

Henning Piezunka

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EMPLOYMENT HISTORY

INSEAD *Department of Entrepreneurship and Family Business*

Associate Professor (with tenure)
Assistant Professor

from 09/2021 on
2014-2021

WHARTON SCHOOL – UNIVERSITY OF PENNSYLVANIA

Visiting Professor

from 09/2022 on

EDUCATION

Stanford University Ph.D.

2016

University of Mannheim *Diplom Kaufmann (Master of Science in Management)*

2006

London School of Economics *Master of Science in Decision Science*

2004

Sciences Po, Paris Exchange Student

SELECTED PEER-REVIEWED PUBLICATIONS

Nagaraj, A. & H. [Piezunka](#) (2023) “The Impact of Competition on Crowdsourced Platforms” *conditionally accepted at Strategy Science*

Klapper, H., H. [Piezunka](#), & L. Dahlander (2023) “Peer Evaluations: Evaluating and being evaluated” *forthcoming at Organization Science*

Park, S., H. [Piezunka](#), and L. Dahlander (2023) “Coevolutionary Lock-In in External Search” *forthcoming at Academy of Management Journal*

Gaessler, F. & H. [Piezunka](#) (2023) “Training with AI – Evidence from Chess Computers” *Strategic Management Journal* Vol. 44(11) 2724-2750

[Piezunka](#), H. & O. Schilke (2023) “The Dual Function of Organizational Structure: Aggregating and Shaping Individuals’ Votes” *Organization Science* Vol. 34(5) 1914–1937

[Piezunka](#), H. & T. Grohsjean (2023) “Collaborations that Hurt Firm Performance but Help Employees’ Careers” *Strategic Management Journal* Vol. 44(3) 778-811

[Piezunka](#), H. V. Aggarwal, & H. Posen (2022) “The Aggregation Learning-Trade-Off” *Organization Science* Vol. 33(3) 1095-1115

Katila, R., H. [Piezunka](#), P. Reineke, & K. Eisenhardt (2022) “Big Fish vs. Big Pond? Entrepreneurs, Established Firms, And Antecedents of Tie Formation” *Academy of Management Journal* Vol. 65(2), 427-452

Clough, D. & H. [Piezunka](#) (2020) “Tie Dissolution in Market Networks: A Theory of Vicarious Performance Feedback” *Administrative Science Quarterly* Vol. 65(4), 972-1017

Li, J & H. [Piezunka](#) (2020) “The Uniplex Third: Enabling Single-Domain Role Transitions in Multiplex Relationships” *Administrative Science Quarterly* Vol. 65(2), 314-358

[Piezunka](#), H., & L. Dahlander (2019) “Idea Rejected, Tie Formed – Organizations’ Feedback on Crowdsourced Ideas” *Academy of Management Journal*, Vol. 62, No. 2, 503–530

- Piezunka, H., W. Lee, R. Haynes, and M. S. Bothner (2018) “The Escalation of Competition into Conflict in Competitive Networks of Formula One Drivers.” *Proceedings of the National Academy of Sciences*, 115(15): E3361–E3367
- 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 PEER-REVIEWED ACADEMIC PUBLICATIONS

- Li, J. B., & H. Piezunka (2023). Family businesses as multiplex relationships. In M. Carney, & M. Dieleman (Eds.), *De Gruyter Handbook of Business Families* (pp. 31-48). De Gruyter: Berlin, DE.
- Dahlander, L., & H. Piezunka (2021). Crowdsourcing innovation. In R. J. Aldag (Eds.), *Oxford Research Encyclopedia of Business and Management* (pp. 1-24). Oxford University Press: Oxford, UK.
- Dahlander, L. & H. Piezunka (2020) “Why crowdsourcing fails” *Journal of Organizational Design* 9 (24)
- Dahlander, L., L. Jeppesen, and H. Piezunka (2019), "How Organizations Manage Crowds: Define, Broadcast, Attract, and Select", Sydow, J. and Berends, H. (Ed.) *Managing Inter-organizational Collaborations: Process Views - (Research in the Sociology of Organizations, Vol. 64)* 239-270.
- Piezunka, H., W. Lee, R. Haynes, & M. Bothner 2018 “The Matthew Effect as an Unjust Competitive Advantage: Implications for Competition near Status Boundaries” *Journal of Management Inquiry* 27 (4): 378–381
- 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. & 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. 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.

SELECTED PRACTITIONER-ORIENTED PUBLICATIONS

- Dahlander, D. & H. Piezunka. 2020. “Strategies for Leveraging Crowds” NIM Marketing Intelligence Review
- Piezunka, H.: “Male Professors Can (and Should) Promote Gender Balance” INSEAD Knowledge <https://knowledge.insead.edu/blog/insead-blog/male-professors-can-and-should-promote-gender-balance-6991>
- Piezunka, H., W. Lee, R. Haynes, & M. Bothner “What Data on Formula One Crashes Suggests About Workplace Rivalries”. *Harvard Business Review* (online) (2018)
- Dahlander, L. and H. Piezunka “Why Some Crowdsourcing Efforts Work and Others Don’t”. *Harvard Business Review* (online) (2017)
- Dahlander, L., & H. Piezunka. 2013. “Geben und Nehmen (Give and Take).” *Harvard Business Manager* (print), October 2013. (German Version of the Harvard Business Review) – *Article based on Research Policy 2013 paper*

INVITED PRESENTATIONS

Universities and Selected Conferences

- 2024 Carnegie Mellon (invited), Michigan Ross (invited), ESADE (invited), HEC (invited), Erasmus (invited)
- 2023 Keynote at the BYU Strategy Conference; Columbia University, Cornell University, London Business School, University College London, MIT Medici School, CSOL Academy, MIT (invited for November)
- 2022 Rice University; Cambridge University; Harvard Business School – OB; Harvard Business School – EM; IESE; Cornell University
- 2021 Harvard Business School – EM; Copenhagen Business School, Purdue University
- 2020 Duke University/Fuqua, Center for Advanced Study in the Behavioral Sciences at Stanford University (CASBS), ESMT, Erasmus Rotterdam – Strategy, Aarhus (on hold due to COVID), Erasmus Innovation (on hold due to COVID), HEC (on hold due to COVID), IESE (scheduled), UCL (on hold due to COVID), Harvard Business School (on hold due to COVID)
- 2019 British Columbia, Wharton, Wisconsin, Rotman, Max Plank Institute, TU Munich, St. Gallen
- 2018 Berkeley Haas, New York Stern, Stanford, Chicago Booth, Michigan Ross, BYU Winter Strategy Conference, Ghoshal Conference London Business School, Vienna, Imperial College, Frankfurt School of Finance and Management
- 2017 National University of Singapore, Organization Science Winter Conference, Kenan Flagler Entrepreneurship Conference
- 2016 CASS Business School, Warwick, Copenhagen Business School, University of Southern Denmark
- 2015 Tilburg, Erasmus Rotterdam, REER Conference Atlanta, West Coast Research Conference, University of Mannheim
- 2014 Max Plank Institute, Imperial College, INSEAD, HEC Paris, University College London, Carnegie Mellon University, University of Minnesota, University of Illinois at Urbana Champaign, University of North Carolina, University of Alberta, University of Texas
- 2013 University of Oregon, Bocconi University, ESMT, IE Business School

RESEARCH IMPACT

Google Scholar Citations: 1769 [December 2023] [[Link to Google Scholar](#)]

TEACHING

GLOBAL EXECUTIVE MBA INSEAD

| Year/ Cohort | # of sessions | Rating (1-5 scale) | Best Teacher Award |
|-----------------|------------------|-----------------------|-------------------------|
| 22/23 | 2 | 4.7; 4.6 | Nominated (i.e., top 3) |
| 21/22 | 2 | 4.9; 4.6 | Nominated (i.e., top 3) |
| 20/21 | 2 | 4.9; 4.9 | - |
| 19/20 | 2 | 4.2; 4.6 | Nominated (i.e., top 3) |
| 18/19 | 2 | 4.6; 4.6 | Nominated (i.e., top 3) |
| 17/18 | 2 | 4.2; 4.8 | Nominated (i.e., top 3) |
| 18/19 | 1 | 4.6 | - |

MBA at INSEAD

| Year/ Cohort | # of sessions | Rating (1-5 scale) | Best Teacher Award |
|-----------------|------------------|-----------------------|-------------------------|
| 2018D | 4 | 4.5; 4.6; 4.7; 4.8 | Won |
| 2017D | 4 | 4.3; 4.6; 4.6; 4.7 | Won |
| 2016D | 3 | 4.9; 4.9; 4.8 | Won |
| 2016J | 2 | 4.6; 5.0 | Won |
| 2015D | 2 | 4.6; 4.7 | Nominated (i.e., top 3) |

MBA at WHARTON

| Year/ Cohort | # of sessions | Rating (1-4 scale) |
|-----------------|------------------|-----------------------|
| 2023 | 2 | 3.9; 3.8 |

EXECUTIVE EDUCATION: OPEN ENROLLMENT PROGRAM

Establishment and Program Direction of Open Enrollment Program “Entrepreneurship: New Business Ventures”

| Year/ Cohort | Rating (1-5 scale) |
|-----------------|-----------------------|
| 2023 | 4.5 |
| 2022 | 4.9 |
| 2021 | 4.6 |

CUSTOMER SOLUTION PROGRAM

Teaching in various Customer Solution Programs (Fontainebleau, Geneva, Hong Kong, Tokyo, and Delhi).

PHD

Teaching of various PhD classes on entrepreneurship, innovation, and computational organizational science

OTHER

97 sessions of a 3-hour public webinar on Venture Capital, Business Angels, and Startups (> 25.000 participants)

AWARDS

- Dean’s Commendation of Excellence in Teaching in 2014/2015, 2015/2016, 2016/2017, and 2017/2018.
 - Nomination for the Best Teacher Award in the Executive MBA in 17/18, 18/19, 19/20, 21/22, and 22/23
 - Best Teacher Award for the MBA Cohorts 2016J, 2016D, 2017D, and 2018D
 - Dean’s Commendation for Excellent Collegial Mentoring and Support
 - Wharton Teaching Excellence Award 2023
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SERVICE

External

- Participation as a speaker/teacher in the Carnegie School of Learning – Academy
- Participation as a speaker/teacher in the Medici Summer School
- Associate Editor at the Journal of Organizational Design
- Serving on the Teaching Committee of the STR Division of AoM 2020-2022
- Serving as a Reprs-at-Large for the TIM Division of AoM 2020-2022
- Editorial Board Membership: Academy of Management Review 2018 – 2020
- Editorial Board Membership: Strategic Entrepreneurship Journal 2023-
- Editorial Board Membership: Organization Science 2019 –
- Editorial Board Membership: Strategy Science 2022 –
- Discussant at the Consortium on Competitiveness and Cooperation (CCC) as well as at the Maryland Smith Entrepreneurship Research Conference 2021
- Served on Research Committee of the STR division 2019-2020 (e.g., Reviewing for Best Dissertation Award)
- Member of the Steering Committee of the Open Source Community Research Initiative
- Ad hoc reviewer for the *Academy of Management Journal*, *Academy of Management Review*, *Administrative Science Quarterly*, *Journal of Business Venturing*, *Management Science*, *MIS Quarterly*, *Organization Science*, *Research Policy*, *Strategic Entrepreneurship Journal*, *Strategic Management Review*, *Strategy Science*
- Member of the Research Commission to select the Wiley Blackwell Outstanding Dissertation Award in Strategic Management
- Participation in the Teaching Clinic at the Academy of Management

Internal

PhD Student Engagement

- Second Year Paper Advisor to Nathalie Burford
- Dissertation Committee of David Clough
- Two sessions in class on Text Analysis for PhD students
- Participation in Best Practice Sessions for INSEAD PhDs student 2015 (Wharton conference), 2016 (internal), and 2020 (internal)

Speaking / Teaching Engagement

- Speaking at INSEAD GERMAN Alumni Event 2023 (Munich)
- Speaking at INSEAD North America Alumni Event 2022
- Speaking at INSEAD GERMAN Alumni Event 2022
- Speaking at the INSEAD European Alumni Event 2021
- Speaking at INSEAD Corporate Governance Event 2021
- Teaching for free sessions to the MBA and MiM students [Feb 2022]
- Moderation at Inaugural INSEAD Founder Pledge event (Jan 2022)
- INSEAD MBA Partner Event 2021
- Organization and teaching of 88 three-hour webinars accessible to the public. Those 204 hours amount to almost two full years of a full yearly teaching load – without including the coordination effort, which took at least twice that time mostly due to email requests from students, in particular alumni. The webinar has been attended by 16.000 people.
- Speaking at Alumni Events organized by local chapters in London 2018, San Francisco 2019, Geneva 2019, Dubai 2019, and Abu Dhabi 2019, and Berlin 2019) as well as online for Alumni association of Nigeria (2020).
- Presentation at the INSEAD Alumni Forum 2021
- INSEAD Tech Talk 2019
- Presentation for the 30th anniversary of the PhD program 2019
- Organization of INSEAD Entrepreneurship Forum 2016
- Presentation for the INSEAD Entrepreneurship Club May 2016
- Presentation to the INSEAD Executive MBA cohort on entrepreneurial pitching 2015

Other

- Rapporteur for Phil Meyer Doyle as part of his tenure procedure
- Coordination of the Entrepreneurship & Strategy Seminar Series
- Interviews with newspapers and journals (e.g., Wall Street Journal, Economist)
- Video-Interviews (e.g., Dietmar Harhoff, Jesper Drescher, Randy Komisar, Geoff Ralston)
- Moderation of Fireside Chat (e.g., Geoff Ralston)

MEDIA MENTIONS

- Harvard Business Review (print) “How to say no to crowdsourced idea” – Coverage of my article “Idea Rejected, Tie Formed – Organizations’ Feedback on Crowdsourced Ideas”
- Stanford University publishing a series summarizing my work on crowdsourcing
- 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](#))
- Extended Interview about my research on the Podcast FRICTION by Robert Sutton ([Link](#))
- My article in PNAS was featured in numerous news outlets in various news outlets [1](#), [2](#), [3](#), [4](#), [5](#), [6](#), [7](#), [8](#), [9](#), [10](#), [11](#), [12](#), [13](#), [14](#), [15](#), [16](#), [17](#), [18](#), [19](#), [20](#), [21](#), [22](#), [23](#), [24](#), [25](#), [26](#), [27](#), [28](#), [29](#)
- South China Morning Post, July 6th, 2019: Four Steps to make crowdsourcing work well for you

RECOGNITIONS, SCHOLARSHIPS AND AWARDS

- Emerging Scholar Award of the TIM division at the Academy of Management 2022
- Invitation to serve as Senior Editor at Organization Science
- Honorable mention of the 2021 SMS Annual Conference Best Paper Prize (1000\$)
- Recognition for the most novel paper in Behavioral Strategy at SMS 2021, Toronto
- 1 of 3 Finalists for Best Paper Published in the Academy of Management Journal in 2019 for Piezunka, H., & L. Dahlander. 2019 “Idea Rejected, Tie Formed – Organizations’ Feedback on Crowdsourced Ideas”
- 40 Under 40 Best Business School Professors as featured by Poets & Quants
- Best Paper Award for Best Paper Published on Innovation Management 2018 by the European Business School for Piezunka, H., & L. Dahlander. 2019 “Idea Rejected, Tie Formed – Organizations’ Feedback on Crowdsourced Ideas”
- Darmstadt Innovation Award by the University of Darmstadt Germany for the best paper on innovation in 2014 for Dahlander and Piezunka “Distant Search, Narrow Attention: How Crowding Alters Organizations’ Filtering of Suggestions in Crowdsourcing”
- 1 of 14 invitees to the workshop on organizational effectiveness organized by Woody Powell and Robert Gibbons at the Center for Advanced Study in the Behavioral Sciences at Stanford University
- Nomination for the Best Paper Award by the Strategic Management Society 2018
- “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.