RESEARCH STATEMENT

My research primarily examines how socially contested organizations affect the birth and renewal of industries operating at the vanguard of capitalist economies. Since 2014, my primary focus has been on the organizational and competitive implications of blockchain and other financial technologies.

Theories | Usually, I combine theory on social evaluations of firms and industries (categorization, stigmatization, institutionalism) with evolutionary models (resource-based view, path dependence)

Methods | Adjusted to each study. Often a mix of: field observations, interviews, econometric modeling of panel data, simulation, survey, fuzzy-set qualitative comparative analysis (QCA)

Empirics | Settings deeply affected by disruptive forces such as technological innovation, social contestation, or piracy (e.g., the global arms industry, cryptocurrency & fintech)

Software | STATA, NVivo, SPSS, fsQCA, LSD (Laboratory for Simulation Dev’t), InDesign, Octave

ACADEMIC POSITIONS

Ivey Business School | Western University | London, ON | Canada
➢ Associate Professor of Strategy, with tenure | 2016–...
➢ Assistant Professor of Strategy | 2011–16
  Director, Scotiabank Digital Banking Lab ➢ since Jan ’19 (formerly Co-Director, since May ’16)
  Founder & Coordinator, CryptoEconomics Lab ➢ since Sept ‘18
  Founder & Coordinator, Crypto Capitalism Center | 2014-17
  Western University Research Fellow | 2018-2019
  F.W.P. Jones Faculty Fellow | 2014-2017

Université Paris-Dauphine | Paris | France
➢ Visiting Professor | 2016

Stern School of Business | New York University | NYC | USA
➢ Visiting Scholar | 2010

EDUCATION

PhD in Strategy | 2011 | HEC Paris | Jouy-en-Josas | France
Title | Firm strategy and categorization in the global arms industry, 1996–2007
Committee | R. Durand, HEC Paris | J. Battilana, Harvard BS | H. Rao, Stanford GSB
Awards | Grigor McClelland Best Dissertation Award | Fondation HEC Best Dissertation Award

MPhil in Economics | 2006 | La Sorbonne University, Maison des Sciences Economiques | Paris
Magna cum laude, Valedictorian

MPhil in Organization Science | 2005 | La Sorbonne University, IAE | Paris
Magna cum laude, Valedictorian

MSc in Management | 2005 | HEC Paris | Jouy-en-Josas
- 2015 nominee for Feigenbaum Best Paper Award (at the ISC) and Best Paper Award (at the ICGS)
- Runner-up, Best Empirical Paper on Environmental and Social Practice, AoM’s OMT division, 2015
- Best Paper Award, Strategic Management track & General track, EURAM 2015

- Article viewed/downloaded ~16,000 times as of March 2018. PLoS ONE is the leading open source journal (Impact Factor: 2.6)

- Roland Calori award for ‘best junior scholars’, 2012 meeting of the Association Internationale de Management Stratégique


- Included in the Top 1% most cited papers, ‘Economics & Business’ (publication year 2014), Essential Science Indicators™

2013 ▼ Qwerty is dead, long live path dependence! *Research Policy*, 42(6-7): 1191–94
- Reprinted in ‘Path Dependence And Lock-in’ (ed. by S. Liebowitz, S. Margolis, 2014, Elgar Publishing), as one of 38 ‘key publications that initiated this literature’ between 1985 and 2013

- 2012 Award for Best Published Paper on Reputation | Oxford University Centre for Corporate Reputation
- Finalist 2012 | Organization & Management Theory (OMT) Best Published Paper Award


**BOOKS**

2017. *Déjà Vu*. A crowdfunded, bilingual graphic novel & art project about technology, memory, and the blockchain (with artist S. Legault)

- Reviewed in |► Administrative Science Quarterly |► The Financial Times |► The Economist
- Finalist |► 800-CEO-READ Business Book Award 2013, General Business

WORKING PAPERS


In .GOV we trust: Institutional trust ambivalence and the growth of digital currency following demonetization in India (with N. Ahmed, M. Joshi, N. Su). Finalizing draft for submission to Organization Science (available upon request)

Mislabeled packages or damaged goods? The effects of category straddling and label straddling on investor appeal for Initial Coin Offerings (with J. Ahn). Currently analyzing data on ~1,700 ICOs.

Developer participation in cryptocurrency communities: Economic, social, and governance incentives (with A. Centivany). Full paper presented at EGOS 2018. Now revising draft (available upon request)

REFEREED BOOK CHAPTERS


OTHER PUBLICATIONS


2018. Disrupting the IPO. *Ivey Business Journal* ▶


2014. The year capitalism was turned upside down. *The New Criticals*, blog, Feb (invited piece) ▶


2013. Stigma in the arms industry. *Reputation*, 8: 3 (invited contribution) ▼


2013. Why we need pirates in cyberspace, *Christian Science Monitor*, Jan (invited contribution) ▶


**CASE PUBLICATIONS**

2018 | TokenFunder: Democratizing funding and investment with blockchain | with A. Li ▼

2017 | Lending Loop: FinTech disruption in Canadian banking | with P. Cumming ▶

2016 | Capitalism’s Next Frontier: Competing in Outer Space (A) | with K. Mark ▶

2015 | BitGold: Turning digital currency into gold? | with B. Burke ▶
Private Media Group (A) | with K. Mark, J. Mitchell, M. Crossan
Private Media Group (B) | with K. Mark, J. Mitchell, M. Crossan

2014 | Bitcoin: Cryptocurrency and the future of finance | with K. Mark

2013 | OWNI: Disrupting the French media landscape | with K. Mark

2012 | The Gallery Project: Strategic Entrepreneurship in the Art Business | with A. Miller

TEACHING (AND COURSE DEVELOPMENT*)

mean teaching rating across courses = 6.66/7.00

2019–20 | Strategic Innovation in the Age of Decentralization – MBA elective under development* | 6.68/7.00

2018–19 | Canadian Pension Plan Investment Board (Toronto, London UK, Hong Kong) – Developed module on innovation and industry disruption* (no evaluation conducted) | 6.7/7.0

2017–18 | CFO grooming program, The Waqf Fund, Central Bank of Bahrain – Developed module on blockchain technology and industry disruption* | 6.82/7.00

2017–18 | Mastering Fintech* (co-developed with M. King and C. Grace) – Open Enrollment Executive Education Program, Toronto | 6.6/7.0

2017–19 | Strategy II (sociological & psychological theories*) – Ivey PhD Program | 6.88/7.00

2017–18 | Bitcoin and the future of blockchain technology* – Fintech study trip in Canada, Rotterdam School of Management’s MBA and EMBA programs | 6.7/7.0


2016–17 | Fuzz-set Qualitative Comparative Analysis (fsQCA): An introduction to the method* – Doctoral & Faculty seminar, Université Paris-Dauphine (no evaluation conducted)

2014–17 | The Dark Side of Capitalism? Pirates, Mavericks and Industry Renewal* | Honors in Business Administration, Ivey | Course developed based on my research | mean: 6.32/7.00


2011–16 | Strategic Analysis and Action | Honors in Business Administration, Ivey | mean: 6.39/7.00

2006–11 | Leadership & Organization Workshop | Executive Education & MBA, HEC Paris

2008–09 | Advanced Business & Corporate strategy* | MSc program, Ipesup Paris

AWARDS, HONORS, AND GRANTS

2018 | Founding coordinator, Cryptoeconomics Lab, Ivey Business School | $405k donation
|| SSHRC Insight Development Grant (Co-Applicant; PI: A. Centivany) | $65k
| SSRN Top 10% Author by new downloads over last 12 months and by all-time downloads
| Listed as a “Top Influencer in Cryptocurrency”
| Joshi, Ahmed & Vergne (2018) included in “Best Papers in Strategic IT” track, AMCIS ’18

2017 | ‘Categorizing categorization research’ (Vergne & Wry, 2014) included in the Top 1% most cited papers, ‘Economics & Business’ (publication year 2014), Essential Science Indicators™
| Top 10% Author on SSRN by downloads in March-December 2017
| Included in the University Student Council’s Teaching Honour Roll
| Ivey Business School Research Merit Award

2016 | Nominee, Best Conference Paper Award, SMS Berlin
| Ivey Business School Research Merit Award
| Closing keynote, SWIFT Business Forum, ‘Thinking strategically about the blockchain’
2015 | Early Researcher Award, Ontario Government | Bitcoin and the digital economy | $140k
| Ivey Business School Research Merit Award
| Nominee, Best OMT Empirical Paper on Environmental and Social Practice ►
| Nominee, Best Paper Award, International Corporate Governance Society ►
| Finalist, Best Paper Award, Israel Strategy Conference ►
| Best Paper Award, European Academy of Management, Strategic Management, Warsaw
| Best Paper Award, European Academy of Management, General Track, Warsaw
| SSHRC Insight Development Grant (PI) | The Crypto Capitalism Center ► | $58k

2014 | Ivey Emerging Leader Award (Academic Leadership category) ►
| F.W.P. Jones Faculty Fellowship Award (2014–17)
| Early Career Impact Award, Ivey Business School
| Invited Speaker, South by Southwest Interactive Festival, panel on Outlaw Innovation ►
| Ivey Business School Research Merit Award
| Keynote speaker at DevConFu (Latvia), Innovation from the fringes of Cyberspace

2013 | Best Published Paper on Reputation in 2012, Oxford University’s Reputation Centre ►
| Finalist, AoM’s OMT Best Published Paper Award 2012. The four finalists are selected among papers published in 2012 in AMR, AMJ, ASQ, OS, OST, JMS, ASR and JJS
| Internal Research Grant, Ivey Business School | Ethanol as renewable fuel | $12k
| Best Paper Award (with C. Depeyre), AoM annual meeting (Orlando), BPS
| Invited speaker, TEDxWestern University
| Ivey Business School Research Merit Award
| Invited speaker, Ivey Idea Forum, ING Leadership Center, Toronto

2012 | Roland Calori Award, ‘best young researcher’, AIMS (International Strategic Management Association), with C. Depeyre
| Best Paper Award (with R. Durand), AoM annual meeting (Boston), OMT
| SSHRC grant (PI) | Dissemination of research results on piracy & the digital economy | $32k

2011 | Fondation HEC’s Best Doctoral Dissertation Award
| Carolyn Dexter Award Nominee (OMT division of the AoM)
| Invited speaker, Google Zeitgeist Annual Conference
| ► Grigor McClelland Doctoral Dissertation Award | sponsored by EGOS, SAMS and JMS
| Invited as one of 100 Leaders of Tomorrow for the 41st St. Gallen Symposium

2010 | Leonora Lindsley Memorial Fellowship Award (NYC) – $6,000
| Doctoral fellowship, HEC Paris | €12k yearly since 2006 | Society & Organizations grant, €3k

2008 | Best Paper Award, AoM annual meeting (Anaheim), Management History

2006 | Valedictorian, MPhil in Economics (thesis written on Capitalism and Piracy)
| Ministry of Research (Paris, France), Scholarship for Excellence in Research – €4k

2005 | Valedictorian, MPhil in Organization Science (thesis on The Dutch East India company)

PROFESSIONAL ACTIVITIES

Conferences and Invited Presentations

2019 | AoM, Boston | Society & Organizations Research Day, HEC Paris

2018 | EGOS, Tallinn | AoM, Chicago | 7èmes Journées Georges Doriot (keynote on bitcoin & entrepreneurship), Montreal | Women in Engineering speaker series, London ON | Invited keynote, Ontario Global 100, Stratford | TokenFunder investor event @ PwC, Toronto | Moderator, “Cryptoeconomics and the emergence of Web 3.0” with Ryan Zurrer ►
2017  Bitcoin and Beyond, Research Conference, Univ. of Waterloo | AoM, Atlanta | The Future of FinTech, panel moderator, Toronto | From hype to reality: The promises (and disappointments) of blockchain technology, Scotiabank | Can we predict the price of cryptocurrencies? Bitcoin Wednesdays’ 4th Anniversary Conference, Amsterdam ► | SIBOS, speaker & panel moderator, Toronto ► | The Toronto FinTech Conference, Program Chair ► | Invited seminar, Ivey MBA Program | Research seminar, McMaster University


2015  ► Conference ‘Capitalism Today’ | AoM, Vancouver | ICGS, Copenhagen | Uppsala University Qualitative Research Workshop (Rotman) | ► Global Risk Institute conference on bitcoin

2014  ► South by Southwest Interactive, Austin | AoM, Philadelphia, PDW on ‘Categorization’ | SMS, Madrid | ► Keynote speaker at DevConFu, Jurmala | ‘I, Consumer’ Symposium, Riga | Ontario Qualitative Research Workshop (Rotman School, Toronto)

2013  ING Leadership Center, Toronto | Ontario Qualitative Research Workshop, Kingston | EGOS, Montreal | ► TEDxWestern U. | Oxford Conference on Corporate Reputation, UK | Tilburg University, NL | Amsterdam Business School, NL | Copenhagen Business School, Denmark

2012  AoM, Boston | EGOS, Helsinki | SMS, Prague

2011  ► Google Zeitgeist, Arizona, USA | St. Gallen Symposium, Switzerland | Bocconi University, Italy | Ivey Business School, Canada | Rotman School of Management, Canada | Université Paris-IX Dauphine, France | EGOS, Sweden | MEDEF, France

2010  AoM, Montréal | ASA, Atlanta, USA | Doctoral Research Seminar, June, NYU | HEC Montréal, Canada | Rotterdam School of Management, NL

2009  AoM, Chicago | Consortium for Cooperation and Competition, Copenhagen | Alberta Conference on Institutions, U. of Alberta | Organizational Fraud Workshop, Queen’s University | Medici Summer School, Italy | Cass Business School, City University of London

2008  AoM, Anaheim | Conference on Path Dependence, Freie Universität Berlin

Professional Affiliations
Academy of Management (AoM) | European Group for Organizational Studies (EGOS) | Strategic Management Society (SMS) | American Sociological Association (ASA) | Society & Organizations

Editorial Board Memberships
Academy of Management Journal, 2016–…
Organizational Research Methods, 2013–…

Ad Hoc Reviewer

Graduate student supervision
PhD supervisor
- Nuruddin Ahmed, PhD expected in 2020 ►
- Andrew Sarta, PhD expected in 2020 ►
• Ying-Ying Hsieh, PhD defended in 2018 (now at Imperial College Business School) 
• Chethan Srikant, PhD defended in 2016 (now at California State U.)

*Ivey MSc Research Project supervisor*
• Christina Lomazzo, graduated in ‘16 (now at Deloitte Canada; Blockchain Lead, UNICEF Innovate)

*Dissertation Committee Member*
• Brent McKnight, PhD defended in ‘12 (now at DeGroote BS)

*Dissertation Proposal Committee Member*
• Mazi Raz, PhD defended in ’12 (now Program Director, Banff Center)
• Rida Elias, PhD defended in ‘14 (now at Olayan School of Business, American U. of Beirut)
• Mehdi Hossein-Nejad, PhD defended in ‘15 (now at U. of Ontario Institute of Technology)
• Yanfei Hu, PhD defended in ‘16 (now at Surrey Business School)
• Ramzi Fathallah, PhD defended in ‘17 (now at Olayan S of B, American U. of Beirut)

*Undergraduate student supervision*
Coach, Ivey Team | HKUST International Case Competition 2012 | Ivey placed 3rd
Western University WorkStudy program
Ivey Business School HBA1 Advisory program (2011–16)

*Other administrative positions*
Chair of Program Committee for the annual Toronto FinTech Conference (2017, 2019)
Founder, and coordinator (2011–14) | Ivey Strategy & Organization Research Workshop (iSTOR)
Coordinator (2013–17) | Ivey PhD program in General Management, strategy specialization
Coordinator (2014–16) | Ivey Research Series
Member, Research Policy Committee (2016–19) | Ivey Business School

*SELECTED MEDIA*

2018 | ► Le Monde. Co-signed an op-ed on corporate governance reform in France *(official reply)*
| ► Financial Post. Interviewed for a piece on the Big Banks and Big Tech
| ► Financial Post. Cited in a piece on cryptocurrency
| ► Quartz. Research cited in an article on cryptocurrency valuation
| ► Knowledge@Wharton. Interviewed for an article on Fintech partnerships
| ► Blinkist Magazine. Review of my co-authored book on piracy and capitalism
| ► The Record. Interviewed for a piece on Kik, Kin and cryptocurrency
| ► Les Echos. Article citing our research on cryptocurrency
| ► Knowledge@INSEAD. Interview citing our research on social contestation and CEO pay
| ► Board Agenda. Paper about our research on social contestation and CEO pay
| ► NewsBTC. Interview citing our research on cryptocurrency valuation
| ► The Currency Analytics. Article citing our research on cryptocurrency valuation
| ► Knowledge@HECParis. Article on our research on social contestation and CEO pay
| ► Blockium.io. Listed among the top crypto influencers on Twitter

2017 | ► Russia Today. Quoted in an article about using bitcoin in the marijuana industry
| ► CoinTelegraph. Quoted in an article about cryptocurrency prices
| ► Globe and Mail. Article about my course on industry disruption and piracy
| ► Cryptocoin News. Quoted in an article about cryptocurrencies
Huffington Post. Quoted in an article on piracy

Toronto Star. Interviewed for an article on cryptocurrencies

CBC Radio. Nation-wide interview about cryptocurrency

CTV. Television interview on bitcoin ATMs

The Globe and Mail. Interview about the Exec Education program “Mastering Fintech”

Reuters. Interviewed for an article about cryptocurrency regulation

Hacked. Quoted in an article about cryptocurrency prices

BNN Canada. Interview about the cryptocurrency boom and strategy (also in TheSpec)

The Globe and Mail. Interview about cryptocurrencies (also in The Chronicle Herald)

Finobuzz. Interview about my co-authored book on piracy and Fintech disruption

News BTC. Quoted in an article about the role of cryptocurrency developers

Cryptocoins News. Quoted in an article about Ethereum development

Cryptocoins News. Quoted in an article about cryptocurrency prices

Press Release. New research paper on cryptocurrencies

Exolymp News. Article on my PLoS ONE paper co-authored with Sha Wang

Asset Servicing Times. Article on my Sibos conference panel on blockchain

Cryptocoins News. Quoted in an article about Ethereum

Academia. Fighting online piracy with outside-the-box thinking (interview)

Ivey Knowledge. Cracking the code (interview about cryptocurrencies)

Towards London. Podcast on cryptocurrency

BTC Manager. Quoted in an article on Ethereum development

CryptoCoinSpy. Quoted in an article on Ethereum and Bitcoin

Ethereum Nachrichten. Quoted in an article on Ethereum

Coin Telegraph. Quoted in an article on Ethereum development

CryptoVest. Quoted in an article on IOTA

2016

Yahoo! Finance. Interview about the VTech hack

SC Magazine. Interview about FinTech regulation

Canadian Business. Interview about digital communications

Dauphine Recherches. Report about my 2016 AMJ article with C. Depeyre

Our London. Article about my new book with S. Legault

The Toronto Star. Interview about the future of cash and bitcoin ATMs

Firmex. Interview about SwissLeaks and the future of data security

The Toronto Star. Interview about Uber and regulation in the taxi industry

Leader Lab. Featured podcast on piracy and capitalism

London Free Press. Interview about the rise of the ‘sharing economy’

CBC Radio. Live interview about the rise of the ‘sharing economy’

2015

The Toronto Star. Interview on Uber’s surge-pricing model

The Globe and Mail. Interview about my new course on piracy and industry renewal

The Toronto Star. Interview on state-sponsored cyberattacks

The New Criticals. Invited contribution on capitalism and piracy

The Daily Dot. Featured interview on Internet decentralization and governance

CBC. Featured interview about Bitcoin and cryptocurrencies

2014

The Toronto Star. Interview on Uber’s surge-pricing model

The Globe and Mail. Interview about my new course on piracy and industry renewal

The Toronto Star. Interview on state-sponsored cyberattacks

The New Criticals. Invited contribution on capitalism and piracy

The Daily Dot. Featured interview on Internet decentralization and governance

CBC. Featured interview about Bitcoin and cryptocurrencies

2013

The Globe and Mail. Article & interview about piracy

Policy. Invited contribution on capitalism featured on front cover | in Portuguese

Bloomberg. Invited contribution on the history of piracy and capitalism

Global Banking & Finance Review. Review of my book on piracy

Forbes India. Op-Ed on piracy and capitalism

Ideas for Leaders. What to learn from pirates
Yahoo! Finance, 14 Jan. Article & interview about piracy

2012
Harvard Business Review, 4 Dec. Invited speaker on the HBR YouTube channel
CBC, The Lange & O’Leary Exchange, December. Live TV interview about piracy
The Globe and Mail, 2 Nov. Interview about the arms industry

2011
The Financial Times, 24 Oct. Mention of my award-winning dissertation
J-WAVE, 9 Jun. Interview on Tokyo’s leading FM station about piracy
The Financial Times, 6 Mar. Article about piracy | reprinted in Business Day
The Financial Times, 21 Oct. Full length article about pirate organizations

MISCELLANEOUS

2018 | Advisor, Ledn (online lending platform with cryptocurrency backing)
2018 | Advisor, Yuser (gamified social network built with blockchain and cryptocurrency)
2017 | Co-author and co-producer of a graphic novel entitled Déjà Vu (with S. Legault)
2014 | Co-author of a TV documentary project on biotech entitled La guerre des gènes
2012 | Producer and co-scriptwriter of the short film What is the Pirate Organization?
2010 | Co-producer of the song L’Organisation Pirate
2006 | Procter & Gamble, Assistant Brand Manager, Haircare division (Paris, France)
2005 | French Ministry of Foreign Affairs, Consultant at Alliance Française (Brussels, Belgium)
2004 | H2C, Strategy consultant for entrepreneurial business ventures (Paris, France)
2003 | JAPA Communication, Assistant Advertising Manager (Clermont-Ferrand, France)