

MICHAËL BIKARD

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ACADEMIC APPOINTMENT

INSEAD

- Associate Professor of Strategy (with tenure) 2021 - Present
- Assistant Professor of Strategy 2019 - 2021

London Business School

- Assistant Professor of Strategy and Entrepreneurship 2013 - 2018

EDUCATION

PhD, Technological Innovation, Entrepreneurship and Strategy, MIT Sloan 2013
Diplôme des Grandes Écoles; MSc in Management; Diplom Kaufmann, ESCP Europe 2005
Classes Préparatoires, Lycée Notre-Dame du Grandchamp, Versailles, France 2002

RESEARCH

Interest: Technology strategy, innovation, creativity, science as a source of competitive advantage

Peer Reviewed Publications

Bikard, Michaël, Isabel Fernandez-Mateo, and Ronak Mogra*. 2025. "Standing on the Shoulders of (Male) Giants: Gender Inequality and Science-Based Invention." *Administrative Science Quarterly*, 70(3), 695-732.

- ISC 2022 Fiegenbaum 3rd Best Strategy Paper

Stroube, Bryan, Keyvan Vakili, and Michaël Bikard. 2025. "The Misfit Bias." *Organization Science*, forthcoming.

Vakili, Keyvan, Florenta Teodoridis, and Michaël Bikard*. 2022. "Detrimental Collaborations in Creative Work: Evidence from Economics." *Organization Science*, 33 (5): 1741-55.

- SMS 2020 Best Paper Prize Finalist

Bikard, Michaël. 2020. "Idea Twins: Simultaneous Discoveries as a Research Tool." *Strategic Management Journal*, 41 (8):1528-43.

Bikard, Michaël, and Matt Marx*. 2020. "Bridging Academia and Industry: How Geographic Hubs Connect University Science and Corporate Technology." *Management Science*, 66 (8): 3425-43.

Teodoridis, Florenta, Michaël Bikard, and Keyvan Vakili*. 2019. "Creativity at the Knowledge Frontier: The Impact of Specialization in Fast- and Slow-paced Domains." *Administrative Science Quarterly*, 64 (4):894-927.

- Academy of Management 2017 Proceedings

Bikard, Michaël, Keyvan Vakili, and Florenta Teodoridis*. 2019. “When Collaboration Bridges Institutions: The Impact of University–Industry Collaboration on Academic Productivity.” *Organization Science*, 30 (2):426-445.

Bikard, Michaël. 2018. “Made in Academia: The Effect of Institutional Origin on Inventors’ Attention to Science.” *Organization Science*, 29 (5):818-36.

- Best Student Paper Award Finalist at AOM 2012 TIM Division and at DRUID 2012
- Academy of Management 2012 Proceedings

Bikard, Michaël, Fiona Murray, and Joshua Gans. 2015. “Exploring Trade-offs in the Organization of Scientific Work: Collaboration and Scientific Reward.” *Management Science*, 61 (7):1473-95.

Working Papers

Vakili, Keyvan, Michaël Bikard, and Florenta Teodoridis. “Breakthrough Odds Are Double in Emerging Research Lines”

Work in Progress

Kacperczyk, Olenka, Ronak Mogra, and Michaël Bikard* “Hidden Contributions in Science: The role of Gender” – Data collection & analysis

Bagchi, Kaushik, Michaël Bikard, and Ivanka Visnjic. “Status Elevators: How New Domains Foster Status Mobility in Science.” – Data collection & analysis

Bikard, Michaël, Keyvan Vakili, and Florenta Teodoridis* “Demand Shock for New Ideas: The Impact of Specialization during the Zika Epidemic.” – Data collection & analysis

Other Publications

Bikard, Michaël, Ronak Mogra, and Isabel Fernandez Mateo “Are Men’s Ideas Valued More Than Women’s?” *INSEAD Knowledge*. July 24, 2025

Bikard, Michaël, Bryan Stroube, and Keyvan Vakili “How the Misfit Bias Can Hurt You.” *INSEAD Knowledge*. May 13, 2025

Bikard, Michaël “Innovation Plucked from the Zeitgeist.” *INSEAD Knowledge*. October 7, 2020

Bikard, Michaël “Creating, Fast and Slow.” *INSEAD Knowledge*. June 30, 2020

Bikard, Michaël, Chengyi Lin, and Andrew Shipilov. “Rising to the Challenges of COVID-19 Recovery.” *INSEAD Knowledge*. May 27, 2020

Bikard, Michaël “Firms Favour Academic Insights That Come From Hubs.” *INSEAD Knowledge*. January 20, 2020

Teodoridis, Florenta, Michaël Bikard, and Keyvan Vakili. “When Generalists Are Better Than Specialists, and Vice Versa” *hbr.org*. July 31, 2018

Bikard, Michaël & Anna Johnston “Academia and industry: advancing science and technology together” *think at London Business School*. July 12, 2018

Peters, Georgina & Michaël Bikard “Twins and outs” *think at London Business School*. October 7, 2014

* Authors contributed equally

Bikard, Michaël, and Scott Stern. 2011. "Review of *The Invention of Enterprise: Entrepreneurship from Ancient Mesopotamia to Modern Times*, edited by David S. Landes, Joel Mokyr, and William J. Baumol." *Journal of Economic Literature* 49: 164-168.

Bikard, Michaël. "An Economy on the Road to Independence?" and Rouach, Daniel and Michaël Bikard. "The New Israeli Economy: Opting for High Technology" In *Routledge Handbook of Modern Israel*, edited by Alain Dieckhoff. French edition: Fayard, 2007. U.S. edition: Routledge, 2013.

- Book awarded "Grand Prix du livre 2008" by the Sciences Po faculty

TEACHING

Courses

- Technology and Innovation Strategy (INSEAD): MBA, 2019-present; MiM, 2021, 2024-present, GEMBA, 2023-present
- Digital transformation of Society, Industries and Companies (INSEAD): MBA, 2020-present
- Executive Education (INSEAD): [OEP] Started own program in Abu Dhabi titled LGIT in 2024; in addition, sessions taught in other programs: SEP (2019-present), CVI (2023); LDTI (2019-22); [CSP] Eurobank (2025), IHS Towers (2024), BSF (2024), TCS (2023-present), PIB (2024), PGA (2022-2024), PWC CFO Forum (2022-2024); LTIMindtree (2023), Magna (2023), Visa (2023), UNDP (2022-23), BAE Systems (2022-23), SGRE (2023), ECB (2022), Nubank (2022)
- Perspectives on Innovation and Creativity (INSEAD): PhD, 2024-present
- Understanding General Management (LBS): MBA, 2017-18
- Discovering Entrepreneurial Opportunities (LBS): MBA, EMBA, MiM, MFA, 2014-2019
- Topics in Entrepreneurship (LBS): PhD, 2014

Cases Studies

- Bikard, Michaël. 2025. "AI Strategy at Bank Leumi" INSEAD
- Bikard, Michaël, and Aadi Vaidya. 2024. "Zilingo: Competing in the Shadow of Southeast Asia's Giants" INSEAD 03/2024-6885
- Bikard, Michaël, Tony Karam, Dany Karam, and Jad Baroudi. 2024. "Strategy& to the Rescue: Boosting Corporate Innovation at a Leading Saudi Bank" INSEAD 01/2024-6868
- Bikard, Michaël & Vishvesh Varma. 2023. "Euronav at a Crossroad: Clashing Visions for the Future of a Crude Oil Tanker Business" INSEAD 12/2023-6861
- Bikard, Michaël & Shivangi Saxena. 2023. "Maisons du Monde: From Analogue to Digital...and Sustainable?" INSEAD 03/2023-6815
- Bikard, Michaël & Mridula Sairam. 2023. "Bank Leumi: The Digital Transformation of Israel's Oldest Bank" INSEAD
- Bikard, Michaël. 2023. "Diagram Ventures: Picking the Right Idea" INSEAD 01/2023-6804
- Bikard, Michaël. 2022. "FUL: Future-Proofing Nutrition Using Microalgae" INSEAD 12/2022-6800
- Bikard, Michaël. 2022. "Sagard: A Dedicated Crypto Strategy?" INSEAD 08/2022-6777
- Bikard, Michaël & Joyce Fan. 2022. "ZaZaZu: Launching a FemTech Venture in South-East Asia" INSEAD 08/2022-6775
- Bikard, Michaël. 2022. "Oda: Harnessing Artificial Intelligence for Grocery Delivery" INSEAD 05/2022-6759
- Bikard, Michaël. 2022. "Schibsted's Adevinta buys eBay Classifieds" INSEAD 03/2022-6747
- Bikard, Michaël. 2022. "Seedcamp's Future? Making Sense of Decentralized Autonomous Organizations" INSEAD 02/2022-6736
- Bikard, Michaël. 2022. "Saving Telco: Crisis at a Middle Eastern Telecom Operator" INSEAD 02/2022-6742

- Bikard, Michaël. 2022. “IG Group Buys Tastytrade” INSEAD 02/2022-6739
- Bikard, Michaël. 2022. “Innovation at Generali: And what about Decentralized Finance (DeFi)?” INSEAD 02/2022-6739
- Bikard, Michaël. 2022. “Ekso Bionics Goes To Asia” INSEAD 01/2022-6734
- Bikard, Michaël. 2021. “France Digitale: Growing la French Tech” INSEAD 12/2021-6726
- Bikard, Michaël. 2021. “Ganymed Robotics: Retooling Orthopedics” INSEAD 12/2021-6725
- Bikard, Michaël. 2021. “Ynsect (B)” INSEAD 12/2021-6554
- Bikard, Michaël. 2021. “Tezign: Creativity Services Reimagined” INSEAD 08/2021-6696
- Bikard, Michaël. 2021. “Emeritus: An Edtech Made in India” INSEAD 07/2021-6691
- Bikard, Michaël. 2021. “The Right Digital Transformation Job” INSEAD 07/2021-6692
- Bikard, Michaël. 2021. “Souqalmal: Case B”
- Bikard, Michaël. 2021. “MFS Africa: A mobile money success story” INSEAD 07/2021-6644
- Bikard, Michaël. 2021. “Stanley Robotics: Case B”
- Bikard, Michaël. 2021. “Alan: Scaling a European HealthTech Venture”
- Bikard, Michaël. 2020. “Digitalizing the Real Estate Industry: PropertyGuru and PropTech in Southeast Asia” INSEAD 07/2020-6601
- Bikard, Michaël. 2020. “Who Needs a Digital Factory? Accenture and the Digitalization of an Energy Giant” INSEAD 09/2020-6612
- Bikard, Michaël. 2020. “Innovation in a West African Context: Offering Mobile Data in Ghana” INSEAD 10/2020-6618
- Bikard, Michaël. 2020. “WPP Sells Kantar: Data Strategy and the Digitalization of Advertising” INSEAD 09/2020-6614
- Bikard, Michaël. 2020. “Digital Innovation in Gaming: The Inspired Gaming Group and Virtual Horse Races” INSEAD 08/2020-6603
- Bikard, Michaël. 2020. “Qonto: A Challenger Bank” INSEAD 05/2020-6580
- Bikard, Michaël. 2020. “Foodora & flash: Copycats made in Germany” INSEAD 01/2020-6561
- Bikard, Michaël. 2020. “Innovation in Financial Services: The case of Souqalmal” INSEAD 01/2020-6561
- Bikard, Michaël. 2019. “Ynsect: Save the World – Eat Beetles” INSEAD 11/2019-6554
- Bikard, Michaël. 2019. “Stanley Robotics: Your solution is not my problem” INSEAD 11/2019-6553
- Bikard, Michaël. 2019. “Sofar Sounds vs. Airbnb,” INSEAD 06/2019-6493
- Mark Ken, Michaël Bikard, and Bryan Stroube. 2017. “Raising Capital for Financial Butler” (A, B, and C), LBS Case Study

INVITED PRESENTATIONS

- **2025**
 - Academy of Management annual meeting. Copenhagen, DK
 - ESMT Seminar Series. Berlin, DE
 - Hong Kong University seminar series, Hong Kong, CN
- **2024**
 - Academy of Management annual meeting. Chicago, IL
 - Strategy, Innovation, and Entrepreneurship (SIE) workshop. Virtual
 - ESSEC, seminar series. Cergy Pontoise, FR
- **2023**
 - Imperial College, seminar series, London, UK
 - Toulouse Business School, seminar series, Toulouse, FR
 - Max Planck Institute, seminar series, Munich, DE
 - ESADE, seminar series. Barcelona, ES
 - SMS Conference. Toronto, ON
 - Academy of Management annual meeting. Boston, MA

- Open Innovation in Science Research Conference. Vienna, AT
- **2022**
 - Israel Strategy Conference. Herzliya, IL
 - Strategy Workshop, ESADE. Barcelona, ES
 - CFCX Conference. London, UK
 - SMS Conference. London, UK
 - Academy of Management annual meeting (virtual attendance), Seattle, WA
 - Creativity and Innovation Forum. Groningen, NL
 - SEI workshop (virtual format)
- **2021**
 - EM Lyon seminar series. Lyon, FR
 - Tel Aviv University seminar series. Tel Aviv, IL
 - Academy of Management annual meeting. Philadelphia, PA (virtual format)
- **2020** (virtual format)
 - Leeds School of Business seminar series, UC Boulder. Boulder, CO
 - OSU Fisher College Virtual Seminar. Columbus, OH
 - SMS Conference. London, UK
 - Academy of Management annual meeting. Vancouver, BC
 - Wharton Technology & Innovation Conference. Philadelphia, PA
 - Mines Paristech, Centre de Gestion Scientifique. Paris, France
- **2019**
 - Luxembourg University Workshop on Innovation. Luxembourg
 - Academy of Management annual meeting. Boston, MA
 - Dartmouth Tuck Research Summer Camp. Hannover, NH
 - Technology, Governance and Regulation Conference. Jerusalem, Israel
- **2018**
 - EPFL MTEI-ITPP Seminar. Lausanne, Switzerland
 - Wharton People and Organizations Conference. Philadelphia, PA
 - SMS Conference. Paris, France
 - Academy of Management annual meeting. Chicago, IL
 - NBER Summer Institute. Cambridge, MA
 - TU Munich Innovation & Entrepreneurship Seminar. Munich, Germany
 - Strategy Science Conference. Philadelphia, PA
 - Wharton Technology & Innovation Conference. Philadelphia, PA
 - ASSA/AEA Annual Meeting. Philadelphia, PA
- **2017**
 - Israel Strategy Conference. Haifa, Israel
 - Stockholm School of Economics. Stockholm, Sweden
 - Institutet för Näringslivsforskning (IFN). Stockholm, Sweden
 - INSEAD Strategy Seminar. Fontainebleau, France
 - Academy of Management annual meeting, Atlanta, GA
 - Dartmouth Tuck 2017 Research Summer Camp. Hannover, NH
 - University of Groningen, Netherlands
- **2016**
 - HEC Paris, Strategy & Business Policy. Paris, France
 - Academy of Management annual meeting. Anaheim, CA
 - REER Conference, Atlanta, GA
 - Erasmus University, Rotterdam, Netherlands
- **2015**
 - London School of Economics. London, UK
 - UC Berkeley Innovation Seminar. Berkeley, CA
 - Duke Strategy Conference. Durham, NC
 - NBER Productivity Lunch. Cambridge, MA
 - Academy of Management annual meeting, Vancouver, BC

- Israel Strategy Conference. Jerusalem, Israel.
- Dartmouth Tuck Research Summer Camp. Hannover, NH.
- 11th Annual Smith Entrepreneurship Research Conference, College Park, MD
- USC Management & Organization Seminar. Los Angeles, CA
- ESSEC Management Department. Paris, France.
- **2014**
 - Academy of Management annual meeting, Philadelphia, PA
 - Dartmouth Tuck 2014 Research Summer Camp. Hannover, NH
 - DRUID Society conference, Copenhagen, Denmark
 - KU Leuven; Managerial Economics, Strategy and Innovation. Leuven, Belgium
- **2013**
 - NBER Summer Institute, Innovation Policy and the Economy. Cambridge, MA
 - Singapore Management University, Strategy and Organization. Singapore
 - NUS Business School, Strategy & Policy. Singapore
 - HKUST, Department of Management. Hong Kong, China
 - Harvard Business School, Entrepreneurial Management Unit. Boston, MA
 - University of Toronto, Rotman School of Business, Strategy. Toronto, Canada
 - CBS, Department of Innovation and Organizational Economics. Copenhagen, DK
 - Bocconi, Economics and Management of Innovation and Technology. Milan, Italy
 - HEC Lausanne, Strategy. Lausanne, Switzerland
 - Universitat Pompeu Fabra, Economics and Business. Barcelona, Spain
 - IESE Business School, Strategy and Entrepreneurship. Barcelona, Spain
 - HEC Paris, Strategy & Business Policy. Paris, France
 - London Business School, Strategy & Entrepreneurship. London. UK
- **2012**
 - Boston University, Strategy & Innovation. Boston, MA
 - Technion, Industrial Engineering & Management. Haifa, Israel
 - Tel Aviv University, Recanati School. Tel Aviv, Israel
 - ESADE, Strategy & General Management. Barcelona, Spain
 - Stockholm School of Economics Ratio Institute. Stockholm, Sweden
 - Columbia Business School, Strategy. New York, NY
 - University of Michigan, Ross School of Business, Strategy. Ann Arbor, MI
 - INSEAD, Strategy. Fontainebleau, France
 - University College London, Management Science & Innovation. London, UK
 - IE Business School, Entrepreneurship. Madrid, Spain
 - Academy of Management annual meeting, Boston, MA
 - DRUID Society conference, Copenhagen, Denmark
 - Consortium for Cooperativeness and Competition, College Park, MD
- **2011**
 - Roundtable for Engineering Entrepreneurship Research, Atlanta, GA
 - Darden Entrepreneurship and Innovation Research Conference, Charlottesville, VA
 - Academy of Management annual meeting, San Antonio, TX
 - NBER Productivity Lunch, Cambridge, MA
 - INFORMS/Organization Science Dissertation Proposal Competition, Charlotte, NC
 - Kauffman Mentoring Workshop, Denver, CO

HONORS AND AWARDS

- 2025: INSEAD Best MBA Elective course winner (Fontainebleau campus, 25J cohort)
- 2022: Fiegenbaum Third Best Strategy Paper Award at ISC2022 (“(Male) Giants” paper)
- 2022: INSEAD Best MBA Elective course nominee (Fontainebleau campus, 21D cohort)
- 2020: SMS Best Paper Finalist (“Detrimental Collaboration” paper)
- 2019: 10th Syntec Academic Prize for Management Research, Finalist

- 2017: AOM Best Papers Proceedings (“Pace of change” paper)
- 2016: LBS Deloitte Institute of Innovation and Entrepreneurship Grant
- 2014: AOM TIM Division Best Dissertation Award Finalist
- 2013: MIT Sloan Doctoral Thesis Prize, 1st place
- 2012: NSF SBE Research Doctoral Dissertation Research Improvement Grant (#1158763)
- 2012: AOM Best Papers Proceedings (“Made in Academia” paper)
- 2012: Best Student Paper Award Finalist AOM TIM Division
- 2012: J. Robert Beyster Fellowship
- 2012: Best Student Paper Award Nominee DRUID Annual Conference
- 2011: Kauffman Dissertation Fellowship
- 2011: INFORMS/Organization Science Dissertation Proposal Finalist
- 2011: Roberts E-Center Fund Award
- 2011: REER Conference Best Student Paper Award Finalist
- 2009: MIT Energy Fellowship
- 2007-2012: MIT Sloan Doctoral Fellowship

PROFESSIONAL SERVICES

- **Internal Service**
 - STR area PhD Admission Committee 2024-present
 - Jury AAP Emergence Alliance Sorbonne Université 2022-present
 - STR area Hiring Committee 2023-2025
 - INSEAD R&D Committee member 2021-23
 - Co-organizer of INSEAD’s school-wide seminar series 2021-23
 - INSEAD Judicial Committee 2022, 2024
 - Co-organizer of INSEAD’s Strategy & Entrepreneurship seminar 2019-2022
- **External Service**
 - *Organization Science* Senior Editor 2023-present
 - *Organization Science* Editorial Review Board 2021-present
 - *Strategic Management Journal* Editorial Review Board 2015-present
 - AOM TIM Division representative-at-large 2019-2021
 - Co-organizer TIM Doctoral Consortium AOM 2020; TIM Doctoral Research Development Workshop, AOM 2015
 - Ad hoc reviewer for *Management Science*, *Organization Science*, *Administrative Science Quarterly*, *Strategic Management Journal*, *Academy of Management Journal*, *Research Policy*, *Scientometrics*, *Industry and Innovation*

PRIOR WORK EXPERIENCE

- IsraelValley (2006-2007): France-Israel Chamber of Commerce newspaper: writer and editor