

**PHEBO D. WIBBENS** (June 2021)

---

[phebo.wibbens@insead.edu](mailto:phebo.wibbens@insead.edu), ORCID [0000-0002-1517-3858](https://orcid.org/0000-0002-1517-3858)  
INSEAD, Boulevard de Constance, 77305 Fontainebleau Cedex, France

---

**ACADEMIC APPOINTMENT**

---

INSEAD, Europe Campus (France) **2018 - present**  
Assistant Professor of Strategy

---

**EDUCATION**

---

**The Wharton School, University of Pennsylvania** **2013 - 2018**  
Ph.D. Management department, Strategy group  
Committee: Nicolaj Siggelkow (advisor), Daniel Levinthal (chair), David Hsu

**The Wharton School, University of Pennsylvania**, M.Sc. Management **2013 - 2015**

**University of Groningen** (Netherlands), M.Sc. Physics, *cum laude* **1998 - 2004**

**University of Groningen** (Netherlands), M.Sc. Mathematics, *cum laude* **1998 - 2004**

---

**JOURNAL PUBLICATIONS**

---

**Wibbens, PD** (2019) "Performance persistence in the presence of higher-order resources", *Strategic Management Journal* 40(2):181-202, [doi.org/10.1002/smj.2979](https://doi.org/10.1002/smj.2979)

**Wibbens, PD & Siggelkow, N** (2020) "Introducing LIVA to measure long-term firm performance", *Strategic Management Journal* 41(5):813-962, [doi.org/10.1002/smj.3114](https://doi.org/10.1002/smj.3114)  
• *Academy of Management* annual conference Best Papers, BPS division, 2017

**Wibbens, PD, Koo, W & McGahan, AM** (2020) "Which COVID policies are most effective? A Bayesian analysis of COVID-19 by jurisdiction", *PLoS ONE* 15(12): e0244177, [doi.org/10.1371/journal.pone.0244177](https://doi.org/10.1371/journal.pone.0244177)

**Wibbens, PD** "The role of competitive amplification in explaining sustained performance heterogeneity", *Strategic Management Journal*, forthcoming, [doi.org/10.1002/smj.3311](https://doi.org/10.1002/smj.3311)

• *Academy of Management* annual conference Best Papers, STR division, 2019

## WORKING PAPERS

---

**Wibbens, PD** “A formal framework for the RBV: Resource dynamics as a Markov process” (2<sup>nd</sup> R&R at *Strategic Management Journal*, special issue “New Directions for the Resource-based View”)

- Best Conference Paper Prize nomination *Strategic Management Society* annual conference, Virtual Toronto (2021)

**Wibbens, PD & Li, X** “Broken effects? How to reduce false positives in panel regressions” (Revise & Resubmit at *Strategy Science*)

- INSEAD Working Paper No. 2021/10/STR: <https://ssrn.com/abstract=3694931>

Siggelkow, N & **Wibbens, PD\*** “The Intransitivity of Competitive Advantage” (an earlier version was entitled “A ladder of competitive advantage”)

\*Authors contributed equally

## WORK IN PROGRESS

---

**Wibbens, PD** “How does pricing affect competitive advantage? A formal model based on behavioral pricing”

- Best Conference Paper Prize nomination *Strategic Management Society* annual conference, Minneapolis (2019)

**Wibbens, PD** “The distribution of long-term firm performance”

## OTHER WORKS and MEDIA COVERAGE

---

“Introducing LIVA to measure long-term firm performance”

- HBR Digital, [hbr.org/2020/10/whats-the-best-way-to-create-long-term-value](https://hbr.org/2020/10/whats-the-best-way-to-create-long-term-value)
- Management Insights (2021), a Chinese-English annual publication by IACMR
- INSEAD Knowledge, Knowledge@Wharton, Phys.org

COVID-19 modeling

- Bloomberg (France, UK, India), MSN (Canada), San-Antonio Express News (US), news-medical.net
- “What is the uncertainty in efficacy of COVID-19 vaccines? A Bayesian analysis” medRxiv, [doi.org/10.1101/2020.11.30.20240671](https://doi.org/10.1101/2020.11.30.20240671)

“How to Prolong Competitive Advantage?”

- INSEAD Knowledge
- WeChat (China), Business Today (Malaysia), Business Brief (South Africa)

Bekaert, X, Jonk, G, Raes, J & **Wibbens, PD** “Iconic: How to create a virtuous circle of success” *LID publishing* (2016, English translation); *LannooCampus* (2013, Dutch original version); also translated in Norwegian (2019) and Japanese (2016)

## **CONFERENCE PRESENTATIONS, PANELS and SEMINARS**

---

### *Symposia and panels:*

- Invited panelist “Firm Boundaries and Organizing in the Digital Age”, *SMS virtual annual meeting* (2020); other panelists: Ron Adner, Marvin Lieberman & Juan Santalo
- Symposium organizer “Formal modeling in the resource-based view”, *AoM virtual annual meeting* (2020), selected for the STR live program as best symposium in Competitive Strategy and Heterogeneity; other presenters: Arkadiy Sakhartov, Andrew Boysen, Brian Wu; discussant: Richard Makadok

### *Conference presentations:*

- Strategic Management Society, virtual annual meeting (2020)
- Strategy Science, online conference (2020)
- Strategic Management Society, Minneapolis MN (2019)
- Academy of Management annual meeting, Boston MA (2019)
- Dartmouth junior faculty development workshop, Hanover NH (2019)
- Theoretical Organization Models (TOM) conference, Frankfurt, Germany (2019)
- Strategic Management Society Annual Meeting, Paris, France (2018)
- Academy of Management Annual Meeting, Atlanta GA (2017)
- Theoretical Organization Models (TOM) conference, Rome, Italy (2017)
- Transatlantic Doctoral Conference, London, UK (2017)
- Wharton-INSEAD Doctoral Alliance, Singapore (2016)
- Strategic Management Society Annual Meeting, Berlin, Germany (2016)
- Theoretical Organization Models (TOM) conference, Boston, MA (2016)
- Academy of Management Annual Meeting, Anaheim, CA (2016)
- Consortium on Competitiveness and Cooperation, Milan, Italy, (2016)
- Transatlantic Doctoral Conference, London, UK (2016)
- Wharton-INSEAD Doctoral Alliance, Philadelphia, PA (2015)
- Academy of Management Annual Meeting, Vancouver, BC (2015)
- Wharton-INSEAD Doctoral Alliance, Fontainebleau, France (2014)
- Strategic Management Society Annual Meeting, Madrid, Spain (2014)

### *Invited external speaker:*

- Seoul National University virtual seminar (2021)
- IE Madrid virtual strategy research seminar (2020)
- Frankfurt School of Finance and Commerce, management department seminar (2017)
- INSEAD, strategy department seminar, Fontainebleau, France (2017)

- Tilburg University, management department seminar (2017)
- Bocconi, management & technology department seminar (2017)
- Copenhagen Business School, strategic mgmt and globalization seminar (2017)
- BI Oslo, strategy & entrepreneurship department seminar (2017)
- London School of Economics, organisational behaviour department seminar (2017)
- Strategic Organization Design (SOD) seminar Southern Denmark University (2017)
- Tilburg University Organization Studies seminar series, Netherlands (2016)

*Invited internal speaker:*

- INSEAD school-wide research seminar (2020)
- INSEAD celebrating research seminar (2019)
- INSEAD 30-year anniversary PhD conference, plenary panel on AI (2019)
- Wharton strategy work in progress seminar, Philadelphia, PA (2014)

## **HONORS and GRANTS**

---

- 10% Top downloaded papers, *Strategic Management Journal*, “Performance Persistence in the Presence of Higher-Order Resources” (2019)
- Best Conference Paper Prize nomination *Strategic Management Society* annual conference, Minneapolis (2019)
- Finalist for the Wiley Blackwell Award for Outstanding Dissertation Research in Strategic Management, *Academy of Management* (2019)
- *Academy of Management* annual conference, Best Papers, STR division (2019)
- *Academy of Management* annual conference, Best Papers, BPS division (2017)
- *Mack Institute* research grant (2016)
- *ACM International Collegiate Programming Contest*, World finalist team (2001, 2003)
- *Physica* prize for best freshman student in Physics (1999)
- Honourable mention, *International Physics Olympiad* in Reykjavik (1998)

## **TEACHING EXPERIENCE**

---

### **INSEAD**

**2019 - present**

- Course head MBA elective “MAACS (Mergers, Acquisitions, Alliances and Corporate Strategy)”; instructor rating: 4.5/5 (Feb 2021)
- Course head PhD course “Competitive Strategy Research A + B”
- Session instructor in several PhD courses, e.g. on corporate strategy and modeling.

### **The Wharton School, University of Pennsylvania, USA**

**2014 - 2016**

- Recitation instructor “Introduction to Management”
- Teaching assistant “Strategy and Competitive Advantage”

**Bain & Company, Amsterdam, Netherlands**

**2004 - 2012**

- Program manager for introductory consultant training
- Trainer for Strategic Toolkit session

**University of Groningen, Netherlands**

**1999 - 2004**

- Course head “Statistics for Pharmacists” and “Mathematics for Biologists”
- Recitation teacher and grader for several courses in the Mathematics department (e.g., Mathematics for Industrial Engineering)

**ACADEMIC SERVICE**

---

*Editorial service:*

- Editorial review board, *Strategic Management Journal* (2020 - present)
- Editorial review board, *Strategy Science* (2019 - present)

*PhD dissertation committee:*

- Ekin Ilseven

**PROFESSIONAL EXPERIENCE**

---

**Bain & Company**

**2004 - 2012**

- **Senior Specialist**, Global Strategy Practice (2008 - 2012)  
Leading the research team for Chris Zook and other senior partners to help write the global Bain books and HBR articles on strategy
- **Consultant**, Amsterdam and Boston (2004 - 2008)