

GOVERT VROOM

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PROFESSIONAL EXPERIENCE

IESE Business School (Barcelona, Spain)	
Professor of Strategic Management	2016-present
Associate Professor of Strategic Management	2011-2016
Assistant Professor of Strategic Management	2008-2011
Academic Director of Global Executive MBA program	2015-2018
Academic Director of Executive MBA program	2013-2015
University of Granada, Faculty of Economics and Business, visiting professor	Sep-Dec 2019
IESE Public-Private Sector Research Center, Research Fellow	2009-present
Purdue University, Krannert School of Management (West Lafayette, USA)	2005-2008
Assistant Professor of Strategic Management	
KPN Telecom, Financial Controller and Senior Cost Management Consultant (The Hague, The Netherlands)	1991-1997
Royal Dutch Army (Breda/Utrecht, The Netherlands)	1989-1991
Assistant Professor of Logistics, Military Academy	
Lieutenant, operational audit consultant	
Christelijk Atheneum Adriaen Pauw, high school economics teacher (Heemstede, The Netherlands)	1988

EDUCATION

INSEAD, Strategy Area (Fontainebleau, France), Ph.D. in Management	1999-2005
Committee: Javier Gimeno (chair), Karel Cool, Xavier Vives, Peter Zemsky	
Dissertation: "Strategic incentives systems: A theoretical and empirical investigation of managerial incentives and competitive interaction"	
Northwestern University, Kellogg School of Management, visiting scholar	2001
Boston University	1997-1999
M.A. in Economics, Economics Department	
MBA in Management, Graduate School of Management	
VU University Amsterdam, Executive Master of Finance and Control (RC-EMFC)	1991-1995
University of California, Berkeley, exchange program	1989
University of Amsterdam	1983-1989
M.S. in Business Economics; Undergraduate degree in Physics (propaedeuse)	

PUBLICATIONS (PEER-REVIEWED)

Sohl, Timo, Govert Vroom, and Brian T. McCann, “Business Model Diversification and Firm Performance: A Demand-Side Perspective”, *Strategic Entrepreneurship Journal*, June 2020, 14(2): 198-223. doi.org/10.1002/sej.1342

Sohl, Timo, Govert Vroom, and Markus Fitza, “How Much Does Business Model matter For Firm Performance? A Variance Decomposition Analysis”, *Academy of Management Discoveries*, October 2018 (on line). doi.org/10.5465/amd.2017.0136

Vandebroek, Tom, Brian McCann, and Govert Vroom, “Modeling the Effects of Psychological Pressure on First-Mover Advantage in Competitive Interactions”, *Journal of Sports Economics*, December 2018, 19(5): 725-754. doi.org/10.1177%2F1527002516672060

McCann, Brian and Govert Vroom, “Opportunity Evaluation and Changing Beliefs During the Nascent Entrepreneurial Process”, *International Small Business Journal*, August 2015, 33(6): 612–637. doi.org/10.1177%2F0266242614544198

McCann, Brian and Govert Vroom, “Competitive Behaviors and Non-Financial Objectives: Entry, Exit, and Pricing Decisions in Closely-Held Firms”, *Organization Science*, 2014, 25(4): 969-990. doi.org/10.1287/orsc.2013.0859

Earlier version published in Leslie A. Toombs (Ed.), Academy of Management Best Paper Proceedings, 2009.

Short version published in IESE Insight, “Not Just in It for the Money”, September 2010.

Sohl, Timo and Govert Vroom, “Business Model Diversification, Resource Relatedness, and Firm Performance”, in Leslie Toombs (Ed.), *Academy of Management Best Paper Proceedings*, 2014 (1):10894-10894. doi.org/10.5465/ambpp.2014.158

McCann, Brian and Govert Vroom, “Pricing Response to Entry and Agglomeration Effects”, *Strategic Management Journal*, 2010, 31(3): 284-305. doi.org/10.1002/smj.805

Vroom, Govert and Javier Gimeno, “Ownership Form, Managerial Incentives, and the Intensity of Rivalry”, *Academy of Management Journal*, 2007, 50(4): 901-922. doi.org/10.5465/amj.2007.26279210

Vroom, Govert, “Organizational Design and the Intensity of Rivalry”, *Management Science*, 2006, 52(11): 1689-1702. doi.org/10.1287/mnsc.1060.0586
Reproduced in “Competitive Strategy”, 2011, edited by Catherine Maritan and Margaret Peteraf, Volume I, pp. 389-402.

PUBLICATIONS (OTHER)

Sastre, Isaac and Govert Vroom, “Spotify: Face the Music (update 2019)”, case study and teaching note, August 2019. Spanish version: “Spotify: cara a cara con la música (actualización del 2019).

Vroom, Govert, Ramon Casadesús-Masanell, Isaac Sastre and Jordan Mitchell, “WWF and Greenpeace: Two Strategies to Save the Arctic Ocean”, case study and teaching note, July 2019.

Sohl, Timo, Govert Vroom and Brian T. McCann, “La diversificación de los modelos de negocio: Cómo lograr que múltiples modelos funcionen en su empresa”, *Harvard Deusto Business Review*, May 2019 (nr. 289).

Sohl, Timo and Govert Vroom, “Mergers and Acquisitions Revisited: The Role of Business Model Relatedness”, In: Cary L. Cooper, Sydney Finkelstein. “Advances in Mergers and Acquisitions”. Emerald Group Publishing Limited, 2017. pp 99 - 113 (Advances in Mergers and Acquisitions; Vol. 16).

Vroom, Govert, “What’s the Goal of Your Firm?”, *IESE Insight*, issue 20 (first quarter 2014)

Sohl, Timo, Victor Burguete, Govert Vroom, and Xavier Vives, “Foreign Direct Investment in Barcelona: A City Focused on Growth”, Public-Private Sector Research Center study, December 2014.

Sastre, Isaac and Govert Vroom, “Spotify: Face the Music (update 2018)”, case study and teaching note, May 2018.

Sastre, Isaac y Govert Vroom, “Spotify: Face the Music (update 2016)”, case study and teaching note. Update: August 2016.

Sastre, Isaac and Govert Vroom, “Spotify: Face the Music”, case study and teaching note, December 2014.

Ly, Brian and Govert Vroom, “Competitive Dynamics”, technical note, July 2012.

Ly, Brian and Govert Vroom, “Value Creation and Capture”, technical note, July 2012.

Ly, Brian and Govert Vroom, “Sustaining Competitive Advantage”, technical note, June 2012.

WORKING PAPERS

Vroom, Govert and Henrik Zinkernagel, “A Purpose-Based View of the Firm and the Concept of the ‘Good Life’”.

Sohl, Timo, Govert Vroom and Brian T. McCann, “Operating Multiple Business Models in One Organization: Direct and Moderated Effects on Firm Performance”.

Sohl, Timo, Thomas Rudolph, and Govert Vroom, “International and Retail Format Diversification Strategy: Implications for Firm Performance”.

Sohl, Timo, Govert Vroom, and Hermann Ndofor, “Drumming in Moderate Beats: The Influence of Prive-Firm Ownership on Performance Implications of International Diversification”.

Sohl, Timo, Govert Vroom, and Thomas Rudolph, “Dynamic Performance Effects of Diversification into Emerging Markets: Evidence from the Retailing Industry”.

Helmers, Claes Gustav, Raymond Florax, and Govert Vroom, “Price Transmission Across Ownership Forms: Are Independents Price Followers?”, June 2010.

Helmers, Claes Gustav, John Connor, Raymond Florax, and Govert Vroom, “Entry Size, Ownership Form, and Spatial Location: An Analysis of the Hotel Industry”, July 2009, *Agricultural & Applied Economics Association*.

AWARDS & GRANTS

SMS Conference, Corporate Strategy Interest Group, Best Paper Award	2020
AGAUR grant (2017 SGR 1244) at the Public-Private Sector Research Center at IESE, Spain	2017-2019
AGAUR grant (2014 SGR 1496) at the Public-Private Sector Research Center at IESE, Spain	2014-2016
Distinguished Paper Award, Academy of Management, Business Policy and Strategy Division “Business Model Diversification, Resource Relatedness, and Firm Performance”	2014
Grant from Ministry of Research, Spain	2010, 2013, 2014
Grant from the Regional Government of Catalonia	2009, 2016, 2017
John & Mary Willis Young Faculty Scholar award, Purdue University	2007
Blackwell Outstanding Dissertation Award for best dissertation Business Policy and Strategy Division of the Academy of Management	2006
Distinguished Teacher award, Purdue University MBA core Strategy course, MBA elective course “Competitive Strategy”	2006-2007
2nd place award in <i>Organization Science</i> Dissertation Proposal Competition	2004
Academy of Management, BPS Division, Outstanding Reviewer award	2002-2004, 2011
Recipient of the Sasakawa Young Leaders fellowship	2000-2001
Received distinction for the INSEAD Ph.D. comprehensive exam	2001
High honors for M.A./MBA degree, Boston University	1999
Invited member of the Honor Society of Beta Gamma Sigma	1999

INVITED RESEARCH PRESENTATIONS

Erasmus University, Erasmus Research Institute of Management Seminar (2004)
HEC, Strategy and Business Policy Seminar (2005)
IESE Business School, Barcelona, Strategic Management Research Seminar (2008)
London Business School, Strategic and International Management Seminar (2007)
Purdue University, Krannert School of Management, Strategic Management Seminar (2005)
SMU, Cox School of Business, Strategy and Entrepreneurship Seminar (2004)
Tilburg University, School of Economics and Management, Organization and Strategy Seminar
(2010, 2005)
UCLA, Anderson School of Management, Strategy Seminar (2004)
University of Amsterdam, Amsterdam Business School, Strategy Seminar (2004)
University of Illinois at Urbana-Champaign, College of Business, Strategy and Entrepreneurship
Seminar (2008)
University of Michigan, Ross School of Business, Strategy Seminar (2005)

CONFERENCE PRESENTATIONS

Academy of Management Annual Meeting
Atlanta Competitive Advantage Conference
European Association for Research in Industrial Economics Conference
Harvard Strategy Conference
Organization Science Winter Conference
Strategic Management Society Annual Meeting

INVITED PRESENTATIONS (OTHER)

Dutch Business Association in Barcelona, “Competitive Strategy: In Need of Renovation?” (2012)
IESE Alumni Association, “Competitive Strategies in Networked Markets: Do We Need New Theories?” (Barcelona 2012, Paris 2012, Brussels 2012)
Rabobank Netherlands, “Competitive Strategies in Networked Markets: Do We Need New Theories?” (Utrecht 2012)
Transforming Accounting and Internal Control in Telecoms Operators, “Implementing a State-of-the-Art Cost Management System at KPN Telecom” (London 1996)

TEACHING

Competitive Strategy (MBA, Executive MBA, Global Executive MBA, Advanced Management Program)
Corporate Strategy (Global Executive MBA, Advanced Management Program)
Industry and Competitive Analysis (MBA elective course)
Strategic Management (Ph.D. course)
Introduction to Strategy (custom programs with companies in luxury goods, automotive, tires, banking, distribution sectors)
Analysis of Business Problems (MBA core course)

ACADEMIC AND PROFESSIONAL SERVICE

Editorial Board member:

- *Strategic Management Journal* 2011-present
- *Strategy Science* 2013-present
- *Journal of Management* 2008-2015

Benjamin Franklin International School 2013-2017

- member of the Foundation Board
- Treasurer
- Vice-President

Member of Executive Committee, Strategy Division, Academy of Management (elected) 2015-2017

Chair, Strategic Management Society, Competitive Strategy Interest Group (elected) 2009-2012

Member of the Academy of Management, Strategy Division, Research Committee 2008-2010

- Academy of Management Annual Meeting, organizer of the
STR Managing Your Dissertation workshop 2007
- Faculty participant, Doctoral Consortium, Strategic Management Society 2005, 2007, 2010, 2018
- Faculty participant, Doctoral Consortium, Strategy Division 2010
- Organizer and Faculty participant, Doctoral seminar Eden/ EIASM (European Institute for Advanced
Studies Management) 2014-2015
- Faculty participant, Doctoral seminar Eden/ EIASM (European Institute for Advanced Studies
Management) 2016-2017
- Faculty participant, Junior Faculty Teaching Consortium, Strategy Division 2017
- Faculty participant, New Faculty Consortium, Strategy Division 2017
- Faculty participant, Case Teaching in a Changing Environment, Strategy
Division 2017
- Newsletter editor for Strategic Management Society, Competitive Strategy Interest Group 2007-2009
- Member of dissertation committee for doctoral students:
- Joey van Angeren, Eindhoven University 2019
 - Ching Liao, IESE Business School, Strategic Management Department 2018
 - Tom Vandebroek, IESE Business School, Strategic Management Department 2015
 - Bilgehan Uzunca, IESE Business School, Strategic Management Department 2014
 - Gustav Helmers, Purdue University, Department of Agricultural Economics 2010
 - Brian McCann, Purdue University, Krannert School of Management 2009
- Reviewer for:
- Academy of Management Journal
 - Academy of Management Review
 - European Management Review
 - Global Strategy Journal
 - Journal of Economics and Management Strategy
 - Journal of Management Studies
 - Long Range Planning
 - Management Science
 - Organization Science
 - Strategic Entrepreneurship Journal
 - Strategy Science
 - Organization Science Proposal Competition
 - BPS Dissertation Competition, BPS Best Paper Award
 - Academy of Management Annual Meetings
 - Strategic Management Society Annual Meetings.

PROFESSIONAL ASSOCIATIONS

Academy of Management
Strategic Management Society

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