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## OVERVIEW

I study capitalism's evolution at the intersection of technology and organization, with a focus on how socially contested organizations affect the birth and renewal of industries (for a jargon-free overview, check [this](#) or [that](#) short piece, or this recent video [podcast](#)).

After several years spent researching global trade in the 17<sup>th</sup> century, analog & digital communications in the 1960s-90s, and the global arms industry around 9/11, since 2015 I've been focusing my work on Web3.

These empirical settings all represent pivotal moments in the evolution of capitalism. My research on piracy led me to the hackers who, in the 1990s, developed open-source encryption software that later inspired the technology behind bitcoin. Much like the pirates of yore, crypto pioneers organize decentrally and seek to offer an alternative to an entrenched monopoly. Theoretically, my work contributes to related research on:

- (a) **Industry evolution and organizational adaptation.** I've argued that explanations of evolution grounded in the notion of "path dependence" fall short of providing empirically testable predictions (2013 [RP](#)). As an alternative, we've offered a framework on organizational adaptation that departs from simplistic analogies with living organisms in the field of biology (2021 [JoM](#)). We've relied on it to explain arms contractors' adaptive response after 9/11 (2016 [AMJ](#))
- (b) **Categorization, stigmatization, and disapproval.** I've co-developed the notion of "strategic categorization" (2014 [JMS](#)) to theorize how firms associated with multiple industries (e.g., an arms company that also makes commercial aircraft) deal with stigma, manage media disapproval, and maintain an adaptive advantage over competitors (2012 [AMJ](#), 2015 [SMJ](#)). For better or worse.
- (c) **Organizational decentralization.** I explore the limits of categorization that surface when highly decentralized organizing, as observable in Web3 (2020 [OTh](#)), blurs audience understanding of "what" organizations do and of "who" is in charge (2016 [RSO](#)). Decentralization, in turn, enables new industry models and new pathways for organizations to evolve (2023 [SMJ](#), 2024 [RSO](#)).

I'm not married to any particular method. I leverage field observations, interviews, econometric modeling of panel data, historical case studies, meta-analysis, and fuzzy-set qualitative comparative analysis (QCA).

I regularly collaborate with established firms, technology startups, and regulators around the above issues.

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## UNIVERSITY APPOINTMENTS

**UCL School of Management** | London, UK

- Associate Professor of Strategy | 2020–...
- PhD Programme Director (interim) | 2023–2024
- Advisory Board Member, UCL School of Management | 2023–...
- School Lead for Research Impact | 2022–...

- Research Associate, UCL Centre for Blockchain Technologies | 2021–...

#### **Ivey Business School** | London, Canada

- Associate Professor of Strategy, with tenure | 2016–2020
- Assistant Professor of Strategy | 2011–16

#### **Scotiabank Digital Banking Lab** at Ivey Business School

- Director | 2016–2020 | \$300K in annual funding (2016-26) [▶](#)

#### **Université Paris Dauphine-PSL** | Paris, France

- Visiting Professor | 2016, 2023

#### **NYU Stern School of Business** | New York City, USA

- Visiting Scholar | 2010

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## EDUCATION

### 2011 **PhD in Strategy**, HEC Paris

Thesis: Firm Strategy and Categorization in the Global Arms Industry, 1996–2007

Committee: R. Durand, J. Battilana, H. Rao

### 2006 **MPhil in Economics**, La Sorbonne University, Maison des Sciences Économiques

Thesis: Mercantilist Machines: Capitalism and Piracy

Committee: A. Cot, E. Chiapello

### 2005 **MPhil in Organization Science**, La Sorbonne University, IAE

Thesis: Life & Death of the Dutch East India Company: Dialogue b/w Institutionalism & Strategy

Committee: R. Durand, B. Quélin

### 2005 **MSc in Management**, HEC Paris ('Grande Ecole' track)

### 2003 **BASc in Management**, HEC Paris ('Grande Ecole' track)

### 2002 **Classes Préparatoires**, Lycée Descartes, Tours

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## JOURNAL PUBLICATIONS

[Google Scholar](#)

Vergne JP. 2024. Web3 as decentralization theater? A framework for envisioning decentralization strategically, *Research in the Sociology of Organizations*, 89 (Defining Web3): 115-127 [▶](#)

Hsieh YY, Vergne JP. 2023. The future of the Web? The coordination and early-stage growth of decentralized platforms. *Strategic Management Journal*, 44(3): 829–857 [▶](#)

Sarta A, Durand R, Vergne JP. 2021. Organizational Adaptation. *Journal of Management*, 47:43–74 [▶](#)

Vergne JP. 2020. Decentralized vs. Distributed Organization: Blockchain, Machine Learning and the Future of the Digital Platform. *Organization Theory*, 1(4) [▶](#)

Vergne JP, Wernicke G, Brenner S. 2018. Signal Incongruence and its Consequences: A Study of Media Disapproval and CEO Overcompensation. *Organization Science*, 29(5): 796–817 [▶](#)

Hsieh YY, Vergne JP, Anderson P, Lakhani K, Reitzig M. 2018. Bitcoin and the Rise of Decentralized Autonomous Organizations. *Journal of Organization Design*, 7(14) [▶](#)

- Wang S, Vergne JP. 2017. Buzz Factor or Innovation Potential: What Explains Cryptocurrencies' Returns? *PLoS ONE*, 12(1) [▶](#)
- Vergne JP, Swain G. 2017. Categorical Anarchy in the U.K.? British Media's Classification of Bitcoin and the Limits of Categorization, *Research in the Sociology of Organizations*, 51: 185-222 [▶](#)
- Vergne JP, Depeyre C. 2016. How do Firms Adapt? A Fuzzy-Set Analysis of the Role of Cognition and Capabilities in U.S. Defense Firms' Responses to 9/11. *Academy of Management Journal*, 59(5): 1653-80 [▶](#)
- Durand R, Vergne JP. 2015. Asset Divestment as a Response to Media Attacks in Stigmatized Industries. *Strategic Management Journal*, 36(8): 1205-23 [▶](#)
- Vergne JP, Wry T. 2014. Categorizing Categorization Research: Review, Integration, and Future Directions. *Journal of Management Studies*, 51(1): 56-94 [▶](#)
- Vergne JP. 2013. Qwerty is Dead, Long Live Path Dependence! *Research Policy*, 42(6-7): 1191-94 [▶](#)
- Vergne JP. 2012. Stigmatized Categories and Public Disapproval of Organizations: A Mixed Methods Study of the Global Arms Industry ('96-'07). *Academy of Management Journal*, 55: 1027-52 [▶](#)
- Vergne JP. 2011. Toward a New Measure of Organizational Legitimacy: Method, Validation, and Illustration. *Organizational Research Methods*, 14(3): 484-502 [▶](#)
- Vergne JP, Durand R. 2011. The Path of Most Persistence: An Evolutionary Perspective on Path Dependence and Dynamic Capabilities. *Organization Studies*, 32(3): 365-82 [▶](#)
- Vergne JP, Durand R. 2010. The Missing Link between the Theory and Empirics of Path Dependence: Conceptual Clarification, Testability Issue, Methodological Implications. *Journal of Management Studies*, 47: 736-59 [▶](#)
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## BOOKS

- 2017 **Déjà Vu**. A crowdfunded, bilingual graphic novel & art project about technology, memory, and the blockchain (with artist [S. Legault](#)) [▶](#)
- 2013 **The Pirate Organization: Lessons from the Fringes of Capitalism**. Cambridge (MA): Harvard Business Review Press (with R. Durand) [▶](#)
- 2010 **L'Organisation Pirate: Essai sur l'Évolution du Capitalisme**. Lormont (France): Le Bord de l'Eau Éditions (with R. Durand) [▶](#)
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## REFEREED BOOK CHAPTERS

- 2021 Gilles Deleuze : Contribution aux Sciences de l'Organisation, in O. Germain (ed.), *Les Grands Inspirateurs de la Théorie des Organisations*, Paris: Management & Société [▶](#)
- 2019 L'Analyse Qualitative Comparative, in L. Garreau & P. Romelaer (eds.), *Méthodes de Recherche Qualitatives Innovantes en Gestion et Sciences Sociales*, Paris: Economica (with C. Depeyre) [▶](#)
- 2018 Organizational Adaptation, *Oxford Bibliographies in Management*. NY (US): Oxford University Press, doi: 10.1093/obo/9780199846740-0149 (with [A. Sarta](#), R. Durand) [▶](#)

- 2018 Bitcoin, in Ledeneva A (ed.), **The Global Encyclopaedia of Informality: Understanding Social and Cultural Complexity**, pp. 148-151. London: UCL Press (with G. Swain) [▶](#)
- 2017 The Internal and External Governance of Blockchain-based Organizations: Evidence from Cryptocurrencies, in Campbell-Verduyn M (ed.), **Bitcoin and Beyond: Blockchains and Global Governance**: 48-68. Routledge Series in Global Political Economy (with Y-Y. Hsieh, S. Wang) [▶](#)
- 2015 Les Capacités de l'Organisation sous l'Angle de l'Observation des Capacités Dynamiques, in Renard L. & Soparnot R. (ed.), **Les Capacités de l'Organisation en Débat**, L'Harmattan: 125–47 (with C. Depeyre)
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## OTHER (SELECTED) PUBLICATIONS

- 2023 Decentralized Platforms & Web3: Management without managers? **Platform Papers**. Invited Blog (with YY Hsieh) [▶](#)
- 2023 Contribution to HM Treasury's consultation on "Future financial services regulatory regime for cryptoassets", 4 pages, *available upon request*
- 2022 What Parents and Carers Need to Know about NFTs, **National Online Safety** [▶](#)
- 2021 The Future of Trust Will be Dystopian or Decentralized: Escaping the Metaverse, **Revista de Occidente** ([ENG](#) | [ESP](#))
- 2020 Digital Platforms and Machine Yearning: Longing for "Big Tech" to Deliver on AI's Promise. **Machine Lawyering**, University of Hongkong's Center for Financial Regulation [▶](#)
- 2018 Disrupting the IPO. **Ivey Business Journal** [▶](#)
- 2016 He Shot Me Down Bang-Bang, in C. Saint-Jacques & E. Suchère (eds.), **Beautés: La Transgression En Question**: 49-56 (invited piece) [▶](#)
- 2014 The Year Capitalism Was Turned Upside Down. **The New Criticals**, blog, Feb (invited piece) [▶](#)
- 2014 Cyberspace et organisations « virtuelles » : L'Etat souverain a-t-il encore un avenir ? **Regards Croisés sur l'Economie**, 14(1): 126–39 (with R. Durand) [▶](#)
- 2013 Stigma in the arms industry. **Reputation**, 8 ([ed.](#) by the Oxford Centre for Corporate Reputation)
- 2013 The Pirate and the Capitalist: A Love Story? **Policy**, 42(6-7): 1191–94 [▶](#)
- 2013 How Pirates Led Struggle for Free Markets and Open Trade, **Bloomberg** [▶](#)
- 2013 Lessons from the Dark Side of Capitalism, **Ivey Business Journal** [▶](#)
- 2013 Why We Need Pirates in Cyberspace, **Christian Science Monitor** [▶](#)
- 2012 No Territory, No Profit: The Pirate Organization and Capitalism in the Making, **M@n@gement**, 15(3): 264–72 (with R. Durand) [▶](#)
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## RESEARCH CENTRE AFFILIATIONS

- [▶](#) UCL Centre for Capitalism Studies | 2023–...  
❖ Affiliate Professor

- ▶ Distributed Ledger Technology Science Foundation (DSF) | 2023–...
    - ❖ Academic Network Partner and co-PI on £600K grant earned in July
  - ▶ UK Fintech Academic Network | 2022–...
    - ❖ Founding Member & Research track Chair on blockchain at Annual Conference
  - ▶ UCL Centre for Blockchain Technologies | 2021–...
    - ❖ Research Associate, PI on £25K grant (2022-23)
  - ▶ Scotiabank Digital Banking Lab | Ivey Business School, Canada | 2016–...
    - ❖ Affiliated Faculty (previously Director 2018-20 and founding Co-Director 2016-18)
  - ▶ Crypto Capitalism Center | Ivey Business School | 2014–2016 [merged into Scotiabank Lab above]
    - ❖ Founding Director of 1st blockchain centre hosted at a management school (C\$400K in funding)
  - ▶ Society & Organizations Institute | HEC Paris | 2011–...
    - ❖ External Faculty Research Affiliate
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## GRANTS

- 2024 Creative Catalyst grant, Innovate UK, £50K awarded to startup StyleGaze, advisor position
  - 2023 Research Grant by DLT Science Foundation, £600k (co-PI with [The Building Blocks](#))
  - 2022 Research Grant Awarded by Centre for Blockchain Technologies, £25k, PI
  - 2019 SSHRC Insight Development Grant, \$65K, Co-I (*withdrew upon leaving Ivey*)
  - 2016 Scotiabank, C\$300K philanthropic donation for research purposes, renewed annually till 2020
  - 2015 Ontario Government grant “Bitcoin and the digital economy”, C\$140K, PI  
SSHRC Insight Development Grant, The Crypto Capitalism Center, C\$58K, PI
  - 2012 SSHRC grant, Dissemination of research results on piracy & the digital economy, \$32k, PI
  - 2006 Ministry of Research (France), Scholarship for Excellence in Research, €4K, PI
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## EDITORIAL BOARD MEMBERSHIPS

- Strategic Management Journal, 2023–2026
  - Academy of Management Journal, 2016–2019 and 2023-2026
  - Organizational Research Methods, 2013–2019
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## PRIZES, AWARDS, & OTHER HONOURS

- 2024 Top downloaded article in 2023, Strategic Management Journal, “The Future of the Web”
- 2023 Included in global Top 2% most cited scientists for the year 2022 ▶  
Paper in *Organization Theory* (2020) #2 most downloaded & cited in journal’s first 3 years  
Contributed to 2017 Book now among “12 must-read Open Access books tackling urgent global challenges” and “top four most downloaded books across 26,000+ titles on OA platform OAPEN” ▶
- 2022 Two papers included in *The Crypto Syllabus*, curated by Evgeny Morozov & used globally ▶

- Included in global Top 2% most cited scientists for the year 2021 [▶](#)
- 2021 Included in global Top 2% most cited scientists for the year 2020
- 2020 Best Paper in Entrepreneurial Cognition Award, AoM/Kaufmann Foundation (with J. Ahn)  
SSRN Top 10% Author by new downloads over last 12 months and by all-time downloads
- 2019 Ivey Business School Research Merit Award  
Developed *Bitcoin crash course*, listed among top online resources on blockchain by Forbes [▶](#)
- 2018 Listed as a “Top Influencer in Cryptocurrency” (rank #86) [▶](#)  
Joshi, Ahmed & Vergne (2018) included in “Best Papers in Strategic IT” track, AMCIS ’18 and earned “Honorary Mention Award”, ASAC ’19, OT Division  
Chosen as a Western University Research Fellow (2018-2019)
- 2017 Vergne & Wry 2014 Top 1% most cited 2014 Econ/Business papers, Essential Science Indicators™  
Included in the University Student Council’s Teaching Honour Roll (University-wide recognition)
- 2016 Nominee, Best Conference Paper Award, SMS Berlin  
Ivey Business School Research Merit Award (also in 2013, 2014, 2015 and 2017)
- 2015 Early Researcher Award, Ontario Government  
Nominee, Best OMT Empirical Paper on Environmental and Social Practice  
Nominee, Best Paper Award, International Corporate Governance Society  
Finalist, Best Paper Award, Israel Strategy Conference  
Two Best Paper Awards, EURAM, Strategic Management & General Tracks, Warsaw
- 2014 Ivey Emerging Leader Award (Academic Leadership category)  
F.W.P. Jones Faculty Fellowship Award (2014–17)  
Early Career Impact Award, Ivey Business School
- 2013 Best Published Paper on Reputation in 2012, Oxford University Reputation Centre [▶](#)  
Finalist, AoM’s OMT Best Published Paper Award 2012 (four finalists chosen among all 2012 papers in AMR, AMJ, ASQ, OS, OSt, JMS, ASR and AJS)  
Best Paper Award (with C. Depeyre), AoM annual meeting (Orlando), BPS  
Finalist, 800-CEO-READ Business Book Award 2013, General Business category  
Research Policy article reprinted in *Path Dependence and Lock-In* (eds. S Liebowitz & S Margolis, Elgar Publishing) as one of 38 “key publications” in this literature [▶](#)
- 2012 Roland Calori Award, ‘best young researcher’, AIMS, with C. Depeyre  
Best Paper Award (with R. Durand), AoM annual meeting (Boston), OMT
- 2011 Fondation HEC’s Best Doctoral Dissertation Award  
Carolyn Dexter Award Nominee (OMT division of the AoM)  
Grigor McClelland Doctoral Dissertation Award | C\$10K, sponsored by EGOS, SAMS and JMS [▶](#)  
Selected as one of “100 Leaders of Tomorrow”, 41<sup>st</sup> St. Gallen Symposium
- 2010 Leonora Lindsley Memorial Fellowship Award | NYC, \$6K
- 2008 Best Paper Award, AoM annual meeting (Anaheim), Management History
- 2006 Valedictorian, MPhil in Economics (thesis written on *Capitalism and Piracy*)
- 2005 Valedictorian, MPhil in Organization Science (thesis on *The Dutch East India company*)

## INVITED TALKS

### Keynote presentations based on research findings

#### *a. Academic Audience*

- 2023 ‘Measuring Blockchain Decentralization’, opening presentation, Reg@Tech Wharton [▶](#)  
‘Distributed vs. decentralized platforms: The Battle for the Metaverse’, Stu Clark Distinguished Speaker Series, Uni. of Manitoba [▶](#)



- 2022 'Defining and measuring decentralization', opening keynote, Web3 Symposium, Digital Regulatory Cooperation Forum (co-organized by FCA, Ofcom, ICO, CMA) [▶](#)
- 2021 'Blockchain platforms in the metaverse', annual public keynote, University Clermont Auvergne
- 2018 'Bitcoin entrepreneurship', closing keynote, 7<sup>èmes</sup> Journées Doriot in Entrepreneurship, UQAM
- 2017 'Predicting cryptocurrency prices', Bitcoin Wednesdays Anniversary Conference [▶](#)
- 2015 Global Risk Institute, keynote on bitcoin at annual conference  
'Capitalism Today', flagship Social Science Conference held at Western U.
- 2013 Oxford Conference on Corporate Reputation, plenary by Best Published Paper Award Winner  
TEDx Western University [▶](#)
- 2011 'Stigma and social evaluations', Grigor McClelland Award symposium, EGOS conference
- 2011 'Piracy & innovation', selected among '100 Leaders of Tomorrow' to present at 41<sup>st</sup> St. Gallen Symposium

### ***b. Executive and Tech Entrepreneurship Audience***

- 2022 'What is blockchain decentralization?', opening keynote, Universe Decoded Conference, organized by Arrivals Labs/Entrepreneur First, London
- 2020 'Organizational Adaptation and the metaverse', annual Director's Day @ CPP Investment Board  
(*global pension fund with \$500B under management*)
- 2019 'Adaptation in the age of distributed ledgers', opening keynote, Board Meeting, Emera (*leading energy company with \$40B in assets*)
- 2018 'Cryptocurrency and the future of the Web', opening keynote, 'Ontario Global 100 CEO conference'  
'Decentralized Cryptocurrency Funding', opening keynote at start-up conference organized at PwC Canada headquarters in Toronto
- 2017 'From hype to reality: The promises (and disappointments) of blockchain', keynote presentation for executives, Scotiabank headquarters, Toronto
- 2016 SWIFT Institute Business Forum, Toronto, annual conference closing keynote [▶](#)
- 2014 Keynote speaker at annual developer conference DevConFu, Latvia
- 2013 'What leaders can learn from pirate innovation', ING Leadership Center, Toronto
- 2011 'Piracy and capitalism', Google Zeitgeist Annual Conference [▶](#)

### ***c. Policy and Regulatory Audience***

- 2022 Private hearing at the request of Finland's State Secretary of Transport and Communications, Finland's Embassy in London (topics: Critical gov't infrastructure & blockchain)  
GCHQ, National CyberSecurity Centre (presented research findings and discussed current issues)
- 2011 Private Parliament Hearing (France) at the request of the International Affairs & Defence Commission (topics: Arms manufacturer stigmatization and the pirate threat in cyberspace)

### **Invited Research Presentations**

- 2024 U of Cambridge | Invited Discussant, European Digital Platforms Research Network (EU-DPRN)
- 2023 Bank of England | U of Edinburgh | Wharton | Rotterdam School | Surrey Business School | 'Platform Leaders' Annual Conference at the London Science Museum | PSL Dauphine University
- 2022 Copenhagen Business School | USI Lugano | UCL Centre for Blockchain Technologies [▶](#) | Uppsala University | Manchester Alliance Business | UCL Spring into STEM | Electro-Governance Group
- 2021 Erasmus RSM | LMU Munich School of Management | Oxford Platform Research Workshop | University Clermont Auvergne
- 2020 -- *Pandemic Break* --
- 2019 HEC Lausanne | Imperial College London | VU Amsterdam

- 2018 Women in Engineering speaker series, London ON | TokenFunder investor event @ PwC, Toronto | Moderator, “Cryptoeconomics and the emergence of Web 3.0” with Ryan Zurrer [▶](#)
- 2017 The Future of FinTech, panel moderator, Toronto | From hype to reality: The promises (and disappointments) of blockchain technology, Scotiabank | McMaster University
- 2016 Host & moderator of four expert panels on blockchain & fintech topics [▶](#) [▶](#) [▶](#) [▶](#) | Bank of Canada | Invited to teach fsQCA methods workshop, U. Paris-Dauphine | Cognition seminar, Mines ParisTech
- 2015 Uppsala University
- 2013 Tilburg University | Amsterdam Business School | Copenhagen Business School
- 2011 Bocconi University | Université Paris-IX Dauphine | MEDEF, France
- 2010 HEC Montréal | Rotterdam School of Management

## Podcasts

- 2024 ‘Monetary Innovation & Piracy’, long-form interview, Because of Bitcoin [▶](#)
- 2023 ‘Rise of the Blockchain’, long-form interview, Escaped Sapiens [▶](#)  
 ‘Capitalism from the pirate age to the blockchain era’, long-form interview, Chaotica [▶](#)  
 ‘Distributed vs. decentralized platforms’, podcast guest, Talking about Platforms [▶](#)
- 2022 ‘Blockchain platforms’, podcast guest, IEEE Blockchain [▶](#)  
 ‘What is the metaverse?’, featured expert for short-form video, SWIFT Knowledge Series [▶](#)
- 2015 Leader Lab. Featured podcast on piracy and capitalism [▶](#)

## Academic Conference Presentations

- 2023 OMT Mentor, AoM Consortium | Two AoM Symposia on Blockchain
- 2022 AoM virtual symposium & doctoral consortium | TUM School of Management’s Blockchain Conference | Oxford University Reputation Symposium | Annual conference, University Blockchain Research Initiative
- 2021 AMR Paper Development Workshop | TUM School of Management’s Conference on Trust & Blockchain | AoM Symposium on Computational Text Analysis
- 2020 TUM School of Management’s Conference on Trust & Blockchain
- 2019 AoM, Boston | Society & Organizations Research Day, HEC Paris | Ontario Qualitative Research Workshop, Rotman School
- 2018 EGOS, Tallinn | AoM, Chicago
- 2017 Bitcoin and Beyond, Research Conference, Univ. of Waterloo | AoM, Atlanta | SIBOS, speaker & panel moderator, Toronto [▶](#)
- 2016 SMS, Berlin
- 2015 AoM, Vancouver | ICGS, Copenhagen
- 2014 South by Southwest Interactive, Austin [▶](#) | AoM, Philadelphia | SMS, Madrid | ‘I, Consumer’ Symposium, Riga | Ontario Qualitative Research Workshop, Rotman School
- 2013 Ontario Qualitative Research Workshop, Kingston | EGOS, Montreal
- 2012 AoM, Boston | EGOS, Helsinki | SMS, Prague
- 2011 St. Gallen Symposium, Switzerland | EGOS, Sweden
- 2010 AoM, Montréal | ASA, Atlanta
- 2009 AoM, Chicago | Consortium for Cooperation and Competition, Copenhagen | Alberta Conference on Institutions, U. of Alberta | Organizational Fraud Workshop, Queen’s University | Medici Summer School, Italy | OTREG, Cass Business School
- 2008 AoM, Anaheim | Conference on Path Dependence, Freie Universität Berlin



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## TEACHING

\* indicates modules I also developed

- '25-26 Strategic Management & Industry Evolution\* | UCL PhD (scheduled for 2025)
- '24-... Blockchain Revolution\* | UCL Exec Ed for KAIST MBA Fintech Study Trip (half-day course)
- '23-24 Management Research Presentation and Critical Writing Skills | UCL PhD
- '21-... Managing Trust Across Stakeholders\* | UCL Exec Ed for Met Police Leaders (half-day course)
- '21-23 Corporate Strategy | UCL School of Management MSc in Management (~200 students per year)
- '20-21 Organizational Adaptation from the Boardroom\* | short Exec Ed for Board members (UK, USA, HK)
- '19-20 Strategic Innovation in the Age of Decentralization\* | Ivey MBA Program
- '17-19 Strategy: Sociological & Psychological Theories\* | Ivey PhD Program
- '18-19 Innovation and Industry Disruption\* | short Exec Ed for int'l Board members (CAN, UK, USA, HK)
- '17-18 Blockchain Technology and Industry Disruption\* | Exec Ed for CFOs, Central Bank of Bahrain
- '17-18 Mastering Fintech\* (co-developed w/ M King, C Grace) | Open Enrollment Exec Ed, Toronto
- '17-18 Bitcoin and the future of blockchain technology\* | Fintech study trip in Canada, RSM EMBA
- '16-18 Business Literacy: Strategy | Exec Ed for Canadian government officials
- '16-17 Qualitative Comparative Analysis: Introduction to the Method\* | PhD, PSL Uni Paris-Dauphine
- '14-17 The Dark Side of Capitalism? Pirates, Mavericks and Industry Renewal\* | 4<sup>th</sup> year Honours in Business Administration, Ivey Business School ([media](#) coverage)
- '14-15 Industry Disruption in the Age of Fast Technological Change & Widespread Piracy\* | QuantumShift™ Leadership Development program, Ivey Exec Ed
- '11-16 Strategic Analysis and Action | 3<sup>rd</sup> year capstone course, Ivey Honours in Business Administration
- '06-11 Leadership & Organization Workshop | Executive Education & EMBA, HEC Paris
- '08-09 Advanced Business & Corporate strategy\* | MSc program, Ipesup Paris

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## ACADEMIC SUPERVISION

### PhD supervisor

- Jen Houng (Erik) Lie, UCL PhD expected in '27
- Jungsoo Ahn, Ivey PhD '23, AoM W. Newman [award](#) finalist, Ass't Prof at Stony Brook U
- Nuruddin Ahmed, Ivey PhD '21, postdoc at MIT, Ass't Prof U Arkansas
- Andrew Sarta, Ivey PhD '21, postdoc at UCL, Ass't Prof at York U. (Canada)
- Ying-Ying Hsieh, Ivey PhD '18, Ass't Prof at Imperial College Business School
- Chethan Srikant, Ivey PhD '16, Ass't Prof at California State University

### PhD Supervisory Committee Member

- Mayur Joshi, Ivey PhD defended in '21, Ass't Prof at U Ottawa Telfer School
- Mohamad Sadri, IE PhD defended in '21, Ass't Prof at Simon Fraser University
- Ramzi Fathallah, Ivey PhD defended in '17, Ass't Prof at U Ottawa Telfer School
- Yanfei Hu, Ivey PhD defended in '16, Ass't Prof at Surrey Business School

### PhD Viva/Defense Examiner

- 10+ times, various universities, details available upon request

### External MRes Examiner

- Alireza Eshraghi, UCL School of Management (2022)

### MSc Research Project supervisor (blockchain-related theses)

- Christina Lomazzo, graduated from Ivey Business School in '16, now Blockchain Lead @ Shopify
- Frieder Schütz, graduated from Alliance4Tech/UCL MSc in '23, now startup co-founder

## BASc Research Project supervisor (blockchain-related theses)

- Clara Frèrejouand, UCL (2021-2022)
- Antonia de Canongettes de Canecaude, UCL (2022-2023)
- Niklas Jutting, UCL (2022-2023)

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## SELECTED MEDIA

### (a) In relationship with my work on industry evolution and organizational adaptation

- ▶ *Al Jazeera*. Video interview about digital strategy, “The Stream”, broadcast to 300M+ households
- ▶ *Verdict*. Interview about Meta’s metaverse strategy
- ▶ *IT Pro*. Interview on digital platform regulation
- ▶ *SWIFT Institute Knowledge Brief*. What is the metaverse?
- ▶ *Education Technology*. Interview about my research on digital platforms
- ▶ *Digital Bulletin*. Quoted (p. 14) regarding new EU regulations on digital platforms
- ▶ *Maclean’s*. How Business Schools are Dealing with the Rise in Cryptocurrency. Interview.
- ▶ *PC Pro*. Interview on Facebook’s rebranding as “Meta”
- ▶ *Globe and Mail*. Interview on Facebook’s cryptocurrency project
- ▶ *BetaKit*. Interview about the past and future of Ethereum
- ▶ *CGTN*. Interview about my research on digital platform regulation
- ▶ *Business Insider*. Interview about my research on digital platform regulation
- ▶ *Toronto Star*. Interviewed for an article on digital payments
- ▶ *Le Monde*. Co-signed an op-ed on corporate governance reform in France ([official reply](#))
- ▶ *Financial Post*. Interviewed for a piece on the Big Banks and Big Tech
- ▶ *Knowledge@Wharton*. Interviewed for an article on Fintech partnerships
- ▶ *Academica*. Fighting online piracy with outside-the-box thinking (interview)
- ▶ *Yahoo! Finance*. Interview about the VTech hack
- ▶ *SC Magazine*. Interview about FinTech regulation
- ▶ *Canadian Business*. Interview about digital communications
- ▶ *CBC Radio*. Live interview about the rise of the ‘sharing economy’
- ▶ *The Toronto Star*. Interview on Uber’s surge-pricing model

### (b) In relationship with work on categorization, stigmatization, disapproval, and piracy

- ▶ *France Culture*. Radio show on the book *L’organisation pirate* with co-author R. Durand
- ▶ *Blinkist Magazine*. Review of my co-authored book on piracy and capitalism
- ▶ *Knowledge@INSEAD*. Interview citing our research on social contestation and CEO pay
- ▶ *Board Agenda*. Paper about our research on social contestation and CEO pay
- ▶ *Russia Today*. Quoted in an article about using bitcoin in the marijuana industry
- ▶ *Globe and Mail*. Article about my course on industry disruption and piracy
- ▶ *Huffington Post*. Quoted in an article on piracy
- ▶ *The Toronto Star*. Interview about Uber and regulation in the taxi industry
- ▶ *Firmex*. Interview about SwissLeaks and the future of data security
- ▶ *The Globe and Mail*. Interview about my new course on piracy and industry renewal
- ▶ *The Toronto Star*. Interview on state-sponsored cyberattacks
- ▶ *The New Criticals*. Invited contribution on capitalism and piracy
- ▶ *The Globe and Mail*. Article & interview about piracy
- ▶ *Policy*. Invited contribution on capitalism featured on front cover | ▶ in Portuguese
- ▶ *Bloomberg*. Invited contribution on the history of piracy and capitalism
- ▶ *Global Banking & Finance Review*. Review of my book on piracy
- ▶ *Forbes India*. Op-Ed on piracy and capitalism
- ▶ *Ideas for Leaders*. What to learn from pirates
- ▶ *Yahoo! Finance*. Article & interview about piracy
- ▶ *The Christian Science Monitor*. Invited Op-Ed on piracy

- ▶ *Harvard Business Review*. Invited speaker on the HBR YouTube channel
- ▶ *The Economist*. Review of my book on piracy
- ▶ *CBC, The Lange & O'Leary Exchange*, December. Live TV interview about piracy
- ▶ *The Financial Times*. Review of my book on piracy
- ▶ *The Globe and Mail*. Interview about the arms industry
- ▶ *The Financial Times*. Mention of my award-winning dissertation
- ▶ *J-WAVE*. Interview on Tokyo's leading FM station about piracy
- ▶ *The Financial Times*. Article about piracy | ▶ reprinted in *Business Day*
- ▶ *The Financial Times*. Full length article about pirate organizations

### (c) In relationship with my work on organizational decentralization and blockchain technology

- ▶ *BBC Points of View (2024 : ep. 7)*. Interview about the Stormtrooper NFT scandal.
- ▶ *Analytic Insight*. Mention of my work on the metaverse
- ▶ *Yahoo! Finance*. Interview on NFTs (reprinted across ~20 media platforms)
- ▶ *Sifted (Financial Times)*. Interview on the metaverse
- ▶ *Business Insider*. Interview on the metaverse
- ▶ *Le Vif/L'Express*. Interview about the metaverse
- ▶ *TechTribune*. Interview on new opportunities in the metaverse
- ▶ *Le Connecteur*. Video interview about the metaverse
- ▶ *Opto Magazine*. Interview about the metaverse
- ▶ *IEEE Blockchain Podcast*. Discussion on blockchain and capitalism's evolution
- ▶ *CryptoNews*. Expert panel on cryptocurrency prices
- ▶ *CryptoSlate*. Research on cryptocurrency cited in article on Ethereum
- ▶ *CoinJournal*. Article quoting my research on cryptocurrency
- ▶ *CTV*. Interview on television about cryptocurrency exchanges and security (Feb 5)
- ▶ *The Rick Gibbons Show*. Radio interview on trust in cryptocurrency exchanges (Feb 6)
- ▶ *CCN*. Article on crypto innovation referencing my research with Sha Wang (in [Spanish](#))
- ▶ *NewsBTC*. Article on crypto pricing mentioning my research
- ▶ *CryptoSlate*. Article on the Cardano blockchain mentioning my research (see also ▶)
- ▶ *Quartz*. Research cited in an article on cryptocurrency valuation
- ▶ *The Record*. Interviewed for a piece on Kik, Kin and cryptocurrency
- ▶ *Toronto Star*. Interviewed for an article on cryptocurrencies
- ▶ *CBC Radio*. Nation-wide interview about cryptocurrency
- ▶ *CTV*. Television interview on bitcoin ATMs
- ▶ *Reuters*. Interviewed for an article about cryptocurrency regulation
- ▶ *The Globe and Mail*. Interview about the cryptocurrency boom and startups
- ▶ *CBC News*. Interview about cryptocurrencies (also in *The Chronicle Herald* ▶)
- ▶ *Exolymp News*. Article on my PLoS ONE paper co-authored with Sha Wang
- ▶ *The Toronto Star*. Interview about the future of cash and bitcoin ATMs
- ▶ *The Daily Dot*. Featured interview on Internet decentralization and governance
- ▶ *CBC*. Featured interview about Bitcoin and cryptocurrencies

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## MISCELLANEOUS

Check my profile on [LinkedIn](#) for updates on my formal advisory roles with startups.