

Henning Piezunka

INSEAD | Department of Entrepreneurship and Family Business
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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

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. "Got a rejection, Formed a Bond – Organizations' Feedback on Crowdsourced Ideas" *conditionally accepted at Academy of Management Journal*

Piezunka, H., W. Lee, R. Haynes, M. Bothner, "When does competition escalate into dangerous conflict?" *forthcoming at Proceedings of the National Academy of Sciences*

Piezunka, H., W. Lee, R. Haynes, & M. Bothner "The Matthew Effect as an Unjust Competitive Advantage: Implications for Competition near Status Boundaries" *forthcoming at Journal of Management Inquiry*

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

Dahlander, L. and H. Piezunka, H. "Why Some Crowdsourcing Efforts Work and Others Don't". Harvard Business Review online (2017)

Bothner, M. & Piezunka, H. "Book review of Mihnea C. Moldoveanu and Joel A. C. Baum: Epinets: The Epistemic Structure and Dynamics of Social Networks". In *Administrative Science Quarterly* 60(4), 2015

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

Piezunka, H. & 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)*

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. 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.

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.

PRESENTATIONS

*Presentations highlighted by * were presented by co-authors*

[1] 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**

[2] 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;

[3] Katila, R., Chen, E., & H. Piezunka, "All the Right Moves: How Entrepreneurs Compete Effectively in New and Old Markets."

Strategic Management Society, Miami, 2011

[4] Piezunka, H. "Big fish or big pond? Seller's dilemma in intermediary selection" (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, Strategic Management Society 2016 Berlin

[5] Piezunka, H. and L. Dahlander. "Benevolent Rejections - Fostering Relationships in the Failure-Prone Search for New Ideas."

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, Kenan Flagler Entrepreneurship Conference 2017, National University of Singapore 2017, Chicago Booth School of Business 2017*

[7] Clough, D. and H. Piezunka. "Tie dissolution in market networks: A theory of vicarious performance feedback"

Academy of Management 2016, CASS Business School 2016

[8] Piezunka H. and D. Clough. "How does 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, Organization Science Winter Conference 2017*

[9] Piezunka, H., W. Lee, R. Haynes, M. Bothner "When does competition escalate into dangerous conflict"

INSEAD 2015, CASS Business School 2017**

- [10] Nagaraj, A. & H. Piezunka, “The Impact of Competition on Knowledge Production in Online Communities: Evidence from Google Maps and OpenStreetMap”
Michigan University – Ross School of Business (Strategy)
- [11] Piezunka, H., W. Lee, R. Haynes, M. Bothner “Losing to Losers: Embarrassment and Performance in Formula 1 Racing”
*Academy of Management, Philadelphia, PA, 2014**; *ASA, San Francisco, CA, 2014*;
- [12] Piezunka, H. “Coopetition - Opposing effects on firms and employees”
INSEAD Entrepreneurship Conference 2015, West Coast Research Conference 2015, University of Mannheim 2015
- [14] Piezunka, H. “Managing shifts in the power dependence relationship: Complementor strategies in platform-based markets”
Strategic Management Society 2016 Berlin

TEACHING AS INSTRUCTOR AT INSEAD

Deans' Commendation for Excellence in MBA Teaching 2014/2015

Deans' Commendation for Excellence in MBA Teaching 2015/2016

Deans' Commendation for Excellence in MBA Teaching 2016/2017

Nominated for Best Teacher in an MBA Elective in 2015D

Nominated for Best Teacher in an MBA Elective in 2016J – Won the Award

Nominated for Best Teacher in an MBA Elective in 2016 D – Won the Award

Nominated for Best Teacher in an MBA Elective in 2017 D – Won the Award

Class	Degree Program	Year/Period	# of sessions	Rating (1-5 scale)
New Business Ventures	EMBA	2016/2017	2	4.2; 4.8
New Business Ventures	EMBA	2015/2016	1	4.6
New Business Ventures	MBA	2017D P3	4	4.3; 4.6; 4.6,4.7
New Business Ventures	MBA	2016D P3	3	4.9; 4.9; 4.8
New Business Ventures	MBA	2016J P3	2	4.6; 5.0
New Business Ventures	MBA	2015D P3	2	4.6; 4.7
Entrepreneurship (C)	PhD	2015/2016	-	-
Entrepreneurship (C)	PhD	2014/2015	-	-

I will also teach a class in “Computational Organizational Science” in May / June 2018

SERVICE

- Ad hoc reviewer for the *Academy of Management Journal*, *Administrative Science Quarterly*, *Management Science*, *Organization Science*, *Strategic Entrepreneurship Journal*, *MIS Quarterly*, *Research Policy*
- Dissertation Committee of David Clough
- Interviews with newspapers and journals (e.g., Wall Street Journal, Economist)
- 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 Club May 2016

Media mentions

- Economist February 2017 ([Link](#))
- Harvard Business Review digital: Reference to my research on Rejections (i.e., [5]) ([Link](#))
- Mentioning as Favorite Business School MBA Professors on Poets and Quants ([Link](#))
- Mentioning as a “can’t miss course” at INSEAD ([Link](#))
- Harvard Business Review Facebook Live Video ([Link](#))

SCHOLARSHIPS AND AWARDS

- **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

Professional / ENTREPRENEURIAL EXPERIENCE

Consulting Piezunka & Schamoni – Information Technologies GmbH

1998 to 2016

- Co-founder and majority shareholder (1998-2016)
- CEO (1998-2008)
- 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

The company was acquired in January 2016 by an information technology corporation.

LANGUAGES

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