

Henning Piezunka

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EMPLOYMENT HISTORY

INSEAD

Department of Entrepreneurship and Family Business
Assistant Professor

2014-today

EDUCATION

Stanford University

PhD

Department of Management Science & Engineering

Dissertation Committee: Riitta Katila, Kathleen Eisenhardt, Chuck Eesley, and David Krackhardt

Research areas: Entrepreneurship, Strategy, Innovation, and Organizational Theory

London School of Economics

Master of Science in Decision Science

Sciences Po (Paris)

Student Exchange

University of Mannheim

Diplom Kauffmann (Master of Science in Management)

PEER REVIEWED PUBLICATIONS

Piezunka, H., & L. Dahlander. 2015. "Distant Search, Narrow Attention: How Crowding Alters Organizations' Filtering of Suggestions in Crowdsourcing" *Academy of Management Journal*. 58 (3), 856-880

Dahlander, L., & H. Piezunka. 2014. "Open to Suggestions: How Organizations Elicit Suggestions Through Proactive and Reactive Attention." *Research Policy*. 43 (5), 812-827

Katila, R., Chen, E., & H. Piezunka. 2012. "All the Right Moves: How Entrepreneurs Compete Effectively in New and Old Markets." *Strategic Entrepreneurship Journal*. 6:116-132.

OTHER PUBLICATIONS

Eisenhardt, K., & H. Piezunka. 2011. "Complexity and Corporate Strategy." *Sage Handbook of Complexity and Management*. P. Allen, S. Maguire, and B. McKelvey, eds. 506-523.

Piezunka, H. 2011. "Technological Platforms - An Assessment of the Primary Types of Technological Platforms, Their Strategic Issues and Their Linkages to Organizational Theory." *Journal für Betriebswirtschaft*. 61(2-3): 179-226.

Dahlander, L., & H. Piezunka. 2013. "Geben und Nehmen (Give and Take)." *Harvard Business Manager*, October 2013. (German Version of the Harvard Business Review) – *Article based on Research Policy 2013 paper*

Piezunka, H. and Hannah, D. "Getting Ahead by Falling Behind: A Set Theoretic Model of Competition in Search." Working Paper. – *Best Papers Proceedings, Academy of Management Annual Meeting (2014)*

Piezunka, H. and L. Dahlander. "Benevolent Rejection." *Best Papers Proceedings, Academy of Management Annual Meeting (2015)*

Bothner, M. and Piezunka, H. Book review of Mihnea C. Moldoveanu and Joel A. C. Baum: *Epinets: The Epistemic Structure and Dynamics of Social Networks*. Stanford, CA: Stanford Business Books, 2014. 187 pp. \$44.96, hardcover. In *Administrative Science Quarterly*

PRESENTATIONS

Sorted by papers (includes presentations by co-authors)

- Piezunka, H. “Burden for Business, Climb for careers”
INSEAD Entrepreneurship Conference 2015, West Coast Research Conference 2015, University of Mannheim 2015
- Piezunka H. and D. Clough. “How joint component usage among competitors affects organizational learning”
2015 Vienna Conference on Strategy, Organizational Design, and Innovation
Academy of Management 2015, SMS 2015, INSEAD Entrepreneurship Workshop 2015; Warwick; Copenhagen Business School, University of Southern Denmark, INSEAD Network Conference 2016
- Clough, D. and H. Piezunka. “Tie dissolution in market networks: a theory of vicarious performance feedback”
Academy of Management 2016
- Hannah, D. and H. Piezunka. “Getting Ahead by Falling Behind: A Set Theoretic Model of Competition in Search.”
Academy of Management, Philadelphia, PA, 2014
- Bothner, M., R. Haynes, W. Lee and H. Piezunka, H. “Status Ambiguity and Collisions”
INSEAD 2015
- Bothner, M., R. Haynes, W. Lee and H. Piezunka, H. “Losing to Losers: Embarrassment and Performance in Formula 1 Racing”
Academy of Management, Philadelphia, PA, 2014; ASA, San Francisco, CA, 2014;
- Piezunka, H. and L. Dahlander. “Benevolent Rejection.”
Warwick Business School (2014); INSEAD Network conference 2014, Tilburg 2014, Rotterdam 2014, REER Conference Atlanta 2014, University of Warwick 2014, AoM 2015; INSEAD Brown Bag 2015, Harvard Business School 2016
- Piezunka, H. “Bad for Business, Climb of the Career”
INSEAD 2015; Stanford 2015; WCRS 2015
- Piezunka, H. “Big Fish, Little Pond or Little Fish, Big Pond? Sellers’ Choice of Intermediaries.” (job market paper)
Academy of Management 2016; Consortium for Competitiveness and Cooperation, Kansas City 2013; University of Oregon, 2013; Bocconi University, 2013; European School of Management, 2013; Max Plank Institute (Munich), 2014; Imperial College, 2014; INSEAD, 2014; HEC Paris, 2014; University College London, 2014; Carnegie Mellon University, 2014; University of Minnesota, 2014; University of Illinois at Urbana Champaign, 2014; University of North Carolina, 2014; University of Alberta, 2014; University of Texas, 2014
- Dahlander, L. & H. Piezunka. “Open to Suggestions: How Organizations Elicit Suggestions Through Proactive and Reactive Attention.”
Academy of Management, Orlando, FL, 2013; Cass Business School, London, 2013; Open Innovation Conference at Imperial College, London 2012;
- Piezunka, H. & L. Dahlander. “Distant Search, Narrow Attention: How Crowding Alters Organizations’ Filtering of Suggestions in Crowdsourcing.”
Academy of Management, Philadelphia, PA 2014, Aalborg University, 2013; London Business School, London, 2013; Academy of Management, Boston, MA, 2012; 10th International Open and User Innovation Workshop, 2012; ETH Zurich, March 2012; Ludwig-Maximilians University, Munich, 2012
- Katila, R., Chen, E., & H. Piezunka, “All the Right Moves: How Entrepreneurs Compete Effectively in New and Old Markets.”
Strategic Management Society, Miami, 2011
- Piezunka, H., & J. Denrell. 2011. “Success as a Buffer: Hibernation and the Advantages of Waiting.”
Academy of Management, San Antonio, 2011
- Hannah, D. and H. Piezunka. 2014. “Getting Ahead by Falling Behind: A Set Theoretic Model of Competition in Search”
Academy of Management, Philadelphia 2014

TEACHING INTERESTS

Entrepreneurship, Strategy, Organizational Theory, Innovation

TEACHING AS INSTRUCTOR AT INSEAD

Deans' Commendation for Excellence in MBA Teaching 2014/2015

Nominated for Best Teacher in an MBA Elective in 2014/2015 & 2015/2016

Award for Best Teacher in an MBA Elective in 2015/2016

New Business Ventures – INSEAD MBA (3 sessions) (4.9; 4.9; 4.8 – out of 5)	2016D P3
New Business Ventures – INSEAD MBA (2 sessions) (4.6; 5.0 - out of 5)	2016J P3
New Business Ventures – INSEAD MBA (2 sessions) (4.6; 4.7 - out of 5)	2015D P3
PhD Class – Entrepreneurship (C) at INSEAD	2015/2016
PhD Class – Entrepreneurship (C) at INSEAD	2014/2015
New Venture Lab - Stanford Executive Institute - Co-Instructor to T. Byers	2012/2013 Summer
New Venture Lab - Stanford Executive Institute - Co-Instructor to T. Byers	2011/2012 Summer
New Venture Lab - Stanford Executive Institute - Co-Instructor to T. Byers	2010/2011 Summer
Methods and Models for Policy and Strategy Analysis (MS&E 190) (2 sessions)	2011/2012 Fall
Methods and Models for Policy and Strategy Analysis (MS&E 190) (2 sessions)	2010/2011 Fall
OT Workshop for Ph.D. Students at MS&E, Stanford	2011/2012 Summer
OT Workshop for Ph.D. Students at MS&E, Stanford	2012/2013 Summer
OT Workshop for Ph.D. Students at Ludwig-Maximilian-University, Munich	2011/2012 Autumn
OT Workshop for Ph.D. Students at Ludwig-Maximilian-University, Munich	2011/2012 Summer

TEACHING ASSISTANTSHIPS

E145	Technology Entrepreneurship (C. Eesley)	2012/2013 Winter
E145	Technology Entrepreneurship (C. Eesley)	2011/2012 Winter
MS&E 178	The Spirit of Entrepreneurship (R. Belani)	2012/2013 Autumn
MS&E 270	Strategy in Technology-based Companies (K. Eisenhardt)	2011/2012 Fall
MS&E 270	Strategy in Technology-based Companies (R. Katila)	2010/2011 Winter
MS&E 270	Strategy in Technology-based Companies (K. Eisenhardt)	2010/2011 Fall
MS&E 180	Organization Theory: Theory and Management (K. Eisenhardt)	2009/2010 Fall

SERVICE

- Ad hoc reviewer for the *Academy of Management Journal*, *Administrative Science Quarterly*, *Management Science*, *Organization Science*, *Strategic Entrepreneurship Journal*
- Student representative for the Management Science & Engineering Department
- Organized several research days for the Stanford Technology Ventures Group
- Supported organizing a seminar co-hosted by the Stanford Institute for Economic Policy Research
- Supported the recruitment of Mayfield Fellows by the Mayfield Fellows Program
- Interviews with newspapers and journals (e.g., Wall Street Journal)
- Presentation to the INSEAD Executive MBA cohort on entrepreneurial pitching
- Organization of INSEAD Entrepreneurship Forum 2016
- Participation in Best Practice Sessions for INSEAD PhDs student 2015 (Wharton conference), 2016 (internal)
- Presentation for the INSEAD Entrepreneurship Community May 2016

SCHOLARSHIPS AND AWARDS

- **Discussion of my research on HBR.ORG**
- **Mentioning as Favorite Business School MBA Professors on Poets and Quants ([Link](#))**
- **Award for Best Teacher in an MBA Elective in 2015/2016**
- **Nomination for best teacher in MBA elective at INSEAD Fontainebleau in 2014/2015 & 2015/2016**
- **Deans' Commendation for Excellence in MBA Teaching 2014/2015**
- **Darmstadt Innovation Award by the University of Darmstadt Germany for the best paper on innovation in 2014 for the paper “Distant Search, Narrow Attention: How Crowding Alters Organizations’ Filtering of Suggestions in Crowdsourcing”**
- **“Young Leaders” Program Atlantik Brücke 2014**
- **Department Service Award 2012/2013 for Management Science & Engineering, Stanford University.**

- **Mackenzie Fellowship.**
- **Institute for Research in the Social Sciences at Stanford University Grant.** Promotes research that applies computational techniques to analyze and explain vast and detailed information on social phenomena. Granted for paper development on my work on benevolent rejections.
- **Sloan Research Project Grant for the Economics of Knowledge Contribution and Distribution.** Granted for paper development on my work on benevolent rejections.
- **eFellows Scholarship.** Awards students with outstanding academic achievement, extracurricular activities, and practical and international experience.
- **Erasmus Scholarship of the European Union's Erasmus Foundation.** Supported my stay at the Institut d'Etudes Politiques, Paris.
- **Dr. Fink Prize.** Awarded to 2 out of 130 pupils in my graduating class for outstanding conduct.]
- Finalist for 2015 SMS Best Conference PhD Paper Prize

ENTREPRENEURIAL EXPERIENCE

Consulting Piezunka & Schamoni – Information Technologies GmbH

1998 to 2008

- Co-founder and CEO
- The firm continues to operate as a leading internet agency with 25 full-time employees, offices in Heidelberg and Berlin (Germany), and clients in over 60 countries, mostly in the public sector (e.g., the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, the German Chambers of Commerce)
- Website: www.cps-it.de

LANGUAGES

English (Fluent); German (Native); French (Conversational); Latin (Reading)