

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

Vakili, Keyvan, Florenta Teodoridis, and Michaël Bikard*. 2021. “Detrimental Collaborations in Creative Work: Evidence from Economics.” *Organization Science*, forthcoming.

- 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

* Authors contributed equally

- 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

Bikard, Michaël, and Isabel Fernandez-Mateo. “Standing on the Shoulders of (Male) Giants: Gender Inequality and Science-Based Invention” (previously titled “Gender differences in science and innovation: Evidence from Simultaneous Discoveries.”).

Work in Progress

Kacperczyk, Olenka, and Michaël Bikard “Silent Contributions in Creative Work: The role of Gender” – 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 “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

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

- Executive Education (INSEAD): LDTI and SEP (designed and taught half a day for each program): 2019-21
- Digital transformation of Society, Industries and Companies (INSEAD): MBA, 2020-21
- Technology and Innovation Strategy (INSEAD): MBA, 2019-21; MiM, 2021
- 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. 2021. “Emeritus: An Edtech Made in India” INSEAD 07/2021-6691
- Bikard, Michaël. 2021. “The Right Digital Transformation Job”
- 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

- **2021** (virtual format)
 - Academy of Management annual meeting. Philadelphia, PA
- **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

- 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

- Co-organizer of INSEAD's Strategy & Entrepreneurship seminar 2019-present
- *Organization Science* Editorial Review Board
- *Strategic Management Journal* Editorial Review Board
- AOM TIM Division representative-at-large
- Co-organizer TIM Doctoral Consortium AOM 2020; TIM Doctoral Research Development Workshop, AOM 2015
- Ad hoc reviewer for *Management Science*, *Organization Science*, *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