



I examine the evolution of capitalist societies at the intersection of technology and organization, more particularly how socially contested organizations affect the birth and renewal of industries.

Theory | I combine theory on social evaluations (categorization, stigmatization) with various evolutionary models (resource-based view, path dependence, organizational adaptation).

Methods | Open-minded: I mix field observations, interviews, econometric modeling of panel data, survey, and fuzzy-set qualitative comparative analysis (QCA).

Empirical Settings | Those deeply affected by disruptive forces such as technological innovation, social contestation, and piracy. I have published work on international trade in the 17th century ([1 2](#)), on the global arms industry ([1 2 3](#)); on cryptocurrency & blockchain ([1 2 3 4 5](#)); and more generally on the evolution of capitalism ([1 2 3 4](#)). Feel free to contact me to learn more about my ongoing projects.

UNIVERSITY APPOINTMENTS

UCL School of Management | University College London | London, UK

- Associate Professor of Strategy, with tenure | 2020–...
- Research Associate, UCL Centre for Blockchain Technologies | 2021–...

Ivey Business School | Western University | London ON, Canada

- Associate Professor of Strategy, with tenure | 2016–2020
- Assistant Professor of Strategy | 2011–16

Scotiabank Digital Banking Lab | Western University, Ivey Business School | London ON, Canada

- Director | 2016–2020 (formerly Co-Director) ▶

JOURNAL PUBLICATIONS

[Google Scholar](#) profile

- 2021 Organizational Adaptation. *Journal of Management*, 47(1):43–74 (with [A. Sarta](#), [R. Durand](#)) ▶
- 2020 Decentralized vs. Distributed Organization: Blockchain, Machine Learning and the Future of the Digital Platform. *Organization Theory*, 1(4), doi.org/10.1177/2631787720977052 ▶
- 2018 Signal Incongruence and its Consequences: A Study of Media Disapproval and CEO Overcompensation. *Organization Science*, 29(5): 796–817 (with [G. Wernicke](#), [S. Brenner](#)) ▶
- 2018 Bitcoin and the Rise of Decentralized Autonomous Organizations. *Journal of Organization Design*, 7(14), doi.org/10.1186/s41469-018-0038-1 (with [Y.-Y. Hsieh](#), [P. Anderson](#), [K. Lakhani](#), [M. Reitzig](#)) ▶
- 2017 Buzz Factor or Innovation Potential: What Explains Cryptocurrencies' Returns? *PLoS ONE*, 12(1), doi.org/10.1371/journal.pone.0169556 (with [S. Wang](#)) ▶

- 2016 How do Firms Adapt? A Fuzzy-Set Analysis of the Role of Cognition and Capabilities in U.S. Defense Firms' Responses to 9/11. *Academy of Management Journal*, 59(5): 1653–80 (with [C. Depeyre](#)) ►
- 2015 Asset Divestment as a Response to Media Attacks in Stigmatized Industries. *Strategic Management Journal*, 36(8): 1205–23 (with R. Durand) ►
- 2014 Categorizing Categorization Research: Review, Integration, and Future Directions. *Journal of Management Studies*, 51(1): 56–94 (with [T. Wry](#)) ►
- 2013 Qwerty is Dead, Long Live Path Dependence! *Research Policy*, 42(6-7): 1191–94 ►
- 2012 Stigmatized Categories and Public Disapproval of Organizations: A Mixed Methods Study of the Global Arms Industry (1996-2007). *Academy of Management Journal*, 55: 1027–52 ►
- 2011 Toward a New Measure of Organizational Legitimacy: Method, Validation, and Illustration. *Organizational Research Methods*, 14(3): 484–502 ►
- 2011 The Path of Most Persistence: An Evolutionary Perspective on Path Dependence and Dynamic Capabilities. *Organization Studies*, 32(3): 365–82 (with R. Durand) ►
- 2010 The Missing Link between the Theory and Empirics of Path Dependence: Conceptual Clarification, Testability Issue, Methodological Implications. *Journal of Management Studies*, 47: 736–59 (with R. Durand) ►

BOOKS

- 2017 *Déjà Vu*. A crowdfunded, bilingual graphic novel & art project about technology, memory, and the blockchain (with artist [S. Legault](#)) ►
- 2013 *The Pirate Organization: Lessons from the Fringes of Capitalism*. Cambridge (MA): Harvard Business Review Press (with R. Durand) ►
- 2010 *L'Organisation Pirate: Essai sur l'Évolution du Capitalisme*. Lormont (France): Le Bord de l'Eau Éditions (with R. Durand) ►

REFEREED BOOK CHAPTERS

- 2021 Gilles Deleuze : Contribution aux Sciences de l'Organisation, in O. Germain (ed.), *Les Grands Inspirateurs de la Théorie des Organisations*, Paris: Management & Société ►
- 2019 L'Analyse Qualitative Comparative, in L. Garreau & P. Romelaer (eds.), *Méthodes de Recherche Qualitatives Innovantes en Gestion et Sciences Sociales*, Paris: Economica (with C. Depeyre) ►
- 2018 Organizational Adaptation, *Oxford Bibliographies in Management*. NY (US): Oxford University Press, doi: 10.1093/obo/9780199846740-0149 (with A. Sarta, R. Durand) ►
- 2018 Bitcoin, in Ledeneva A (ed.), *The Global Encyclopaedia of Informality: Understanding Social and Cultural Complexity*, pp. 148-151. London: UCL Press (with G. Swain) ►
- 2017 The Internal and External Governance of Blockchain-based Organizations: Evidence from Cryptocurrencies, in Campbell-Verduyn M (ed.), *Bitcoin and Beyond: Blockchains and Global Governance*: 48-68. Routledge Series in Global Political Economy (with Y-Y. Hsieh, S. Wang) ►

- 2017 Categorical Anarchy in the U.K.? British Media's Classification of Bitcoin and the Limits of Categorization (with G. Swain), in R. Durand, N. Granqvist, A. Tyllström (eds.), **Research in the Sociology of Organizations** (From Categories to Categorization: Studies in Sociology, Organizations and Strategy at the Crossroads): 185-222 ►
- 2015 Les Capacités de l'Organisation sous l'Angle de l'Observation des Capacités Dynamiques, in Renard L. & Soparnot R. (ed.), **Les Capacités de l'Organisation en Débat**, L'Harmattan: 125-47 (with C. Depeyre)

OTHER PUBLICATIONS

- 2022 What Parents and Carers Need to Know about NFTs, **National Online Safety** ►
- 2021 The Future of Trust Will be Dystopian or Decentralized: Escaping the Metaverse, **Revista de Occidente** ► (ENG) (appeared in Spanish in the November [issue](#))
- 2021 What Parents and Carers Need to Know about Cryptocurrency, **National Online Safety** ►
- 2020 Digital Platforms and Machine Yearning: Longing for "Big Tech" to Deliver on AI's Promise. **Machine Lawyering**, University of Hongkong's Center for Financial Regulation ►
- 2018 Digital Currencies and Cryptocurrencies as Alternative Providers of Institutional Trust. **Proceedings of the Association for Information Systems' AMCIS 2018 Conference** (with M. Joshi, N. Ahmed) ►
- 2018 Blockchain. In **World Book Student**. www.worldbookonline.com/student-new/#/article/home/ar757908
- 2018 Cryptocurrency. In **World Book Student**. www.worldbookonline.com/student-new/#/article/home/ar757911
- 2018 Disrupting the IPO. **Ivey Business Journal** ►
- 2017 A reply to Cohen's 'Rise of Alternative Cryptocurrencies in Post-Capitalism'. Online commentary, **Journal of Management Studies** (with [D-L. Darjaliès](#), Y-Y. Hsieh) ►
- 2017 Data from "Buzz Factor or Innovation Potential: What Explains Cryptocurrencies' Returns?" **Dryad Digital Repository**. doi:10.5061/dryad.mk3k3 (with S. Wang) ►
- 2016 He Shot Me Down Bang-Bang, in C. Saint-Jacques & E. Suchère (eds.), **Beautés: La Transgression En Question**: 49-56 (invited piece) ►
- 2014 The Year Capitalism Was Turned Upside Down. **The New Criticals**, blog, Feb (invited piece) ►
- 2014 Cyberspace et organisations «virtuelles»: L'Etat souverain a-t-il encore un avenir? **Regards Croisés sur l'Economie**, 14(1): 126-39 (with R. Durand) ►
- 2014 Commentary on Peter T. Leeson's 'Economic analysis of computer piracy'. **Tracés**, Special issue on piracy, 1: 203-6 (with R. Durand) ►
- 2013 Stigma in the arms industry. **Reputation**, 8 ([ed.](#) by the Oxford Centre for Corporate Reputation)
- 2013 The Pirate and the Capitalist: A Love Story? **Policy**, 42(6-7): 1191-94 ►
- 2013 How Pirates Led Struggle for Free Markets and Open Trade, **Bloomberg** ►
- 2013 Lessons from the Dark Side of Capitalism, **Ivey Business Journal** ►

- 2013 Why We Need Pirates in Cyberspace, *Christian Science Monitor* ▶
- 2012 No Territory, No Profit: The Pirate Organization and Capitalism in the Making, *M@n@gement*, 15(3): 264–72 (with R. Durand) ▶
- 2010 Book Review: The Hidden Dynamics of Path Dependence: Organization and Institutions, G. Schreyogg and J. Sydow (eds.), *Organization Studies*, 31: 1758–61 ▶

CASE PUBLICATIONS

case sales 2014-2018: 10,000+

- 2020 Yuser: Funding Start-up Growth with Token Issuance? (with J. Ahn) ▶
- 2018 TokenFunder: Democratizing Funding and Investment with Blockchain (with A. Li) ▶
- 2017 Lending Loop: FinTech disruption in Canadian Banking (with P. Cumming) ▶
A Pathway for Scotiabank's Innovation: Leveraging FinTech (with Y-Y. Hsieh, M. Weil) ▶
- 2016 Capitalism's Next Frontier: Competing in Outer Space (A) (with K. Mark) ▶
Capitalism's Next Frontier: Competing in Outer Space (B) (with K. Mark) ▶
Hess LNG: Responding to community opposition (with C. Srikant) ▶
The Bitcoin Crash Course (Free online course developed with C. Lomazzo, Y-Y. Hsieh) ▶
- 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 + COURSE DEVELOPMENT*

av. teaching eval = 6.66/7.00

- 2021–22 | Corporate Strategy | UCL School of Management **MSc Program** | 4.6/5.0
- 2020–21 | Organizational Adaptation from the Boardroom's Perspective* | **Executive Education** module for international Board members (Canada, UK, USA, Hong Kong)
- 2019–20 | Strategic Innovation in the Age of Decentralization* | Ivey **MBA Program** | Jan-Feb '20¹
- 2017–19 | Strategy II (sociological & psychological theories)* | Ivey **PhD Program** | 6.88/7.00
- 2018–19 | Innovation and Industry Disruption* | **Executive Education** module for international Board members, CPP Investments (Canada, UK, USA, Hong Kong)
- 2017–18 | Blockchain Technology and Industry Disruption* | **Executive Education** module the CFO grooming program, Waqf Fund, Central Bank of Bahrain | 6.82/7.00
- 2017–18 | Mastering Fintech* (co-developed with M. King & C. Grace) | Open Enrollment **Executive Education** Program, Toronto | 6.6/7.0 ▶
- 2017–18 | Bitcoin and the future of blockchain technology* | Fintech study trip in Canada, Rotterdam School of Management **MBA and EMBA programs** | 6.7/7.0

¹ Course based on my book *The Pirate Organization: Lessons from the Fringes of Capitalism*. No teaching evaluation during COVID-19's first wave as per University policy.

- 2016–18 | Business Literacy: Strategy | **Education for Government** Officials: *Environment & Climate Change Canada* and *Innovation, Science and Industry Canada* | 6.75/7.00
- 2016–17 | Fuzz-set Qualitative Comparative Analysis: An Introduction to the Method* | **PhD seminar** delivered at PSL Université Paris-Dauphine (France)
- 2014–17 | The Dark Side of Capitalism? Pirates, Mavericks and Industry Renewal* | Ivey **Honours** in Business Administration | average eval: 6.32/7.00¹ ▶
- 2014–15 | Industry Disruption in the Age of Fast Technological Change & Widespread Piracy* QuantumShift™ **Leadership Development** program | 6.8/7.0¹
- 2011–16 | Strategic Analysis and Action | Ivey **Honours** in Business Administration | 6.39/7.00
- 2006–11 | Leadership & Organization Workshop | **Executive Education & EMBA**, HEC Paris ▶
- 2008–09 | Advanced Business & Corporate strategy* | **MSc** program, Ipesup Paris

VISITING, ADJUNCT, AND OTHER ACADEMIC APPOINTMENTS

Université Clermont Auvergne | Clermont-Ferrand | France

- Invited Visiting Professor | Winter 2021-22

Ivey Business School | Western University | London, ON | Canada

- Adjunct Professor of Strategy | 2020–2022
- Founder & Coordinator, Crypto Capitalism Center | 2014-17

Université PSL Paris-Dauphine | Paris | France

- Invited Visiting Professor | Fall 2016

Stern School of Business | New York University | USA

- Invited Visiting Scholar | 2010

AWARDS – RECOGNITIONS - GRANTS

- 2022 | Two papers included in *The Crypto Syllabus*, curated by Evgeny Morozov ▶
- 2021 | Included in global Top 2% most cited scientists for the year 2020 ▶
- 2020 | Best Paper in Entrepreneurial Cognition Award, AoM/Kaufmann Foundation (with J. Ahn) ▶
| SSRN Top 10% Author by new downloads over last 12 months and by all-time downloads
- 2019 | Ivey Business School Research Merit Award
| SSRN Top 10% Author by new downloads over last 12 months and by all-time downloads
| *Bitcoin crash course* selected by Forbes as one of the top online resources on blockchain ▶
- 2018 | Founding coordinator, Cryptoeconomics Lab, Ivey Business School (\$400k raised)
| SSHRC Insight Development Grant (as Co-Applicant; PI: A. Centivany), \$65k (*withdrew*)
| Listed as a “Top Influencer in Cryptocurrency” ▶
| Joshi, Ahmed & Vergne (2018) included in “Best Papers in Strategic IT” track, AMCIS ‘18
| Joshi, Ahmed, Vergne, and Su (2019) got “Honorary Mention Award”, ASAC ‘19, OT Division
| Western University Research Fellow (2018-2019)
- 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
 - | Two Best Paper Awards, EURAM, Strategic Management & General Tracks, 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*
 - | Book on piracy and capitalism reviewed in *Administrative Science Quarterly* ▶

- 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 AJS
 - | Best Paper Award (with C. Depeyre), AoM annual meeting (Orlando), BPS
 - | Invited speaker, TEDxWestern University
 - | Ivey Business School Research Merit Award
 - | Finalist, 800-CEO-READ Business Book Award 2013, General Business ▶
 - | Research Policy article reprinted in *Path Dependence and Lock-In* (eds. S. Liebowitz & S. Margolis, Elgar Publishing) as one of 38 "key publications that initiated this literature" ▶

- 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
 - | Invited expert, Parliament hearing, International Affairs and Defense Commission, Paris

- 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

- 2022 Copenhagen Business School, Strategy & Innovation | USI Lugano | UCL Centre for Blockchain Technologies ▶ | Uppsala University | IEEE Blockchain Podcast Series ▶ | Manchester Alliance Business School | AoM virtual symposium & doctoral consortium
- 2021 Erasmus RSM | AMR Paper Development Workshop | LMU Munich School of Management | Oxford University Platform Research Workshop | TUM School of Management's Conference on Trust & Blockchain | AoM Symposium on Computational Text Analysis | University Clermont Auvergne
- 2020 TUM School of Management's Conference on Trust & Blockchain | Keynote, CPP Investments, Director's Day
- 2019 AoM, Boston | Society & Organizations Research Day, HEC Paris | HEC Lausanne | Imperial College London | VU Amsterdam | Ontario Qualitative Research Workshop (Rotman School, Toronto)
- 2018 EGOS, Tallinn | AoM, Chicago | 7^{èmes} 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
- 2016 The Great Bitcoin Debate, panel moderator ▶ | Bank of Canada, Ottawa, invited seminar | Swift Institute Business Forum, Toronto, closing keynote ▶ | SMS, Berlin | Life After Blockchain, panel moderator ▶ | Ransomware: The darker side of bitcoin, panel moderator ▶ | FsQCA methods workshop, Université Paris-Dauphine | The data breach war: How banks can step up their line of defence, panel moderator ▶ | Cognition seminar, Mines ParisTech
- 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, 2013–2019
 Canadian Journal of Administrative Sciences, 2012–2015

Ad Hoc Reviewer

Organization Science | Journal of Management Studies | Organization Studies | Research Policy | Strategic Management Journal | Management Science | PLoS ONE

Graduate student supervision

PhD supervisor

- Jungsoo Ahn, Ivey PhD expected in 2023 ▶
- Nuruddin Ahmed, Ivey PhD defended in 2021, now postdoc at MIT Sloan ▶
- Andrew Sarta, Ivey PhD defended in 2021, postdoc at UCL ('21-23), Ass't Prof at York U. (Can) ▶
- Ying-Ying Hsieh, Ivey PhD defended in 2018, now Ass't Prof at Imperial College Bus School ▶
- Chethan Srikant, PhD defended in 2016, now Ass't Prof at California State University ▶

PhD Supervisory Committee Member

- Mayur Joshi, Ivey PhD defended in '21, now Ass't Prof at Alliance Manchester Bus School ▶
- Mohamad Sadri, IE PhD defended in '21, now Ass't Prof at ESSEC Business School ▶
- Ramzi Fathallah, Ivey PhD defended in '17, now Ass't Prof at American University of Beirut ▶
- Yanfei Hu, Ivey PhD defended in '16, now Ass't Prof at Surrey Business School ▶

PhD Defense Examiner

- Mohamad Sadri, IE PhD defended in '21, now Ass't Prof at ESSEC Business School ▶
- Poornika Ananth, UCL PhD defended in '21, now Ass't Prof at Rotterdam School of Mgmt ▶
- Tatjana Schneidmüller, RSM PhD defended in '20, now Ass't Prof at LUISS Business School ▶
- Miros Zohrehvand, UCL PhD defended in '20, now Ass't Prof at Leiden University ▶
- Mehdi Hossein-Nejad, Ivey PhD defended in '15, now Associate Dean at OntarioTech ▶
- Rida Elias, Ivey PhD defended in '14, now Ass't Prof at American University of Beirut ▶
- Mazi Raz, Ivey PhD defended in '12, now Ass't Prof at Ivey Business School ▶
- Brent McKnight, Ivey PhD defended in '12, now Associate Prof at McMaster University ▶

MSc Research Project supervisor

- Christina Lomazzo, graduated from Ivey Business School in '16, now at UNICEF ▶
- Harshit Awasthi, BITS Pilani, cofounder at Kalam Labs ▶

BASc Research Project supervisor

- Clara Frèrejouand, UCL

Undergraduate student supervision

Student tutor (@UCL School of Management, since 2020; @Ivey Business School, 2011–16)

3rd year MSci dissertation supervisor (UCL 2020-2021)

Western University WorkStudy program | Student supervisor (2013–2015)

Ivey Business School | Coach, HKUST International Case Competition (2012)

Community engagement & academic leadership positions

Chair of Program Committee for the annual Toronto FinTech Conference (2017-2020) ▶

Co-Sponsor and Judge Panel member, Hack Western (2016-19) ▶

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

Member, Research Committee (2021–...) | UCL School of Management

SELECTED MEDIA

I tweet at [@PirateOrg](#)

- 2022
- ▶ *Le Vif/L'Express*. Interview about the metaverse
 - ▶ *TechTribune*. Interview on new opportunities in the metaverse
 - ▶ *IDG Connect*. Interview about the metaverse
 - ▶ *Le Connecteur*. Interview about the metaverse
 - ▶ *Opto Magazine*. Interview about the metaverse
 - ▶ *IEEE Blockchain Podcast*. Discussion on blockchain and capitalism's evolution
 - ▶ *Verdict*. Interview about Meta's metaverse strategy
- 2021
- ▶ *Education Technology*. Interview about my research on digital platforms
 - ▶ *IDG Connect*. Research mentioned in article on blockchain and democracy
 - ▶ *Digital Bulletin*. Quoted (p. 14) regarding new EU regulations on digital platforms
 - ▶ *Maclean's*. How Business Schools are Dealing with the Rise in Cryptocurrency. Interview.
 - ▶ *Alumni Success Story*. Interview of former student/research fellow on the UN CryptoFund
 - ▶ *CryptoNews*. Expert panel on cryptocurrency prices
 - ▶ *Yahoo! Finance*. Interview on NFTs and the metaverse (reprinted across ~20 media platforms)
 - ▶ *Sifted (Financial Times)*. Interview on the metaverse
 - ▶ *Business Insider*. Interview on the metaverse
 - ▶ *PC Pro*. Interview on Facebook's rebranding as "Meta"
- 2020
- ▶ *CryptoSlate*. Research on cryptocurrency cited in article on Ethereum
 - ▶ *Globe and Mail*. Interview on Facebook's cryptocurrency project
 - ▶ *CryptoSlate*. Course module on blockchain technology mentioned by startup founder
 - ▶ *BetaKit*. Interview about the past and future of Ethereum
 - ▶ *U.Today*. Article quoting my research on cryptocurrency
 - ▶ *CoinJournal*. Article quoting my research on cryptocurrency
 - ▶ *Coin24*. Article quoting my research on cryptocurrency
 - ▶ *CGTN*. Interview about my research on digital platform regulation
 - ▶ *Business Insider*. Interview about my research on digital platform regulation
- 2019
- ▶ *France Culture*. Radio show on the book *L'organisation pirate* with co-author R. Durand
 - ▶ *Forbes*. Online course on bitcoin selected as one of the top resources online

- ▶ *CTV*. Interview on television about cryptocurrency exchanges and security (Feb 5)
 - ▶ *The Rick Gibbons Show*. Radio interview on trust in cryptocurrency exchanges (Feb 6)
 - ▶ *IB Knowledge*. Opinion piece written by my co-author YY Hsieh about our research
 - ▶ *CCN*. Article on crypto innovation referencing my research with Sha Wang (in [Spanish](#))
 - ▶ *NewsBTC*. Article on crypto pricing mentioning my research
 - ▶ *CryptoSlate*. Article on the Cardano blockchain mentioning my research (see also ▶)
 - ▶ *Toronto Star*. Interviewed for an article on digital payments
- 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
 - ▶ *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
 - ▶ *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
 - ▶ *Globe and Mail*. Article about my course on industry disruption and piracy
 - ▶ *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
 - ▶ *Reuters*. Interviewed for an article about cryptocurrency regulation
 - ▶ *The Globe and Mail*. Interview about the cryptocurrency boom and startups
 - ▶ *CBC News*. Interview about cryptocurrencies (also in *The Chronicle Herald* ▶)
 - ▶ *Finobuzz*. Interview about my co-authored book on piracy and Fintech disruption
 - ▶ *Exolymp News*. Article on my PLoS ONE paper co-authored with Sha Wang
 - ▶ *Academica*. Fighting online piracy with outside-the-box thinking (interview)
 - ▶ *Ivey Knowledge*. Cracking the code (interview about cryptocurrencies)
- 2016
- ▶ *Yahoo! Finance*. Interview about the VTech hack
 - ▶ *SC Magazine*. Interview about FinTech regulation
 - ▶ *Canadian Business*. Interview about digital communications
 - ▶ *Our London*. Article about my new book with S. Legault
- 2015
- ▶ *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
 - ▶ *CBC Radio*. Live interview about the rise of the ‘sharing economy’
- 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
- | ▶ *The Christian Science Monitor*, 5 Jan. Invited Op-Ed on piracy

- 2012 | ▶ *Harvard Business Review*, 4 Dec. Invited speaker on the HBR YouTube channel
- | ▶ *The Economist*, 15 Dec. Review of my book on piracy
- | ▶ *CBC, The Lange & O’Leary Exchange*, December. Live TV interview about piracy
- | ▶ *The Financial Times*, 12 Dec. Review of my book on 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

EDUCATION

- 2011 **PhD** in Strategy, HEC Paris
Thesis: “Firm Strategy and Categorization in the Global Arms Industry, 1996–2007”
 Committee: [R. Durand](#), [J. Battilana](#), [H. Rao](#)

- 2006 **MPhil** in Economics, La Sorbonne University, Maison des Sciences Économiques
Thesis: “Machinerie Mercantiliste: Capitalisme et Piraterie (I)”
 Committee: [A. Cot](#), [E. Chiapello](#)

- 2005 **MPhil** in Organization Science, La Sorbonne University, IAE
Thesis: “Vie et Mort de la Compagnie Hollandaise des Indes Orientales : Introduction au Dialogue entre Institutionalisme et Stratégie”
 Committee: R. Durand, [B. Quélin](#)

- 2005 **MSc** in Management, HEC Paris

MISCELLANEOUS

I advise startups in the crypto and fintech space, and provide targeted consulting services on issues involving technology evolution and organizational adaptation.

- 2019 Pro Bono Sommelier, London ON
- 2018– Advisor, Ledn ▶
- 2018– Advisor, Yuser ▶
- 2017 Co-author and co-producer of a graphic novel entitled *Déjà Vu* (with S. Legault)
- 2012 Producer and co-scriptwriter of the short film *What is the Pirate Organization?* ▶
- 2010 Producer of the piece *L’Organisation Pirate* by postrock band Chevreuil
- 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)