

Curriculum Vitae

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I. Academic Positions

Pontificia Universidad Catolica de Chile (PUC). School of Management. Full Professor.

Main courses: General Management (MBA), Business Models Innovation (MBA). Corporate Strategy and Strategic Management (Senior Undergraduate). Average Students evaluation of Professor/Instructor (last 5 years) (6.9/7).

Instructor of the course: Business Model Innovation for MBA students of the Global Network of Advance Management Students. 2020-2025 (students of top international business schools). Average Students evaluation of Professor (last 5 years) (4.9/5.0).

Different awards for teaching excellence at the MBA level (various years).

Prize of Excellence in Teaching (University level). This is the highest recognition given by the University. Pontificia Universidad Católica de Chile.

Service positions at PUC:

Director of the School of Management. Director of MBA Programs. Member of Faculty Evaluation, Hiring and Promotion Committee. Member of the Faculty Council. Member of the Ethics Committee. Pontificia Universidad Católica de Chile (University-level position)

Co-Director, Master in Health Administration (current).

Babson College: Visiting Professor.

2022 - 2026: Professor of the MBA course: Business Model Innovation to Compete in the Digital Economy. Boston, MA.

Harvard University: Visiting Scholar and Visiting Faculty.

Professor of the course: Corporate Strategy. Graduate-level course. Summer Program. Students evaluation of Professor/Instructor* 2011: 4.7/5.0. 2012: 4.9/5.0. 2013: 4.8/5.0. 2014: 5.0/5.0. (Summers 2011-2014).

Professor of the course: Strategic Management. Graduate-level course. Summer Program. Students evaluation of Professor/Instructor* 2010: 4.7/5.0. 2011: 4.5/5.0. 2012: 4.9/5.0.

2013: 4.9/5.0. 2014: 4.9/5.0. (Summers 2010-2014). *Ratings based on the question: Was the Professor effective overall?

August 2009-January 2011: Visiting Scholar. David Rockefeller Center. Harvard University.

Florida Gulf Coast University: Visiting Professor

2019: Visiting Full Professor. Professor of MBA courses: Global Business Strategy and Seminar in Management: Business Model Innovation. Students recommendation of Professor/Instructor: 100%.

II. Education:

Ph.D. in Managerial Economics and Strategy. Kellogg Graduate School of Management. Northwestern University. USA.

MBA. Leuven University. Belgium. Concentration: Corporate Finance and Industrial Organization.

Commercial Engineer and Bachelor in Economics. Universidad Católica de Chile.

III. Publications

1. Articles in academic journals and book chapters

Impact of Foreign Ownership on Corporate Environmental Disclosures: A Multi-Stage Model (with Rajat Panwar and Cristian Ramirez). *Business and Society Review*. Forthcoming. 2026.

“Centralization decisions in multi-sided platform portfolios (with Yuliya Snihur). *Academy of Management Perspectives*. Vol 38 (3) 2024.

“Resource allocation: the response to exogenous shocks across ownership types” (with Cristian Ramirez and Gustavo Lagos). *Corporate Governance: An International Review*. 30(6), 783– 805. 2022.

“The effect of within-firm vertical pay disparity in occupational safety” (with Cristián Ramírez y Marcos Singer). *Safety Science*. Vol 145. 2022.

“Can firms be both broad and deep? Exploring interdependencies between horizontal and vertical firm scope” (with Anne Parmigiani and Francisco Brahm). *Journal of Management*.47(5):1219-1254. 2021

“Socially responsible firms outsource less” (with María Jose Murcia and Rajat Panwar). *Business & Society*. 60(6):1507-1545. 2021.

“When one Business Model Isn’t enough.” (also included in HBR's 10 Must Reads on Business Model Innovation. *Harvard Business Review Press*. Boston, Massachusetts (originally, in Harvard Business Review, USA), pp. 127-138. **2019**).

“Stakeholder value appropriation: the case of labor in the worldwide mining industry” (with Cristian Ramirez). *Strategic Management Journal*. 39:1496–1525. **2018**.

“Managing complexity in a Multi-Business Model Organization” (with Yuliya Snihur). *Long Range Planning*. 51(1):50-63. **2018**.

“The impact of frictions in routine execution on economies of scope” (with Francisco Brahm and Marcos Singer). *Strategic Management Journal*. Volume 38 (10), pp 2021-2042. October, **2017**.

“Toward an integrated theory of the firm: The interplay between internal organization and vertical integration” (with Francisco Brahm). *Strategic Management Journal*. Volume 37, N, 12, pp. 2481-2502. **2016**.

“Relational Contracts and Collaboration in the Supply Chain: Impact of Expected Future Business Volume on the Make-or-Buy Decision” (with Francisco Brahm). *Journal of Supply Chain Management*. Volume 52, No. 3. Pp. 48-67. **2016**.

“A corporate view of business model innovation” (with Ramón Casadesus- Masanell and Joan Enric Ricart). In: Nicolai Foss, Tina Saebi, editors. Business model innovation. Estados Unidos: *Oxford University Press*; p. 64-84. **2015**.

“Does Complexity and Prior Interactions Affect Project Procurement? Evidence from Mining Mega-Projects” (with Francisco Brahm). *International Journal of Project Management*. 33, p. 1851-1862. November, **2015**.

“Transactional Hazards, Institutional Change, and Capabilities: Integrating the Theories of the Firm” (with Francisco Brahm). *Strategic Management Journal*, 35, p. 224-245. **2014**.

“Subcontracting in project-based firms: Do you follow the same pattern across your different projects?” (with Francisco Brahm): *International Journal of Project Management*, 32 (6), p. 995-1006. **2014**.

"Boundary Choice Interdependency: Evidence from the Construction Industry" (with Francisco Brahm). *Industrial and Corporate Change*. **2013**, pp. 1229-1271

“The emergence of world-class companies in Chile: Analysis of cases and a framework to analyze integration decisions”. *Journal of Business Research* 66, pp. 1728-1735. **2013**.

“The impact of complexity and managerial diseconomies on hierarchical governance” (with Francisco Brahm). *Journal of Economic Behavior and Organization* 84 (2012) 586– 599. **2012.**

“Limit pricing with complementary goods”. *Journal of Modeling in Management*, Vol. 6 Issue: 2, pages.215 – 224. **2011.**

“Firm, industry and corporation effects revisited: A mixed multi-level analysis for Chilean companies” (with Cristian Ramirez). *Applied Economic Letters*, Volume 18, Issue 1 , pages 95 – 100. **2011.**

“Persistence of profitability: Explaining the differences among countries and industries” (with Ingrid Eyleerts). *Academia: Revista Latinoamericana de Administración*. Vol. 44. pp. 99-114. May, **2010.**

“Determinants of Entrepreneurial Profitability and its Persistence: The Case of Chile versus US” (with Francisco Brahm and Felipe Daiber). *Journal of Business Research*. Vol. 61, Number 6, pp. 599-608. **2008.**

“Capital Structure and Entry Deterrence with Multiple Incumbents”. *The B.E. Journal of Economic Analysis & Policy*. Vol. 7. N° 1. **2007.**

“Should National Brand Manufacturers Produce Private Labels? *Journal of Modeling in Management*. Vol. 2 N° 1, **2007.**

“Jurisprudencia sobre precios predatorios en Chile ¿Han sido uniformes los criterios aplicados?” (with José Hevia). *Abante, Studies in Business Management*. Vol.8 N° 2. October, **2005.**

“Strategic Effects of Private Labels and Horizontal Integration”. *International Review of Retail, Distribution and Consumer Research*, Vol. 14, N° 3, 321-335. July, **2004.**

“Regulación: Objetivos, Problemas y Opciones que se abren en el Mercado de la Telefonía Fija Local” (coauthor Fernando Coloma). *Abante: Studies in Business Management*. Vol. 7, Octubre, **2004.**

“Explicando la Rentabilidad de la Empresa y su Sustentación” (with Francisco Brahm and Felipe Daiber). *Abante: Studies in Business Management*. **2004.**

“Private Labels and Retail Market Concentration”. *Abante: Studies in Business Management*. Vol. 6, N° 1, Abril **2003.**

“Reasons for Conglomeration: Empirical Analysis of Management Responses in Chile” (with José Rivera). *Abante: Studies in Business Management*. Vol.3 N° 2, pp.203-226. October, **2000.**

“Internal Capital Markets and Multimarket Contact as Explanations for Conglomerates in Emerging Markets”. *Abante: Studies in Business Management*, Vol. 2, N° 1. 1999.

2. Books:

-Fundamentos de Estrategia Empresarial. (Fundamentals of Business Strategy)
Editorials: Ediciones Universidad Catolica de Chile (Chile) and Editorial Alfaomega (Mexico).

Sixth Edition: 2023. **Seventh Edition:** 2027 (expected).

-Organización Industrial para la Estrategia Empresarial (Industrial Organization for Business Strategy) (Jorge Tarzijan and Ricardo Paredes). Prentice Hall (Pearson).

Third edition: 2013.

3. Teaching Cases and Course Materials:

Building a Sourcing Strategy at Interior Forest. Harvard Business Impact Case. Product number 8937. April, 2026.

Building a Sourcing Strategy at Interior Forest. Teaching Note. Harvard Business Impact Case. Product number 8937. April, 2026.

Falabella: Navigating Growth Strategies and Organizational Design Dilemmas. Ivey Publishing Case. W42672. 2025

Falabella: Navigating Growth Strategies and Organizational Design Dilemmas. Teaching Note: Ivey Publishing Case. W42673. 2025

Challenges in Launching a Digital Multisided Platform: The NotCo’s Opportunity? (with Lidija Polutnik). Babson College Case Collection. BAB785. December 2024.

Challenges in Launching a Digital Multisided Platform: The NotCo’s Opportunity? Teaching Note (with Lidija Polutnik). Babson College Case Collection. BAB785TN. December 2024.

The Not Kraft Heinz Company: A Joint Venture Opportunity (with Lidija Polutnik). Babson College Case Collection. BAB743. June 2023.

The Not Kraft Heinz Company: A Joint Venture Opportunity. Teaching Note (with Lidija Polutnik). Babson College Case Collection. BAB744. June 2023.

Uber and Cornershop: An acquisition in the multi-sided platform space. IVEY Case Collection. Ivey Business School. University of Western Ontario. 2021. Product Number: 9B21M036.

Uber and Cornershop: An acquisition in the multi-sided platform space. Teaching Note. IVEY Case Collection. Ivey Business School. University of Western Ontario. 2021. Product Number: 8B21M036.

Falabella: Options to growth in uncertain times. IVEY Case Collection. Ivey Business School. University of Western Ontario. 2021. Product Number: 9B20M205

Falabella: Options to growth in uncertain times. Teaching Note. IVEY Case Collection. Ivey Business School. University of Western Ontario. 2021. Product Number: 8B20M205.

Sky Airlines: Business Model Transformation and Future Challenges (with Matko Koljatic and Joan Enric Ricart). IESE Business School, University of Navarra. Case number: SM-1682-E. **July 2019.**

Sky Airlines: Business Model Transformation and Future Challenges: Teaching Note (with Matko Koljatic and Joan Enric Ricart). IESE Business School, University of Navarra. Case number: SMT-128-E. **July 2019.**

Regulating Broadband in Chile: The Debate Over Open Access (with José Gómez-Ibañez). Kennedy School of Government. Case Program. Harvard University. **2012.** Case Number: 1955.0

Regulating Broadband in Chile: The Debate Over Open Access (with José Gómez-Ibañez). **Teaching Note.** Kennedy School of Government. Case Program. Harvard University. **2012.** Case number: 1955.2

Lan Airlines: Connecting the World to Latin America (with Ramón Casadesus-Masanell and Jordan Mitchell). Harvard Business School. Case N° 9-709-410. **2009.**

LAN Airlines: Connecting the World to Latin America (B) (with Ramon Casadesus). Harvard Business School Case. Case N° 9-711-461. **2010.**

Lan Airlines in 2008: Connecting the World to Latin America, Teaching Note (with Ramón Casadesus-Masanell and Jordan Mitchell). Harvard Business School. Case N° 709-492. **2010.**

Two ways to fly south: Lan Airlines and Southwest Airlines (with Ramón Casadesus-Masanell and Tarun Khanna). Harvard Business School. Case N° 9-704-414. **2009.**

Two ways to fly south: Lan Airlines and Southwest Airlines (with Ramón Casadesus-Masanell). Harvard Business School. **Teaching Note.** Case 710-422. July, **2009.**

LAN Airlines Takes on the World: 2010 Acquisition of TAM (with Fernando Suarez and Greg Collier). Boston University. Ibook case collection. **2014.**

Arauco: Forward Integration or Horizontal Expansion? (with Ramón Casadesus-Masanell and Jordan Mitchell). Harvard Business School. Case N° 705-474. **2009** (revised version, 2008). This case has a Spanish version. HBS Case No. 706-S35. This case is in the HBS Premier Case Collection (associated with bestselling cases).

Arauco (B): “Papel” in Brazil (with Ramón Casadesus-Manasell and Jordan Mitchell). Harvard Business School. Case N° 709-416. **2009**.

Arauco: Forward Integration or Horizontal Expansion? (with Ramón Casadesus-Manasell). Harvard Business School. **Teaching Note**. N° 706-439. **2010**.

4. Working Papers

Multi-dimensional corporate purpose: Balancing trade-offs and leveraging complementarities (with Bryan Husted).

Climate Change and the Environmental Performance of firms: The contingent effect of boards’ characteristics (with Cristian Ramírez).

How foreign ownership affects adoption of sustainability practices and disclosures (with Rajat Panwar and Cristian Ramírez).

The effect of within-firm wage dispersion on the female workforce (with Rajat Panwar and Cristian Ramírez).

Value Based Outsourcing (with Joaquín Poblete)

5. External Research grants

Fondecyt (Chilean government): Main Researcher. 2024-2026. Project number 124046. Project name: Corporate governance of environmental sustainability: How does the institutional context shape the relationship between board’s features and environmental performance.

Fondecyt (Chilean government): Main Researcher. 2017-2020. Project name: Human Capital Strategies and Firm Performance.

Fondecyt (Chilean government): Main researcher: 2013-2016. Project name: The theory of the firm’s boundaries. Project number: #1141101.

Fondecyt (Chilean government): Main researcher: 2002-2005.

IV. Reviewer and Editorial Work

Reviewer (examples): Strategic Management Journal; Journal of International Business Studies; Corporate Governance: An International Review; Business & Society; Long

Range Planning; Journal of Business Research; Journal of Economics & Management Strategy International Journal of Project Management; Journal of Supply Chain Management; Strategy Science; Oxford Research Encyclopedia of Business and Management

Member of Editorial Board: Academy of Management Perspectives: 2024-current. Business & Society: 2024-current.

V. Academic Presentations (examples)

Amity University, Florida Gulf Coast University, University of Miami, University of Puerto Rico, Ecole Polytechnique Federale de Lausanne (EPFL), Insper, Sao Paulo, Brazil, Katholieke Universiteit Leuven, Harvard University, Babson College, Strategic Management Society Conferences, Universidad Adolfo Ibañez, Universidad del Desarrollo, ESE, Universidad de los Andes. Academy of Management (various).

VI. Other academic activities (examples)

Academy of Management Conference. Panelist. Junior Faculty Colloquium. Boston, MA.

Member of the Advisory Board. Strategic Management Conference. Costa Rica.

Co-Chair (with Sergio Lazzarini and Luiz Mesquita) and organizer of the Strategic Management Society Special Conference. Santiago. 2015.

Member of the Faculty evaluation committee. Economics and Management Faculty. PUC.

Member of the Economics and Management Study Group, FONDECYT.

VII. Professional projects (examples)

Member of the Auto-regulation and Ethics Committee. Bolsa de Comercio de Santiago (current).

Member of the Auto-regulation and Ethics Committee. Bolsa Electrónica de Chile (current).

Economic Consultant. Asociación de Clínicas.

Economic Consultant. Empresas Copec. Santiago.

Economic Consultant. Empresas Abastible.

Director Fundación Primero Lee (2012-2022).

Expert Witness. Termination charges in mobile communications. VTR Mobile.

Economic Report ITAU Bank: Analysis of interbank charges for electronic transfers.

Economic Consultant to Zurich-Santander and Chilena Consolidada in their merger with EuroAmerica (Insurance and Investment funds).

Economic consultant to Atlantia in proposed merger with Abertis.

Expert witness in determination of access charges. Ministry of Transportation and Telecommunications and VTR Global Com.

Consultant of companies such as Arauco, Soquimich in different projects (mainly related to Corporate Strategy and Industrial Organization/Antitrust).

Member of the Presidential Committee for the Reform of the Chilean Social Security system.

Expert Witness in cases related to the determination of interconnection charges in the Telecommunication Industry. Cases: Entel and Vice-Minister of Telecommunications; Telefónica del Sur and Vice-Minister of Telecommunications.

Consultant to the Central Bank of Chile. Advisor to different governmental agencies in countries such as: Dominican Republic, El Salvador, Nicaragua, Peru, Bolivia, Mexico, Argentina, Chile and Bolivia.

Studies related to competition, strategy and antitrust in markets such as healthcare services, telecommunications, electricity, dairy products, pharmacies, pension funds and retail, among others. Several of these studies have been presented to the antitrust authorities whereas others have served to assess the regulatory and competitive position of companies.

Economic expert in litigations in mining, energy, retail and other industrial and financial service companies.

Member of the Commission that authorizes the investments of the pension funds in Chile.

Center for International Financial Analysis & Research. Visiting Fellow. Princeton. USA. Internship.

Superintendency of Pension Funds. Analyst. Financial Division.

VIII: Ph.D. Committees

-Richard Peña. UAI. Chile. 2022.

- Maria Jose Murcia: University of British Columbia. Canada. 2015-2018.

- Angel Servin. Universidad Austral de Argentina. 2016-2018.

IX. Other:

2010-2025: Listed Who's who in the world (Marquis).

2010-2025: Listed in Who's Who Legal: Specialist in the field of competition economics.