

PETER ZEMSKY

April 2016

Deputy Dean

Dean for Strategic Initiatives and Innovation

Eli Lilly Chaired Professor of Strategy and Innovation

Professor of Strategy

INSEAD

Leadership Positions at INSEAD

Deputy Dean, Oct. 2013-present

Dean for Strategic Initiatives and Innovation, Oct. 2013 – present

Interim Dean, March 2013 – Sep. 2013

Acting Dean, May 2012 – Aug. 2012

Dean Degree Programmes, Sep. 2011 – Sep. 2013

Dean of Faculty, Jan. 2010 – Aug. 2011

Strategy Area Coordinator, Jan. 2006 – Dec. 2009

Academic Appointments

Professor of Strategy, INSEAD, Sep. 2007 – present

Visiting Associate Professor of Management, Wharton, Sep. 2002 – Aug. 2003

Associate Professor of Strategy, INSEAD, Sep. 1998 – Aug. 2007

Research Affiliate, Center for Economic Policy Research, 1998 - 2004

Assistant Professor of Strategy, INSEAD, Sep. 1994 – Aug. 1998

Education

Ph.D., Stanford University, Graduate School of Business, 1995

B.A., *Summa Cum Laude*, major in economics, University of Pennsylvania, 1988

Refereed Publications

“Specialist versus Generalist Positioning: Demand heterogeneity, technology scalability and endogenous market segmentation (with R. Adner and F. Aliseda), conditionally accepted, *Strategy Science*

“Diversification and Performance: Linking Relatedness, Market Structure and the Decision to Diversify” (with R. Adner), *Strategy Science*, 2016

“Value Creation and Value Capture under Moral Hazard: Exploring the micro-foundations of buyer-supplier relationships” (with T. Obloj), *Strategic Management Journal*, 2015

“Positioning in a Multi-Attribute Landscape” (with R. Adner and F. Csaszar), *Management Science*, 2014

“Some Like It Free: Innovators strategic use of disclosure to slow down competition” (with G. Pacheco de Almeida), *Strategic Management Journal*, 2012

“Value Creation and Value Capture with Frictions” (with O. Chatain), *Strategic Management Journal*, 2011

“The Timing of Resource Development and Sustainable Competitive Advantage” (with G. Pacheco de Almeida), *Management Science*, 2007

“The Horizontal Scope of the Firm: Organizational Tradeoffs versus Buyer-Supplier Relationships” (with O. Chatain), *Management Science*, 2007

“A Demand-Based Perspective on Sustainable Competitive Advantage” (with R. Adner), *Strategic Management Journal*, 2006

“Disruptive Technologies and the Emergence of Competition” (with Ron Adner). *The RAND Journal of Economics*, 2005

“The Effect of Time-to-Build on Strategic Investment under Uncertainty” (with G. Pacheco de Almeida), *The RAND Journal of Economics*, 2003

“Social Capital, Corporate Culture and Incentive Intensity” (with R. Rob), *The RAND Journal of Economics*, 2002

“Mentoring and Discrimination” (with S. and C. Avery), *American Economic Review*, 2000

“Multidimensional Uncertainty and Herd Behavior in Financial Markets” (with C. Avery), *American Economic Review*, 1998

“Money Talks: Detering Strong Challenge in Congressional Elections” (with D. Epstein), *American Political Science Review*, 1995

“Money Burning and Multiple Equilibria in Bargaining” (with C. Avery), *Games and Economic Behavior*, 1994

“Option Values and Delay in Bargaining” (with C. Avery), *Games and Economic Behavior*, 1994

“Collusion in Second Price Auctions with Heterogeneous Bidders” (with G. Mailath), *Games and Economic Behavior*, 1991

Recent Teaching Cases

“The Global Insurance Industry: Preparing for the Digital Revolution”

“The Global Auto Industry in 2015: On the Brink of Disruption?”

“Vitality: Joining Forces with Employers, Insurers and Consumers to Reward Healthy Living”

“Where to Next with BlaBlaCar?”

“Tesla in 2015: Full Speed Ahead”

“The Nissan Leaf in 2010: Pioneering the Mass-Produced Electric Vehicle”

Honors

The Chief Learning Officer's Learning in Practice Awards for "Excellence in Blended Technology" (Gold) and for "Excellence in Content" (Silver), 2015

Brandon Hall Awards for "Best Results of a Learning Program" (Gold) and "Best Unique or Innovative Learning and Development Program" (Gold), 2015

Prix Académique de la Recherche en Management, SYNTEC Conseil en Management, 2012

Glueck Best Paper Award Winner (with O. Chatain), BPS Division, Academy of Management, 2009

Glueck Best Paper Award Finalist (with G. Pacheco de Almeida), BPS Division, Academy of Management, 2006

INSEAD Outstanding MBA Core Teacher, nominated in 2005, 2006 and 2007

Best Paper Award, Atlanta Competitive Advantage Conference, 2004

Wharton School Miller-Sherrerd Award for Outstanding MBA Core Teaching, 2003

State Farm Companies Foundation Dissertation Fellowship, 1992-1993

National Science Foundation Graduate Fellowship, 1989-1992

Outstanding Undergraduate Economics Major, University of Pennsylvania, 1988

Phi Beta Kappa National Honors Society Member, 1988

US National Merit Scholarship Award Winner, 1984

Professional Service

Associate Editor, Strategy Window, *Management Science*, 2001 – 2009

Editorial Board, *Strategic Management Journal*, 2007 – 2009

Program Coordinator, EDEN Doctoral Seminar in Competitive Strategy, 2007

Co-Organizer, AOM Junior Faculty Consortium, BPS Division, 2007 and 2008