

## Henning Piezunka

The Wharton School – University of Pennsylvania  
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### EMPLOYMENT HISTORY

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#### The Wharton School – University of Pennsylvania

Associate Professor (with tenure)

*from 07/2024-present*

#### INSEAD Department of Entrepreneurship and Family Business

Associate Professor (with tenure)

*from 09/2021-6/2024*

Assistant Professor

*2014-2021*

### INSEAD/WHARTON EXCHANGE PROGRAM

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Visiting Associate Professor

*from 09/2022-6/2024*

### EDUCATION

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#### 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

2003

### RESEARCH AND PUBLICATIONS

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#### Articles in Refereed Journals

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Liu, S., L. Hickman, H. [Piezunka](#), L. Dahlander: “Textual similarity in organizational research: Review of applications, consistency of methods, and best practice recommendations” conditionally accepted at *Organizational Research Methods*

Li, J & H. [Piezunka](#) (2026) “Welcome, Stranger” (2026) *Strategic Management Journal* 47(2) 494-554 [[Download Paper](#)]

Durand, R., H. [Piezunka](#), & P. Reineke (2025) “Difference in Deference: When Competitors Do Not Give in Despite Having Lost” *Organization Science* 36(2) 940-966 [[Download Paper](#)]

Thatchenkery, S. & H. [Piezunka](#) (2025) “Competition in Collaboration: The Problem of (Mis)Aligned Perception” *Administrative Science Quarterly* 70(1) 194-245 [[Download Paper](#)]

Grohsjean, T., H. [Piezunka](#), & M. Mickeler (2025) “When colleagues compete outside the firm” *forthcoming* at *Strategic Management Journal* 46(3) 640-666 [[Download Paper](#)]

Nagaraj, A. & H. [Piezunka](#) (2024) “The Divergent Effect of Competition on Platforms: Deterring Recruits, Motivating Converts” *Strategy Science* 9(3) 229-296 [[Download Paper](#)]

Klapper, H., H. [Piezunka](#), & L. Dahlander (2024) “Peer Evaluations: Evaluating and being evaluated” *Organization Science* 35(4) 1203-1570 [[Download Paper](#)]

Park, S., H. [Piezunka](#), & L. Dahlander (2024) “Coevolutionary Lock-In in External Search” *Academy of Management Journal* 67(1) 262-288 [[Download Paper](#)]

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

- Piezunka, H. & O. Schilke (2023) "The Dual Function of Organizational Structure: Aggregating and Shaping Individuals' Votes" *Organization Science* Vol. 34(5) 1914–1937 [\[Download Paper\]](#)
- Piezunka, H. & T. Grohsjean (2023) "Collaborations that Hurt Firm Performance but Help Employees' Careers" *Strategic Management Journal* Vol. 44(3) 778-811 [\[Download Paper\]](#)
- Piezunka, H. V. Aggarwal, & H. Posen (2022) "The Aggregation Learning-Trade-Off" *Organization Science* Vol. 33(3) 1095-1115 [\[Download Paper\]](#)
- 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 [\[Download Paper\]](#)
- Clough, D. & H. Piezunka (2020) "Tie Dissolution in Market Networks: A Theory of Vicarious Performance Feedback" *Administrative Science Quarterly* Vol. 65(4), 972-1017 [\[Download Paper\]](#)
- Li, J & H. Piezunka (2020) "The Uniplex Third: Enabling Single-Domain Role Transitions in Multiplex Relationships" *Administrative Science Quarterly* Vol. 65(2), 314-358 [\[Download Paper\]](#)
- Piezunka, H., & L. Dahlander (2019) "Idea Rejected, Tie Formed – Organizations' Feedback on Crowdsourced Ideas" *Academy of Management Journal*, Vol. 62, No. 2, 503–530 [\[Download Paper\]](#)
- Piezunka, H., W. Lee, R. Haynes, & M. 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 [\[Download Paper\]](#)
- 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 [\[Download Paper\]](#)
- Dahlander, L., & H. Piezunka (2014) "Open to Suggestions: How Organizations Elicit Suggestions Through Proactive and Reactive Attention." *Research Policy* 43 (5), 812-827 [\[Download Paper\]](#)
- 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 [\[Download Paper\]](#)

## Papers under Review

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- Li, J & H. Piezunka "Multiplex Relationships in Entrepreneurship" *under review at Strategic Entrepreneurship Journal*
- Klapper, H., H. Piezunka, M. Vetter, & J. Henkel "Protecting or Exploiting - The Motivation of Acquirers in Open Source" 3<sup>rd</sup> invitation to resubmit by *Strategic Management Journal*
- Thomas, A., H. Piezunka & L. Dahlander: "Outshining Your Rival: Interpersonal Rivalry and Its Effects on Organizational Contributions" request for minor revision at *Organization Science*
- Li, J & H. Piezunka "Resource Mobilization with Strings Attached: How Entrepreneurs Manage Reciprocity Claims from Favor-Providers" request for major revision at *Organization Science*
- Dahlander, L, H. Piezunka, A. Salter "Insider Quantitative Management Research: A Prospective Framework for Strategy Research" submitted to *Strategic Management Journal*

## Other Articles

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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 [\[Download Paper\]](#)

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 [\[Download Paper\]](#)

Dahlander, L. & H. [Piezunka](#) (2020) "Why crowdsourcing fails" *Journal of Organizational Design* 9 (24) [\[Download Paper\]](#)

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 [\[Download Paper\]](#)

[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 [\[Download Paper\]](#)

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 [\[Download Paper\]](#)

Hannah, D. & H. [Piezunka](#) "Getting Ahead by Falling Behind: A Set Theoretic Model of Competition in Search." *Best Papers Proceedings, Academy of Management Annual Meeting (2014)* [\[Download Paper\]](#)

[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 [\[Download Paper\]](#)

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 [\[Download Paper\]](#)

## Selected practitioner-oriented publications

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[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. & 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 Dahlander and Piezunka (2014)*

## Research Awards

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- Emerging Scholar Award of the Strategic Management Society 2025
- Emerging Scholar Award of the TIM Division at the Academy of Management 2022

## Invited Presentations

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Universities and Selected Conferences

- 2026 Berkley (scheduled), Liverpool (invited); ESADE (invited), HEC (invited), Erasmus Rotterdam (invited), Frankfurt (invited), Carlos (scheduled), MIT – System Dynamics (invited), Kentucky (scheduled)
- 2025 Olin, BYU Winter Strategy Conference, UNC, Carnegie Mellon, Cornell, MIT – Open Innovation Workshop, Harvard Kenney School – German American Conference
- 2024 University of Maryland, University of Michigan, USC
- 2023 MIT, Wharton, Keynote at the BYU Strategy Conference; Columbia University, Cornell University, London Business School, University College London, MIT Medici School, CSOL Academy
- 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
- 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

## TEACHING

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### A. Teaching at INSEAD

At INSEAD I focused on teaching the elective New Business Ventures to MBAs and Executive MBAs. I got nominated for the Best Teacher Award for an elective 12 times and won it 5 times.

I have also developed and co-taught a single instance of the class on “Startups and the Law” with Douglas Collom.

### B. Teaching at Wharton

I have taught three different kinds of classes at Wharton:

- MGMT 2300/8010: Entrepreneurship
- MGMT 2310/8310: Entrepreneurial Launchpad
- MGMT 9530: Research Design
- Block week on Formula 1 (scheduled)
- GMC in London (scheduled)

### C. Teaching 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
- Wharton Teaching Excellence Award MBA 2023, Undergrad 2024
- 40 Under 40 Best Business School Professors as featured by Poets & Quants
- Part of the group of Best Undergraduate Professors Business School 2025 by Poets & Quants.

## PROFESSIONAL ACTIVITIES

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### A. Editorial Boards, Reviewing and Other Academic Community Activities

- Associate Editor at Management Science (2024-present)
- Associate Editor at the Journal of Organizational Design (2022-present)
- Editorial Board Membership: Academy of Management Review 2018 – 2020
- Editorial Board Membership: Strategic Entrepreneurship Journal 2023-
- Editorial Board Membership: Strategic Management Journal 2023-
- Editorial Board Membership: Organization Science 2019 –
- Editorial Board Membership: Strategy Science 2022 –
- Editorial Board Membership: Administrative Science Quarterly 2022 –
- 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*
- Research Commission to select the Wiley Blackwell Outstanding Dissertation Award in Strategic Management
- Serving as a Reps-at-Large for the STR Division of AoM 2020-2022
- Serving as a Reps-at-Large for the TIM Division of AoM 2020-2022
- Serving on the 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
- Serving on TIM mid-career panel AoM 2025
- Serving on “From the editors” panel

### B1. INSEAD Activities

- Member Dissertation Committee
  - ⇒ David Clough (first placement: University of British Vancouver)
  - ⇒ Sanghyun Park (first placement: National University of Singapore)
  - ⇒ Constantin Prox
- Advisor on PhD students’ second year paper
  - ⇒ Nathalie Burford (first placement: IESE)

- Mentoring Pre Docs
  - ⇒ Philipp Reineke (joined PhD program at Stanford University)
  - ⇒ Yanfu Fang (joined PhD program at University of Wisconsin)
  - ⇒ Yoon Jae Shin (joined PhD program at Harvard University)
- Voluntary Teaching / Presentations
  - ⇒ 102 sessions of a 3-hour public webinar on Venture Capital, Business Angels, and Startups (> 25.000 participants)
  - ⇒ Speaking at Alumni Events organized by local chapters (e.g., London 2018, San Francisco 2019, Geneva 2019, Dubai 2019, and Abu Dhabi 2019, Berlin 2019, Nigeria, 2020 etc.)
  - ⇒ Various Workshops for PhD students (e.g., text analysis, career)
  - ⇒ At various conference and events (e.g., INSEAD Entrepreneurship Club May 2016, 30<sup>th</sup> anniversary of the PhD program 2019, INSEAD Family Business Conference 2020, INSEAD MBA Partner Event in 2021, INSEAD Corporate Governance Conference in 2021, INSEAD Founder Pledge Event in 2022, INSEAD Tech Talk in 2019 & 2024)
- 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 various Fireside Chat (e.g., Geoff Ralston)
- Received formal recognition by Dean of Faculty as being nominated by various colleagues as a particularly helpful colleague.

## **B2. Wharton Activities**

- Member Dissertation Committee
  - ⇒ Dan Schliesmann
- Serving on the Management PhD Selection Committee – 2024 & 2025
- Interim Leadership on the Wharton Doctoral Executive Committee – 2026 Q1
- Serving as external member on the Strategy Recruiting Committee 2024/25 & 2025/26
- Discussant of Klaus Kleinfeld as part of the Wharton Leadership Conference 2025
- Presentation in Catherine Schrand's Research Class for Undergrads 2025
- Speaking at the WINDS Doctoral conference (2024, 2026)

## **C. Activity Related Awards**

- At Stanford: Department Service Award 2012/2013
- At INSEAD: Dean's Commendation for Excellent Collegial Mentoring and Support