Leadership, Strategic Competitiveness

Teaching Areas

Momentum Leadership for Efficient Growth, Strategic Marketing, Customer Focus, Customer-Based Innovation, Founder and Director of Customer Focus: From Promise to Action (CF), Founder of Strategic Management of Services (SMS), Founder of Advanced Industrial Marketing Strategy (AIMS)

Industry Sectors

Banking and Insurance, Energy, Oil and Gas, Electronic & Electrical Equipment, Household Goods & Textiles, Information Technology, Leisure, Entertainment & Hotels, Pharmaceuticals and Health, Telecommunication Services
Philippe Lasserre is an Emeritus Professor of Strategy and Asian Business at INSEAD. A French national, he graduated from ESSEC (Paris). After working for 9 years as a financial and commercial manager in France, he joined the University of Texas, where in 1975, he obtained his PhD and became a permanent faculty member of INSEAD.

Since 1975, Professor Lasserre has been involved in teaching, research, and consulting in strategic management and international business. He has contributed to the development of the Euro-Asia Centre, and directed several open enrolment and customised Executive Education programmes for companies such as Astra Indonesia, BP, DBS Bank, Digital Equipment Corporation, Cable & Wireless, Inchcape, Nokia, Whirlpool, Petronas.


He has been a visiting professor at the National University of Singapore; the China Europe Management Institute, Beijing; The University of Texas at Dallas; the Curtin University, Perth; and CEIBS, Shanghai.

**Research Areas**

Business and Corporate Strategy, Multinational Management, Asian Business, Joint Ventures

**Teaching Areas**

Business and Corporate Strategy, Strategies for Asia Pacific, Joint Venturing in Asia and China, Organisation and Human Resources for Asia Pacific, Strategic Alliances, Mergers and Aquisitions, Strategic Management in Developing Countries

**Industry Sectors**

Automobiles, Energy, Oil and Gas, Forestry &amp; Paper, Pharmaceuticals and Health, Retailing
Asher Lawson is an assistant professor of Decision Sciences at INSEAD. He holds a PhD from the Fuqua School of Business at Duke University and a BA from the University of Oxford.

His research investigates the biases in how people make decisions, and how we can improve those decisions with targeted interventions. In this work, he has focused on two main topics: the errors in how people make decisions in general, and the role of gender stereotypes in organizational decision making. On the first topic, he has focused on how people frame the problems they are trying to solve, the limits of deliberative thinking in improving decision making, as well as the behavioral consequences of overconfident beliefs and the differences in how people make risky decisions. In the second line of work, he has used machine learning to study the effects of hiring women into leadership positions on stereotypes in organizational language and how the effectiveness of leadership styles varies by the gender of the leader. His current focus is on the relationship between organizations' use of language and women's experiences in the workplace. More broadly he is interested in the factors that lead to people holding accurate perceptions—of information, decisions, and groups—and the integration of insights from behavioral science into analytical tools.

His research has been featured in leading scientific journals such as the Proceedings of the National Academy of Sciences, the Journal of Experimental Psychology: General, and Judgment and Decision Making. Leading news outlets have covered his research, including Harvard Business Review, Forbes, Fortune, Scientific American, and Politico. He has chaired symposia and given talks at a range of conferences including the Society for Judgment and Decision-Making, the Academy of Management, the Society for Personality and Social Psychology, and the International Association for Conflict Management.

Research Areas

Debiasing Interventions, Numerical Judgment, Overconfidence, Computational Social Science, Gender Stereotypes, Natural Language Processing, Misinformation

Teaching Areas

Management Decision Making, Behavioral Decision Theory
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Marc teaches and coaches senior executives and board directors on high level performance and leadership as well as the exercise of wise power in governance, sustainability, anti-corruption and risk management. Leading companies and academic institutions are using his expertise and innovative pedagogical approaches to inspire leaders, organizations and directors in search of both performance and meaning.

As a decision scientist, Marc's research is focused on the theory of choice; the confluence of rational thinking and ethical values in decision making; and the use of mathematical theories of measurement to articulate the subjectivity of human behaviour.

His work has been published in academic journals such as Psychological Science, The Journal of Mathematical Psychology; Theory and Decision; Discrete Mathematics; The European Journal of Operational Research; The Journal of Economics and Business Organizations; The Journal of Business Ethics; Ecological Economics; Business Ethics: A European Review.

Marc Le Menestrel holds a Ph.D. in Decision Sciences from INSEAD. He has a graduate degree from the Paris Graduate Management School and an undergraduate degree in mathematics and physics from University Paris VI.

Marc is an avid rock climber. As a former professional athlete, he has travelled extensively, opening and repeating some of the most renowned and hardest climbing routes in the world.
Michael Y. Lee is an Assistant Professor of Organisational Behaviour at INSEAD and studies novel and innovative approaches to organizing. His research explores the dynamics and consequences of radically decentralized systems and how organizations can facilitate greater self-management without sacrificing coordination. His other research explores how teams can foster and improve positive relational dynamics. He uses ethnographic observation and interviews, experiments, and survey methods to study these phenomena.

He is also passionate about translating insights from research into practical tools for practitioners. His teaching focuses on organizational change, organizational design, and collaborative leadership. He regularly consults with leaders to help them cultivate more effective, engaging and empowering work environments.

Prior to entering academia, he served as an engagement leader for the Parthenon Group, a global management consulting firm, where he advised corporate, private equity, and social sector clients. He has also spent time in the technology industry - working at Google - and in the social sector where he helped clients measure and increase their social impact.

Michael earned his DBA in Management from Harvard Business School, an MBA from U.C. Berkeley's Haas School of Business, and his AB from Harvard University (magna cum laude in Social Studies). He has trained in large group meeting facilitation and self-managed teaming as a Coro Fellow in Public Affairs, and is an experienced student in Vipassana (Insight) meditation, having trained at Spirit Rock, one of the largest meditation centers in the U.S.

**Research Areas**

- Organisational Structure and Design
- Self-management
- Hierarchy
- Coordination
- Formalisation
- Team Dynamics

**Teaching Areas**

- Organisational Change
- Organisational Structure
- Collaborative Leadership
ROGER LEHMAN is Emeritus Senior Affiliate Professor of Entrepreneurship and Family Enterprise at INSEAD’s Singapore campus where he is Director of the Executive Masters in Consulting and Coaching for Change Program. In addition, he designs and teaches in both open and company specific programs, providing a focus on executive leadership, leading innovation, personal and professional development, change management and high performance teams. In 2002 Roger was instrumental in setting up the INSEAD Global Leadership Center (IGLC) serving as its first Executive Director. As co-designer and Program Director of INSEAD’s innovative Coaching and Consulting for Change Program (CCC), he is deeply involved in supporting leadership transformational processes. In 2009 Roger navigated the CCC program through its own transformation from a non-degree executive education program into an Executive Masters Degree, resulting in the EMCCC program being offered in both Fontainebleau and Singapore and Roger’s relocation from Europe to Singapore.

Roger’s clinical, teaching and organizational consulting career spans over 35 years during which time his experience has included a variety of staff and leadership positions in both public and private institutions. Over the past 20 years his teaching and consulting have led him to a variety of international assignments on all continents... including Antarctica. In addition to his extensive involvement in the Executive Masters Program, Roger’s current focus is on leader development in Asia and Africa.

As a result of his extremely varied academic background (anthropology, sociology, clinical social work, psychiatry and religion, clinical and organizational psychology and psychoanalytic training) Roger brings a variety of “lenses” to his understanding of both leader and leadership development. His formal academic degrees include Masters degrees from both Rutgers (Social Work) and Princeton Theological Seminary (Psychiatry and Religion) as well as a Ph.D. from the Florida Institute of Technology (Clinical Psychology). He completed his psychoanalytic training at the Sigmund Freud Institute, Frankfurt Germany in 1996.

He is an active member of the American Psychological Association, the International Psychoanalytic Association and the International Society for the Psychoanalytic Study of Organizations. Over the years he has been instrumental in helping to bridge the gap between the psychoanalytic and business communities. Over the years, some of Rogers clients have been the executive teams from Deutsche Bank, SAP, HSBC, BP, Church of England Bishops, JTI, the UN, Credit Suisse, as well as the Executive Management Board of LEGO. His advisory board positions include 8inc; TeamStreamz & The Sparks Foundation.

When not traveling, Roger splits his time between Singapore and Europe with his wife, Tessa. They have two adult sons, one who resides in Hong Kong and the other who lives in New York City.

**Research Areas**

Leadership and Collaboration, Leading in Turbulent Times, Life-long Learning

**Teaching Areas**

Leadership, High-Performance Teams, Leading Change, Collaborative Leadership and Organisational Culture
Chengyi Lin is Affiliate Professor of Strategy and a leading expert on digital transformation. Professor Lin’s research primarily focuses on the topics of digital transformation and innovation for global and multi-national organisations. His research and teaching explore the strategic impacts of digital technologies (e.g. AI) and drivers of successful execution of companies’ digital strategies. He has worked with many top executive teams on their digital strategy and organisational transformation.

Chengyi has been leading INSEAD’s teaching innovations and digital transformation with the Dean of Innovations. He has created INSEAD’s online programme portfolios and organisational capabilities. The success established INSEAD as the global leader in online executive education since 2014. Programmes he (co-)directed and developed have won more than 12 prestige awards in 4 consecutive years. Professor Lin is also an expert in teaching innovations around online pedagogies, hybrid learning, experiential learning and peer-to-peer learning.

Externally, Chengyi serves on multiple boards and consults for multi-internationals on digital transformation and innovation. For example, he serves as a board member for Sanofi CHC Digital Advisory Board. He is also the youngest standing member of the European Executive Council. He actively mentors entrepreneurs and digital start-ups (e.g. Lafayette Plug and Play Accelerator).

Chengyi has made multiple appearances as an expert of digital transformation on major media including BBC, CNN, Yahoo!Finance among others. His research has been covered by global and regional outlets including Forbes, Business Insider, EuroNews, and many local media including Les Echo (France), Maeil Business Newspaper (Korea), UOL (Brazil) and Business Today (India).

Chengyi previously worked at Bain & Company in Chicago. He holds a Ph.D. from Northwestern University, a certificate from Kellogg School of Management and a B.Sc. from Tsinghua University. His thought leadership pieces were published in management journals including Harvard Business Review and research articles in top scientific journals including Proceedings of the National Academy of Sciences.

**Research Areas**

Digital Strategy and Execution, Innovation, Digital Transformation, Leading Strategic Initiatives

**Teaching Areas**

Digital Strategy, Digital Transformation, Leading Innovation