

## JEAN-PHILIPPE BONARDI

Full Professor

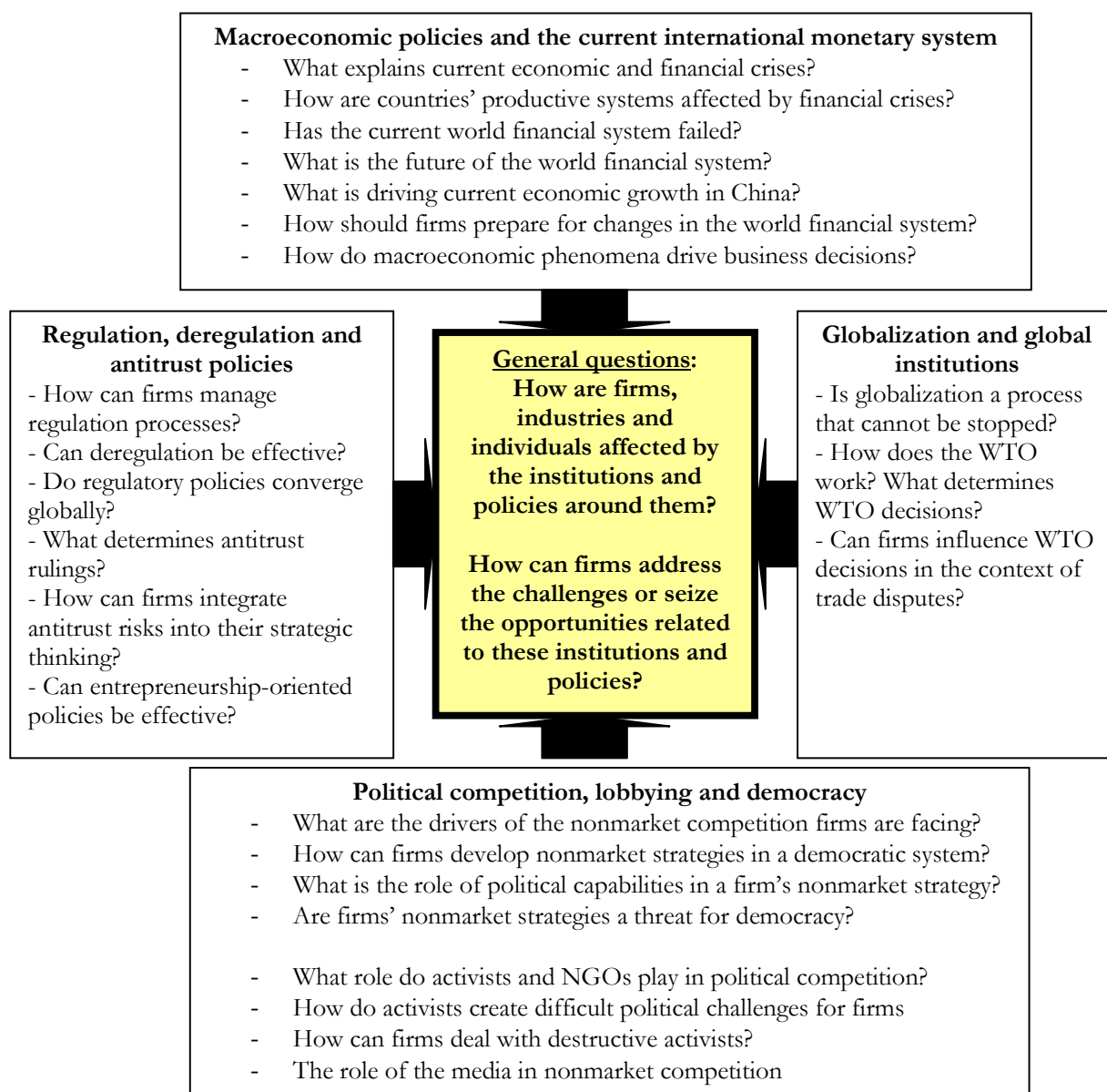
University of Lausanne - Faculty of Business and Economics

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Outgoing Associate Editor - Academy of Management Review

### CURRENT RESEARCH, TEACHING AND PUBLIC SPEAKING INTERESTS

My interests revolve around the intersection of Business and Political Economy phenomena. The picture below summarizes some of the main questions I have been looking at in my research, teaching and public speaking activities. These questions can be organized around four themes.



## **EDUCATION**

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- 1995-2001 Ph.D. in Business Economics and Strategic Management - HEC School of Management, Paris
- 1994-1995 Master degree in Economics - University of Aix-Marseille III, France  
With High Honors, Major: Public Choice and Institutional Economics
- 1990-1993 Graduate degree in Management - HEC School of Management, Paris, France  
Major: International Economics

## **ACADEMIC EMPLOYMENT AFTER Ph.D.**

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- Current position Full Professor  
(since August 2007) University of Lausanne, Faculty of Business and Economics, Switzerland
- Chair of the Department 'Strategy, Globalization and Society'
  - Director of the Ph.D. Program
- 2006-2007 Associate Professor with Tenure  
University of Western Ontario, Richard Ivey School of Business, London, Canada  
Department 'Business, Economics and Public Policy'
- 2000-2006 Assistant Professor  
University of Western Ontario, Richard Ivey School of Business, London, Canada  
Department 'Business, Economics and Public Policy'

## **ACADEMIC EMPLOYMENT DURING Ph.D.**

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- 1999 - 2000 Lecturer, Strategic Management, Tulane University  
A.B. Freeman School of Business, New Orleans
- 1998-1999 Visiting Scholar, University of California Berkeley  
Haas School of Business, Business and Public Policy Group
- 1996-1998 Research Assistant and Lecturer, HEC School of Management, Paris, France  
Lecturer, Economics, University of Paris 7 (Jussieu); ESC Clermont (France)

## **EMPLOYMENT BEFORE Ph.D.**

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- 1993-1994 Consultant, Price Waterhouse, Paris, France

## RESEARCH ARTICLES

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1. Bonardi, J.P. 2011. Corporate political resources and the Resource-based view of the firm. *Strategic Organization*. August. 9, 3: 247-255
2. Okhuysen, G., Bonardi, J.P. 2011. The challenges of theory building through the combination of lenses. *Academy of Management Review*. January: 6-12., From the Editor section.
3. Bonardi, J.P., Urbiztondo, S., Quélin, B. 2009. The political economy of international regulatory convergence. *International Journal of Management and Network Economics*. 1,2: 232-256.
4. Bonardi, J.P. 2008. The internal limits to firms' nonmarket activities. *European Management Review*. 5: 165-174.
5. Bonardi, J.P., Holburn, G., VandenBergh, R. 2006. Nonmarket performance: Evidence from U.S. electric utilities. *Academy of Management Journal*. December, 49, 6: 1209-1228.
6. Bonardi, J.P., Keim, G. Corporate political strategies for widely salient issues. *Academy of Management Review*. 30, 3: 555-576.  
*This article has been featured in the Financial Times, March 10, 2004, page 12: "Strategies to Avoid Being Ambushed by Public Opinion".*
7. Bonardi, J.P., Hillman, A., Keim, G. 2005. The attractiveness of political markets: Implication for firm strategies. *Academy of Management Review*. 30, 2: 397-413.  
*This article received the best paper award for 2005 by the International Association for Business and Society (IABS)*
8. Bonardi, J.P. 2004. Political and international strategies of former telecom monopolies: The Asymmetric behaviors of former monopolies. *Strategic Management Journal*. February. 25 (2): 101-120.
9. Bonardi, J.P., Durand, R. Managing Network externalities in high tech markets. 2003. *Academy of Management Executive* (now: *Academy of Management Perspectives*). November, 17 (4): 40-52.
10. Quelin, B.V., Abdessemed, T., Bonardi, J.P., Durand, R., 2001. Standardization of network technologies and interfirm cooperation. *Journal of Economic Surveys*. 15 (4): 565-591.
11. Bonardi, J.P. 1999. Market and nonmarket strategies of a former monopoly during deregulation: the British Telecom Case. *Business and Politics*. 1(2): 203-232.
12. Durand, R., Bonardi, J.P., Abdessemed, T., Quelin, B.V. 1998. Les variables stratégiques de la compétition technologique. *Revue Française de Gestion*, 118: 30-45.
13. Bonardi, J.P., Delmas, M. 1996. L'impact des décisions réglementaires sur les stratégies des entreprises de traitement de déchets en Europe. *Gérer et Comprendre*. Décembre, 46 : 4-15.

## **PUBLICATION IN CONFERENCE PROCEEDINGS**

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1. Bonardi, J.P., Holburn, G., VandenBergh, R. 2006. Nonmarket Performance: Evidence from U.S. Electric Utilities. *Proceedings of the Academy of Management, Business Policy and Strategy Division*.

## **WORKING PAPERS AND PAPERS UNDER REVIEW**

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- Bonardi, J.P., Urbiztondo, S. Asset freezing, campaign contributions and the Tullock paradox.
- Bonardi, J.P., Vanden Bergh, R., Holburn, G. How firms learn in political processes.
- Anson, J., Bonardi, J.P., Cadot, O. Firms, activists and public policies: Using information for influence.
- Bonardi, J.P., Urbiztondo, S., Quelin, B. International expansion, diversification and regulated firms' nonmarket strategy.
- Bonardi, J.P., Holburn, G. Nonmarket judo: Entrepreneurial firms' strategies in political arenas.
- Bonardi, J.P. Asset freezing and firms' nonmarket strategies.
- Bonardi, J.P. Firms and Activists' Destructive Actions.
- Bonardi, J.P. Nonmarket Strategies and International Trade Policies.
- Bonardi, J.P. Deregulation, Policy change and firms' integration of market and nonmarket strategies.
- Lumineau, F., Bouquet, C. & Bonardi, J.P. Why do firms fight legal battles? Signalling toughness in dispute resolution

## **WORK IN PROGRESS**

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- Economic and financial crises: Going against false ideas
- How do macroeconomic policies affect industry structures and firm strategy
- What might change in the world financial system
- How would current corporate practices be affected by the creation of a new international monetary system?

## **BOOK CHAPTERS**

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- Bonardi, J.P. 2011. Dealing with destructive activists. Forthcoming in *'HEC Lausanne on Responsible Management'*.
- Bonardi, J.P., Warin, T. 2007. Open source software development, innovation and coordination costs. *Global Business and Economics Anthology*.
- Bonardi, J.P. 2002. "Competition Policy in Europe: The Example of Merger Control." In Conklin, D. (Ed.) *Canadian Competition Policy: Preparing for the Future*, Pearson Education Canada: 114-118.
- Bonardi, J.P. 2001. Rosenbluth International : Des Technologies et des Hommes. In Dumont, A. (Ed.) *Innover dans les services*. Paris : Village Mondial, Chapitre 2.
- Bonardi, J.P. 2001. Agency.com : L'invention d'un nouveau métier ? In Dumont, A. (Ed.) *Innover dans les services*. Paris : Village Mondial, Chapitre 8.
- Bonardi, J.P., Quélin, B.V. 1998. Regulatory Body, Rent-seeking and Market Activities: the Case of Telecommunications in Europe. In Eliasson, G. and Karlson, N. (Eds), *The Limits of Government*, Stockholm: University of the City Press, Chapter V: 133-180
- Bonardi, J.P. 1998. Le marché et l'entrepreneur: Apports de l'Economie autrichienne à la théorie de la firme, In H.Laroche, H. & Nioche, J.P. (Eds), *Repenser la Stratégie*, Paris: Vuibert, Chapter X: 277-298.

## TEACHING CASES WRITTEN

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1. Nespresso and post-patent strategies: What next? Forthcoming *ECCH*
2. Aluminium Foiled? The Alcan-Pechiney Merger (With Tony Frost), *Ivey Business School Publishing*
3. Cheesed Off: Canada Pizza War in the Era of Free Trade (With Tony Frost), *Ivey Business School Publishing*
4. Chiquita and the Banana Trade War (With Tony Frost), *Ivey Business School Publishing*
5. Bank of Nova Scotia and the Peso Crisis (With Tony Frost and Guy Holburn) (+ Teaching note), *Ivey Business School Publishing*
6. The Future of the International Financial System *Ivey Business School Publishing*
7. Tritortric (With Guy Holburn) *Ivey Business School Publishing*
8. Sticky business and antitrust: The UPM merger in the Labelstock industry (+ Teaching note) (With Tony Frost and Guy Holburn) *Ivey Business School Publishing*
9. Doman and the US-Canada Softwood Lumber Dispute (+ Teaching note), *Ivey Business School Publishing*
10. The taxicab industry around the world (+ Teaching note) (With Tony Frost), *Ivey Business School Publishing*
11. Movatis and the GM Food Activists (+ Teaching note), *Ivey Business School Publishing*
12. Crisis in Japan, April 2002 (+ Teaching Note), *Ivey Business School Publishing*
13. AIG and China's Accession to the WTO, 2002 (with Tony Frost) (+ Teaching Note) *Ivey Business School Publishing*
14. Strategic Management and Deregulation: British Telecom (A and B), (+ Teaching Note) *Ivey Business School Publishing*
15. Komia and the 3G Wireless Auction in Poland, 2001 (+ Teaching Note) *Ivey Business School Publishing*
16. Infosys in Germany, June 2001 (with Gerry Keim) (+ Teaching Note) *Ivey Business School Publishing*

## CONFERENCES AND RESEARCH SEMINAR PRESENTATIONS

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- 2011 Copenhagen Business School (DRUID Conference, June), Academy of Management Meeting (August, San Antonio), Strategic Management Society meeting (Miami, November)
- 2010 Northwestern University – Kellogg School Graduate School of Management (Chicago, May), Academy of Management meeting (August, Montréal, Canada), Strategic Management Society meeting (Rome, September), University of Carlos III, Madrid (November)
- 2009 HEC School of Management (Paris, October), Strategic Management Society meeting (Washington DC, October), UCLA (Anderson School of Management), International Society for New Institutional Economics (ISNIE, University of California Berkeley, June), Academy of International Business (AIB, San Diego, June), Academy of Management meeting (August, Chicago)
- 2008 IMD (Lausanne, Switzerland, April); EPFL (Lausanne, Switzerland, November); University of Savoie (Annecy, France, March)  
International Telecom Society conference (Rome, Italy, September)
- 2007 Business and its Environment (Harvard Business School conference, March); Atlanta Competitive Advantage Conference (Atlanta, Emory University, June); Academy of Management meeting (Philadelphia, August); Strategic Management Society (San Diego, October); International Telecom Society conference (Istanbul, Turkey, September)
- 2006 York University, Schulich School of Business, Toronto; Atlanta Competitive Advantage Conference, Atlanta, June; Academy of Management Meeting, Atlanta, August; International Society for the New Institutional Economics, Denver, USA, September; Southern Economic Association Meeting, Charleston, November
- 2005 Academy of Management Meeting, Hawaii, August; Strategic Management Society, Orlando, November
- 2004 Swiss Institute of Technology, Lausanne, Switzerland; Arizona State University, W.P. Carey School of Business  
Academy of Management Meeting, New Orleans
- 2003 Strategic Management Society, Baltimore, November
- 2002 Stanford University, Management Strategy and the Business Environment Conference, March; Academy of Management Meeting, Denver, USA, August; European Association for Research in Industrial Economics, Madrid, Spain, September
- 2001 International Society for the New Institutional Economics, Berkeley, California, USA, September;  
Academy of Management Meeting, Washington D.C., USA, August; Canadian Competition Policy Conference, Toronto, Canada, June
- 2000 Academy of International Business, Phoenix, USA, November; Southern Economic Association Meeting, Washington D.C., November; Strategic Management Society, Vancouver, Canada, October; Academy of Management Meeting, Toronto, Canada, August; International Telecom Society, Buenos Aires, Argentina, June
- 1999 University of Western Ontario, Ivey School of Business, February; Tulane University, A.B. Freeman School of Business, February; George Washington University, March

## EDITORIAL ACTIVITIES

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### Associate Editor

*Academy of Management Review* (2008-2011)

### Board membership

*Academy of Management Journal* (2005-2011)

*Business and Politics* (since January 2004)

*Competition and Regulation in Network Industries* (since January 2009)

### Ad hoc reviewer

*Journals:* *European Journal of Political Economy*, *Public Choice*, *Journal of Institutional and Theoretical Economics*, *Administrative Science Quarterly*, *Academy of Management Meetings*, *British Journal of Management*, *Business and Society*, *Journal of Business Research*, *Journal of International Business Studies*, *Journal of Management Studies*, *Management Science*, *Revue Française de Gestion*, *Strategic Management Journal*; *Thunderbird International Business Review*

## GRANTS AND AWARD

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- 2010 Research Grant – **Swiss National Foundation** (CHF295,000 over three years) for “The impact of public policies on entrepreneurship”
- 2007 Research Grant - **Social Sciences and Humanities Research Council of Canada** (SSHRC) (\$CAN 64,000 over three years) for “The nonmarket strategies of regulated firms”
- 2007 Research award, **Richard Ivey School of Business**, University of Western Ontario
- 2007 Best paper award, International Association for Business and Society (IABS)  
Letter of command of the Dean for teaching excellence in MBA program, Richard Ivey School of Business
- 2006 Research Grant – **France Telecom** – “Multinational Telecommunications Operators and the Regulatory Convergence” (Euros 210,000 over three years)
- 2006 Letter of command from the Dean for teaching excellence in MBA program, Richard Ivey School of Business
- 2004 Runner-up for the SSHRC *Aurora Prize*, granted every year to only one “outstanding young researcher” by the Social Sciences and Humanities Research Council of Canada
- 2004 Research Grant - **Social Sciences and Humanities Research Council of Canada** (SSHRC) (\$CAN 65,000 over three years) for “What explains firms’ nonmarket performance”
- 2003-2006 David Burgoyne Faculty Fellowship, **Richard Ivey School of Business**, University of Western Ontario
- 1999 MBA Teacher Honor Roll, Tulane University, **Freeman School of Business**, Spring Semester
- 1998 Lavoisier Grant, **French Ministry of Foreign Trade** (\$15,000)
- 1995-1997 **FNEGE Foundation** Scholarship

## **Ph.D SUPERVISION**

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### Participation in thesis committees

- Jana Thiel (PhD at EPFL, 2011)
- Sébastien Ména (PhD at the University of Lausanne, 2011; now Post-Doctoral fellow at the University of Alberta)
- Jane Kahyesi (PhD at the University of Lausanne, 2010; now Post-Doctoral fellow at the University of Lausanne)
- Samyr Mezzour (PhD at the University of Lausanne, 2010)
- Deborah Philippe (PhD at HEC School of Management, Paris, France, 2009; now Assistant Professor at the University of Lausanne)
- Stéphane Guérard (PhD at the University of Lausanne, 2009; now Post Doctoral Fellow at the University of Zurich)
- Delphine Riccardi (PhD at HEC School of Management, Paris, France, 2008)

### PhD thesis supervised

- Dominik Breitinger (University of Lausanne, Co-supervision with Guido Palazzo, October 2011)
- Bastian Schwark (EPFL, Co-supervision with Matthias Finger, May 2011)

### Current thesis supervisions:

- Larisa Tudur (University of Lausanne)
- Krishna Kumar (University of Geneva, Co-supervision with Emmanuel Josserand)
- Michael Sorell (University of Lausanne)

## **TEACHING**

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### Undergraduate students

2007-2010	Master in Management, University of Lausanne, Faculty of Business and Economics <b>Competitive Strategy (Core course)</b>
2008	Bachelor in Engineering – Ecole Polytechnique de Lausanne (EPFL) <b>Strategic Management (Elective course)</b>
2004-2006	University of Western Ontario, Richard Ivey School of Business, Canada <b>Microeconomics Foundations for Strategy (Core Course)</b>
2005	University of Western Ontario, Ivey School of Business, Canada <b>Global Environment of Business (Elective Course)</b>
1999	Tulane University, Freeman School of Business, New Orleans, US <b>Strategic Management (Core course)</b>
1997-1998	Ecole Supérieure de Commerce de Clermont-Ferrand, France <b>Business Policy (Core course)</b>
1996-1998	Université Paris 7 Jussieu, France <b>Managerial economics (Core course)</b>
1997	HEC School of Management, Paris, France – Master in Strategic Management <b>Industrial economics (Core course)</b>

### MBA students

2009	HEC School of Management (Paris, France) <b>Global Environment of Business (Elective Course)</b>
2007-2010	University of Western Ontario, Ivey School of Business, Canada <b>Managing in a global world – Module on ‘Government Policies’</b>
2000-2007	University of Western Ontario, Ivey School of Business, Canada <b>Global Environment of Business (Core Course)</b>
2004-2005	University of Western Ontario, Ivey School of Business, Canada <b>Microeconomics Foundations for Strategy (Core Course)</b>
Spring 1999	Tulane University, Freeman School of Business, New Orleans, US <b>Business Policy (Core course)</b>
Spring 1999 and 2000	Tulane University, Freeman School of Business, New Orleans, US <b>Management of Technology and Innovation (Elective)</b>

### PhD students

2008-2010	PhD in Management, University of Lausanne, Faculty of Business and Economics <b>Economic Theories of Organization (Core course)</b>
2007	University of Western Ontario, Richard Ivey School of Business, Canada <b>Nonmarket Strategy (Elective)</b>

Executive Education and Public speaking

- **EMBA**  
University of Lausanne, Faculty of Business and Economics (2007-2010)  
*Strategic Management (Core course)*
- **Executive education sessions designed and taught at the University of Lausanne:**
  - SIG (Services Industriels de Genève) (2009-2010)
- **Executive education sessions designed and taught at IMD:**
  - Veolia – Entrepreneurship program (recurrent since December 2010) (Program Director: Cyril Bouquet)
  - DSM (2011) (Program Director: Robert Hooijberg)
  - SSL International (2009) (Program Director: Robert Hooijberg and Cyril Bouquet)
  - UPM (2009) (Program Director: Preston Bottger)
- **Customized courses created and taught for companies or business associations such as:**
  - ‘Analyzing Economic and Business Risks’: Canadian Development Bank of Canada (In 2003, I have taught slightly different versions of this program for most of the employees, from Vice Presidents to Account Managers in the company; the course was also offered twice a year for new employees, and received the BDC Prize for most innovative new program in 2003)
  - ‘How to push foreign investments in Canada’: Canadian Foreign Service Institute (Ottawa, 2001, 2002, 2003)
  - ‘Management of Regulation in Europe’ : Air France (Paris, 2000)
  - ‘Management of Regulation in Europe’: La Poste (Paris, 2000)
- **Recent public speaking activities on the current economic and financial crisis (among others)**
  - Julius Baer (Geneva, 2010)
  - Julius Baer (Geneva, 2008)
  - Groupe PME-Entreprises (Lausanne, 2008)
  - Threadneedle (Geneva, 2007)