



Centres &
Initiatives

Introduction to INSEAD Centres and Initiatives

Fostering Global Impact through Research,
Thought Leadership and Engagement



Centres and Initiatives - At a Glance

INSEAD's Research and Innovation Department encompasses 12 centres and initiatives that are structured around four strategic pillars to promote interdisciplinary collaboration that align with the school's mission and values. These pillars underpin research, content creation, and community engagement to

foster excellence, innovation and impact, thereby strengthening INSEAD's global commitment to education, business and society.



Sonia Tatar

Senior Director C&I Global, INSEAD



Business & Society

- Gender Initiative
- Healthcare Management Initiative
- Humanitarian Research Group
- INSEAD Progress Initiative
- James M. and Cathleen D. Stone Centre for the Study of Wealth Inequality



Entrepreneurship & Family Business

- The Rudolf and Valeria Maag INSEAD Centre for Entrepreneurship
- Wendel International Centre for Family Enterprise



Governance & Conflict Management

- INSEAD Corporate Governance Centre
- Negotiation and Conflict Management Collaborative



Strategy & Competency

- INSEAD Blue Ocean Strategy Institute
- Marketing and Sales Excellence Initiative
- Sustainable Business Initiative

Message from the Dean of Research and Innovation

INSEAD Centres and Initiatives embody the institution's core values and mission, showcasing our commitment to excellence across various academic pillars by integrating cutting-edge research into teaching and service to bring value to INSEAD and global business leaders.

Founded on the principles of rigor and relevance, our Centres and Initiatives provide a unique opportunity for academics, alumni, communities of practice and industry experts to collaborate, dialogue, and share the latest knowledge and insights across diverse business subjects.

The objective of our Centres and Initiatives are three-fold:

Research: to facilitate the dissemination of knowledge and ideas originating from research, to amplify our real-world research impact and ignite intellectual curiosity;

Teaching: to serve as sandboxes for cutting-edge pedagogical content and novel engagement formats to the business community, to provide R&D space for learning innovation;

Service: to bring people from academia, business community, and policy arena together to exchange ideas and inform new research directions to benefit the business community and society.

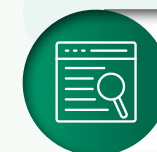
This booklet aims to elucidate the work done in our various Centres and Initiatives, each with their own focus within INSEAD's vibrant intellectual ecosystem. We invite you to explore the possibilities that lie within these initiatives, from their research portfolios, to the creation of pedagogical materials, to engagement events that promote INSEAD's collective growth and impact.



Lily Fang

Dean of Research and Innovation, INSEAD

Centres and Initiatives - Objectives



RESEARCH

- Translate, disseminate, and distribute INSEAD faculty research in relevant topics.
- Create bridges between academic research and practice, broker research and case development opportunities.
- Produce original, high-quality practice-based, practitioner-oriented research (e.g., surveys, white papers).



TEACHING

- Pioneer sandbox ideas, pedagogical tools, new formats distinct from existing EDP programmes (<3 days).
- Produce or help produce original pedagogical materials and content – e.g., cases, podcasts, etc.
- Boost clients, participants engagement through pedagogical content, learning and growth opportunities.



SERVICE

- Bring people together: faculty, practitioners, researchers, interested parties.
- Enhance INSEAD's reputation and recognition in relevant topic areas.
- Contribute to the vibrant intellectual environment at INSEAD.

Visit insead.centres-initiatives or scan the QR code here to find out more!
centres-and-initiatives@insead.edu



Business & Society



The Gender Initiative (IGI)



Advancing research and knowledge on how to build and foster inclusive workplaces

The Gender Initiative produces and promotes cutting-edge **social science research to transform practice and policy**.

Our goal is to **challenge** tired assumptions and to **provide evidence-based practical insights** for current and future leaders looking to advance diversity and inclusion in their organisations.

insead.edu/gender-initiative

Contact: igi@insead.edu



Kaisa Snellman
Academic Director



Marie Drunat
Programme Manager

Research

Create new insights on gender equality through rigorous research. In 2023-2024, we wrote 17 academic articles, 16 working papers and 11 case studies.

Dissemination

Engage with academics and practitioners to share insights and inspire action. We have partnered with 6 European Business Schools on the Equal4Europe Project, and with Female Foundry and Dealroom on State of Gender Diversity in European Venture.

Education

Train current and future leaders to tackle gender inequality and promote diversity and inclusion in their organisation and in the economy.

Healthcare Management Initiative (HMI)



Shaping the future of health systems through research and learning

The Healthcare Management Initiative aims to inspire current and future leaders to tackle healthcare challenges through scientific and innovative approaches that enhance the efficiency and sustainability of health systems worldwide. Our current focus areas include:

Business Model Innovation in Health System Transformation –
Exploring new approaches to improve healthcare delivery.

Improving Access and Quality of Care in Underserved Populations –
Examining solutions to bridge healthcare disparities and enhance care for marginalised communities.

insead.edu/healthcare-management-initiative

Contact: hmi@insead.edu



Stephen E. Chick
Academic Director



Ridhima Aggarwal
Director

Humanitarian Research Group (HRG)



Transforming humanitarian development and relief operations through research and leadership

The HRG leads **impactful, practice-based, and evidence-based** research to address **real-world humanitarian challenges** and **shape future academics and leaders**.

To achieve this, the HRG uses **scientific methods** focused on **cross-learning best-practices** to improve **effectiveness** and **efficiency** of humanitarian operations.



Luk Van Wassenhove
Academic Director

insead.edu/humanitarian-research-group

Contact: hrg@insead.edu



Research

Lead multi-disciplinary research on innovative approaches to address systemic challenges, including business science, social policy and consumer decision-making.

Learning Development

Development of case studies, research, and pedagogical approaches to equip participants to learn about and participate in health system transformation.

Impact

Design and delivery of learning experiences including the Business as a Force for Good Practicum (BFG), executive education programmes for health delivery and pharmaceutical firms, and transition of research to industry thinking.

Real-World Impact

In line with the UN Sustainable Development Goals, HRG's research influences humanitarian organisations and vulnerable communities, solving critical challenges on the ground.

Leadership Development

HRG nurtures future and present humanitarian leaders and academics through collaboration with INSEAD faculty.

Global Recognition

HRG's innovative models are globally recognised and replicated across the humanitarian sector.

INSEAD Progress Initiative (IPI)



Integrating Business Performance and Societal Progress

IPI aspires to **evolve business theory and business practice** so that economic actors may better integrate wealth and well-being, efficiency and equity, and size and sustainability.

The IPI community includes social scientists, philosophers, and business leaders. We believe 21st century **business education must deepen not only competence but also character of economic actors**. Competence may lead to power; character must ensure the proper exercise of power.

insead.edu/progress-initiative

Contact: inseadprogressinitiative@insead.edu



Subi Rangan
Academic Director



Laura Payet
Senior Coordinator

James M. and Cathleen D. Stone Centre for the Study of Wealth Inequality (CSWI)



Harnessing the power of business to address global wealth and income inequality

The INSEAD Stone Centre serves as a venue for the research and teaching of income and wealth inequality issues in a business school environment. By convening an interdisciplinary team of scholars from across INSEAD, the Centre aims to generate new insights about inequality problems and business working together with government to solve them.

insead.edu/stone-centre-study-wealth-inequality

Contact: stone.centre@insead.edu



Mark Stabile
Academic Director



Ridhima Aggarwal
Director

Research

IPI research focuses on **people issues** including character, caring consumption, labour adjustment, well-being at work, mobilising collective action, etc.

Teaching

IPI insights support **two elective courses** – Integrating Performance & Progress and Choosing to Care – and a P6 practicum. IPI content also informs the **AVIRA executive seminar**.

Impact

IPI content and frameworks enable **action workshops** with intact leadership teams to help their organisations **better integrate performance and progress**.

Research

Convening an interdisciplinary team of scholars to generate new insights about inequality problems and harness the power of business to solve them.

Shape Business Education

Bridging the lab and the classroom, integrating cutting-edge research on inequality, and empowering the next generation of leaders with the knowledge and tools to drive meaningful change.

Impactful collaboration

Engages a community of Fostering dialogue and debate between researchers and business leaders to combat inequality and drive change in business and policy.



Strategic questions of focus

- > How can novel business models drive transformation of global health systems toward greater efficiency, equity, and sustainability?
- > What strategies and partnerships enable expanded access to high-quality healthcare in low-resource or marginalised communities?
- > Which social, economic, and policy factors most strongly influence public health outcomes, and how can they be addressed?
- > In what ways do social attitudes, gender norms, and discriminatory practices influence access to opportunities, inclusion and perpetuate inequality?
- > How do corporate practices such as wage setting, scheduling policies, and private-equity ownership shape inequality within firms and labour markets?
- > How can interdisciplinary partnerships between academia, business leaders, and policymakers and NGOs, accelerate the translation of inequality research, humanitarian studies into real-world solutions?
- > How can businesses better integrate economic performance with societal well-being?
- > What role should character and ethical responsibility play in the education of future business leaders?
- > How can businesses balance efficiency and equity while scaling with sustainability in their decision-making and growth strategies?

Entrepreneurship & Family Business



Rudolf and Valeria Maag INSEAD Centre for Entrepreneurship (ICE)

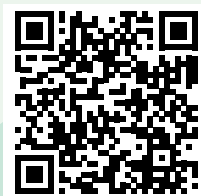


Accelerating entrepreneurial ambitions

The Maag Centre **fosters a dynamic startup ecosystem** where individuals can explore, develop, and transform ideas into ventures, providing **resources and mentorship** to support entrepreneurship as a meaningful career path.

insead.edu/insead-centre-entrepreneurship

Contact: entrepreneurship@insead.edu



Henrich Greve
Academic Director



Nancy Hsieh
Director

Wendel International Centre for Family Enterprise (WICFE)



Improving long-term performance and sustainability of family enterprises

With over 20 years of expertise, the Wendel International Centre for Family Enterprise (WICFE) has positioned itself as a leading Centre of Excellence committed to providing resources, knowledge and practices to support family enterprises to flourish across different journeys, generations and stakeholders. The 3 pivot pillars that fuel family enterprises to thrive are:

Research: Interdisciplinary approach to developing new academic research, knowledge and practical studies in the family enterprise and private capital area.

Teaching: Specific educational solutions designed to meet the unique needs of family enterprises, owners, and founders at any stage of their business.

Service: Engagement of different stakeholders in the ecosystem of families in business, from family members, to external leaders and private capital institutions for a discourse and exchange to influence practices and performances.

insead.edu/wendel-international-centre-family-enterprise

Contact: family-firms.fb@insead.edu



Balagopal Vissa
Academic Director



Sonia Tatar
Director

Entrepreneurial Ecosystem

Unite a vibrant community of founders, investors, advisors, and experts to exchange, inspire and support one another. \$34.8B raised by INSEAD founders.

Venture Creation

Empower individuals to transform ideas into ventures with tailored resources and networks. Proud to have generated the most European unicorns and 1,400+ startups.

Career Empowerment

Promote different forms of entrepreneurship as a fulfilling career, driving value creation and industry impact.

Pioneering Academic Research

Advance global insights on family enterprises through academic research and publication and practitioners' studies to examine, showcase and learn from family enterprises dilemmas and success.

Educational Platform

Equip family enterprises for generational transitions with expert academics through unique workshops; elective courses, mentoring, as well as continuous learning opportunities by way of, family enterprise day, summit, webinars and podcasts.

Exclusive Network

Engage a network of 6000+ community members including families in business, now gen, next gen, INSEAD students in degree and master programmes, alumni and practitioner experts.



Strategic questions of focus

- > In what ways can entrepreneurs and family businesses foster innovation and the founders' spirit to stay competitive in evolving markets?
- > What structural models, governance frameworks and practices can enhance decision-making and accountability in start-up and family-owned businesses?
- > How can entrepreneurs and family businesses leverage private capital to support growth, diversification while maintaining control and legacy?
- > How can family enterprises effectively manage succession planning to ensure smooth leadership transitions across generations?
- > What strategies can family offices implement to manage wealth effectively while aligning with family values and long-term objectives?
- > What approaches can family enterprises adopt to preserve their cultural identity and legacy amidst globalisation and modernisation?

Governance & Conflict Management



INSEAD Corporate Governance Centre (ICGC)



Developing boards for high-performance governance

For over 15 years, the INSEAD Corporate Governance Centre (ICGC) has been acting as a Hub bringing together academic thought leaders, international board directors and actors in the governance eco-system for stimulating debates on the latest trends and practices in corporate governance. The Centre undertakes 3 pillars of engagement to foster effective, high-performance governance.

Research: Collaborates with interdisciplinary academics and practitioners to hone new academic research ideas, disseminate knowledge and develop practice-based studies.

Teaching: Provides innovative training solutions to support and equip board directors with continuous learning and upskilling opportunities.

Service: Brings together a community of academics and practitioners to generate greater intellectual stimulus and inspiration to advance corporate governance knowledge and practices.

insead.edu/insead-corporate-governance-centre

Contact: corporate.governance@insead.edu



Annet Aris
Academic Director



Tanmay Dangi
Advisor

Negotiation and Conflict Management Collaborative (NCMC)



Fostering global collaboration in negotiation and conflict management

The NCMC aims to foster an **open, democratic global platform** that unites scholars and practitioners. Through evidence-based research, it develops sustainable strategies that promote positive, impactful change in negotiations and conflict resolution worldwide.

insead.edu/negotiation-and-conflict-management-collaborative

Contact: ncmc@insead.edu



Horacio Falcão
Academic Director*



Roderick Swaab
Academic Director*



Wai Yee Fong
Senior Manager C&I, NCMC



Eric Uhlmann
Academic Director*

**Rotational basis*

Thought Leadership

Embrace a forward-looking approach to identify and address latest academic foresights, trends and practices to influence corporate governance globally.

Directors Development

Nurture 6 open education programmes in corporate governance with EDP including certification opportunities and lead topical masterclasses, webinars and board retreats for directors' continuous development.

Network Engagement

Engage a community of 4,000+ board directors, including 2000+ certified alumni in INSEAD Directors Network (IDN) club; INBoard and INSEAD eminent Council Members in Corporate Governance.

Interactive Platform

Partner 100+ faculty and students, with collaborators across 17 countries. Producing 100+ role plays and 50+ publications.

Educational Impact

Impact 20,000+ students who attended INSEAD negotiation classes taught in at least 45 countries.

Impactful Change

Advance sustainable negotiation and conflict management strategies through engagement activities.



Strategic questions of focus

- > How can corporate governance practices be continuously improved through collaboration between academia and practice?
- > What are the evolving trends, governance frameworks, structural models, and capabilities needed for effective oversight across diverse ownership types, geographies and industries?
- > How can boards be resilient to effectively steward corporates and make sound, strategic decisions in an increasingly complex environment?
- > How can research grounded in open science practices uncover negotiation and conflict management strategies that are both effective and sustainable across diverse contexts?
- > In what ways can negotiation and conflict management be leveraged to reduce social and economic inequality, particularly in marginalised or under-resourced communities?
- > How do negotiation dynamics and outcomes differ across cultures, and how can international, crowd-sourced research help identify universally applicable strategies?

Strategy & Competency



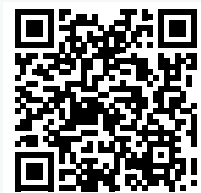
INSEAD Blue Ocean Strategy Institute (IBOSI)



Advancing groundbreaking research in strategy and innovation

The IBOSI pioneers and disseminates innovative frameworks and tools that **empower leaders worldwide to create new market spaces, go beyond disruption, and drive strong, profitable growth.**

insead.edu/insead-blue-ocean-strategy-institute
Contact: inseadblueoceanstrategyinstitute@insead.edu



W. Chan Kim
Academic Director



Renée Mauborgne
Academic Director



Sarah Zuelke
Center Coordinator

Marketing & Sales Excellence Initiative (MSEI)



A safe environment for customer-centric leaders to learn, share, and network with peers

MSEI **connects managers and senior executives in a global forum** for sharing best practices in commercial excellence and creating new insights and knowledge in **customer-centric** marketing and sales, shaping the **future of value creation** across organisations and society.

insead.edu/marketing-and-sales-excellence-initiative
Contact: msei@insead.edu



Wolfgang Ulaga
Academic Director



Christoph Senn
Academic Director



Marie Drunat
Programme Manager

Educational Impact

Nearly 3,000 universities in the world are using IBOSI teaching materials.

Thought Leadership

Thinkers50 ranked Kim & Mauborgne #1 Management Thinkers in the world.

Innovative Research

Develop the Blue Ocean family of concepts, widely adopted by businesses globally.

Collaborative Community

Facilitate a vibrant environment where marketing and sales managers gain insights and share best practices.

Lifelong Learning

Connect INSEAD Alumni and marketing and sales professionals to premier educational resources, fostering growth and skill enhancement.

Real World Insights

Partner with academic and industry leaders to test and develop practical strategies that shape the future of marketing and sales.

Sustainable Business Initiative (SBI)



Sustainable business research for lasting impact

SBI collaborates with industrial organisations to produce **multi-disciplinary research** on sustainable business models, **disseminate knowledge** acquired in these partnerships, and help raise the **next generation of academics** that share INSEAD values on creating lasting impact for business and the society.

insead.edu/sustainable-business-initiative

Contact: sbi@insead.edu



Atalay Atasu
Academic Co-Director



Luk Van Wassenhove
Academic Co-Director

Strategic questions of focus



- > How can organisations innovate to create market value and space, and what tools and frameworks can be used to formulate new ocean perspective?
- > How can marketing and sales leaders design and implement strategies that meet the evolving needs of customer-centric organisations in a rapidly changing global marketplace?
- > How can academic research be translated into actionable insights that empower executives to innovate, address real-world marketing and sales challenges?
- > What breakthrough practices and frameworks are shaping high-value, futureproof customer-supplier relationships in the B2B space?
- > How to build a sustainable business model and integrate it into business strategy effectively for transformation?
- > What is the role of research and academics in raising awareness, building new content and capabilities for strategic insights, and developing transformative business models for a sustainable world?

Sustainable Business Research

Identify, implement and share novel sustainable business practices with partners. Publish academic research.

Managerial Impact

Disseminate ideas beyond academic research, produce novel content for business education and executives.

Long-lasting Influence

Advance sustainable business education, support and train the next generation academics sharing our passion.

INSEAD Europe Campus

Boulevard de Constance
77305 Fontainebleau Cedex, France
T +33 1 60 72 40 00

INSEAD Asia Campus

1 Ayer Rajah Avenue
Singapore 138676
T +65 6799 5388

INSEAD Middle East Campus

Al Khatem Tower, ADGM Square
Al Maryah Island, P.O. Box 48049
Abu Dhabi, UAE
T +971 2 651 5200

INSEAD San Francisco Hub for Business Innovation

224 Townsend Street, San Francisco,
CA, 94107 United States of America
T +1 888 546 7323

insead.edu