

# JEROEN STRUBEN

emlyon business school  
Lyon, France

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[www.marketformationdynamics.org](http://www.marketformationdynamics.org)

## EDUCATION

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**Massachusetts Institute of Technology, Sloan School of Management** Cambridge, USA  
*Ph.D in Management* 2001 – 2006  
Thesis Committee: Charles H. Fine, Ernest J. Moniz, John D. Sterman (Chair)

**Delft University of Technology, Faculty of Applied Physics** Delft, The Netherlands  
*MsC Physics, Theoretical Physics Group* 1990 – 1995

## ACADEMIC APPOINTMENTS

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**emlyon business school** Lyon, France  
Associate Professor, Strategy and Organisation Department 2017 – present

- Policy Council, *System Dynamics Society* 2022 – present
- Executive Committee, *System Dynamics Society* 2024 – present
- Co-founder, *European System Dynamics Sustainability Platform* 2018 – present
- Associate Editor, *System Dynamics Review* 2024 – present
- Research Affiliate, *MIT Sloan School of Management* 2008 – present

Assistant Professor, Strategy and Organisation Department 2016 – 2017

**McGill University, Desautels Faculty of Management** Montréal, Canada  
Assistant Professor, Strategy and Organization Area 2008 – 2016

**Massachusetts Institute of Technology, Sloan School of Management** Cambridge, USA  
Post-Doctoral Fellow, System Dynamics Group 2006 – 2008

- Co-Founder, “*MIT Project on Market Transitions for Low Carbon Transportation Systems*”

## HONOURS AND AWARDS

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### Research

Research Fellowship, Emlyon Artificial Intelligence in Management Institute 2019 – 2020  
Research Fellowship, Marcel Desautels Institute for Integrated Management 2013 – 2015  
First Prize Oikos Global Case Writing Competition 2011  
System Dynamics Society Dana Meadows Prize - Honorable Mention 2004, 2006

### Teaching

Distinguished Graduate Teaching Award, Desautels Faculty of Management 2011

### Service

Reviewer of the Year (2021) – System Dynamics Review 2022

## **PUBLICATIONS**

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### **Peer-Reviewed Articles**

Struben, J. and F. Kapmeier (2023) “From low-hanging fruit to high-impact sustainability transformations: Unpacking dynamics of intra- and interorganizational capability traps.” *System Dynamics Review* **39**(4): 404–431.

Struben, Jeroen (2020) “The Coronavirus Disease (COVID-19) Pandemic: Simulation-Based Assessment of Outbreak Responses and Post-Peak Strategies.” *System Dynamics Review* **36** (3): 247-293.

Struben, Jeroen, Brandon Lee, and Chris Bingham (2020) “Collective Action Dynamics During Market Formation.” *Strategy Science* **5** (3): 147-291.

Keith, David, Jeroen Struben, and Sergey Naumov (2020) “A generalized model of alternative fuel vehicle market transitions.” *Journal of Simulation*: 1-18.

Lee, Brandon, Jeroen Struben, and Chris Bingham (2018) “Collective Action and Market Formation: An Integrative Framework.” *Strategic Management Journal* **39** (1): 242–266.

Keith, David, John Sterman, and Jeroen Struben (2017) “Supply constraints and waitlists in new product diffusion.” *System Dynamics Review* **33**(3-4): 254-279.

Struben, Jeroen, Laurette Dubé and Derek Chan (2014) “Policy Insights from the Nutritional Food Market Transformation Model: The Case of Obesity Prevention Dynamics.” *Annals of the New York Academy of Sciences* **1331**: 57–75.

Dubé, Laurette, Srivardhini Jha, Aida Faber, Jeroen Struben, Ted London, Archisman Mohapatra, Nick Drager, Chris Lannon, P.K. Joshi, and John McDermott (2014) “Convergent innovation for sustainable economic growth and affordable universal healthcare: Innovating the way we innovate.” *Annals of the New York Academy of Sciences* **1331**: 119–141.

Garland, Jennifer, Ruthanne Huising, and Jeroen Struben (2013) “What if Technology Worked in Harmony with Nature: Imagining Climate Change through Prius Advertisements”. *Organization* **20**(5): 679-704.

Struben, Jeroen and John Sterman (2008) “Transition Challenges for Alternative Fuel Vehicle and Transportation Systems.” *Environment and Planning B* **35**(6) 1070-1097.

Otto, Peter and Jeroen Struben (2004) “Gloucester Fishery: Insights from a Group Modeling Intervention.” *System Dynamics Review* **20**(4): 287-312.

Nazarov, Yuli and Jeroen Struben (1996) “Universal Excess Noise in Resonant Tunneling via Strongly Localized States.” *Physical Review B* **53**(23): 15466-15466.

### **Book Chapters**

Lee, Brandon, Panikos Georgallis, and Jeroen Struben (2022) “Sustainable entrepreneurship under market uncertainty: opportunities, challenges and impact.” Ch 14 In: George, G., M.R. Haas, H. Joshi, A.M. McGahan, and P. Tracey (Eds) *Handbook on the Business of Sustainability* (1<sup>st</sup> ed., pp. 252-272). Edward Elgar Publishing.

Papachristos, George and Jeroen Struben (2019) “System Dynamics Methodology and Research: Opportunities for Transitions Research.” Ch 8 In: Moallemi E. and F. de Haan (Eds) *Modelling Transitions: Virtues, Vices, Visions of the Future* (1<sup>st</sup> ed., pp. 119-138), Routledge, Abingdon-on-Thames.

Struben, Jeroen, John Sterman, and David Keith (2015) “Parameter and Confidence Interval Estimation in Dynamic Models: Maximum Likelihood and Bootstrapping Methods.” Ch 1 In: Oliva R, N. Osgood, and H. Rahmandad (Eds) *Analytical Methods for Dynamic Modelers*, MIT Press, Cambridge MA.

Etzion, Dror and Jeroen Struben (2014) “Better Place: Shifting Paradigms in the Automotive Industry.” In: Pirson, M., (Ed) *Case Studies in Social Entrepreneurship*, The Oikos Collection V4, (October 2014). Originally published as: Etzion, Dror and Jeroen Struben (2011) “Better Place: Shifting Paradigms in the Automotive Industry”. (Winner of the oikos Global Case Writing Competition.)

### **Manuscripts in the Review Process**

Struben, J., B. Talukder, D. Chan, and L. Dubé (2024) “Sustainability-Oriented Food Market Transformation: Pathways to Healthy and Equitable Diets through Convergent Innovation (Under Review, *Nature Communications*)

Kapmeier, F., J. Struben (2024) “Trust Dynamics During Coepetition.” (Reject and Resubmit, *Organization Science*)

### **Advanced Working Papers**

Struben, J. “The Role of the Social Environment in Gendered Accumulation of Skill for Expert Performance.”

Struben, J. D. Keith, and J. Sassine. “Consideration Spillovers in Emerging Product Categories.”

Struben, J. “Sustainability transformations and consumer lifestyle change considering intergenerationality”

Struben, J. “Gender Inequality Dynamics: Women’s Participation and Performance in Competitive Chess in the Netherlands.”

Shams Esfandabadi Z. and J. Struben. “The Future of Carsharing Services and its Role in Sustainable Transportation”

Taborda, C. and J. Struben. “Normatively Opposed, Functionally Aligned: Plant-Based Meat Positioning Around the Boundaries of the Meat Category”

### **Other Working Papers (Selected)**

De Gooyert, V., Goncalves, H., Kampmann, C., Kapmeier, F., Kopainsky, B., Rooney-Varga, J., Rouwette, E., Struben, J., and N. Videira, and N. Zimmerman (2022) “System dynamics and sustainability: A research agenda for the coming decade(s).”

J. Struben, and R. Huising, and N. Isaacs (2022) “The Rich get Richer: The Unintended Consequences of the Major League Baseball Free Agent Compensation System”.

Ramezankhani, A., J. Struben, and L. Dubé. (2020) “Coupled Diffusion Dynamics in Markets Driving Social Change.”

Struben, J., N. Addy, A. Ramezankhani, and L. Dubé. (2019) “Coordinating Collective Action for Societal Change: The Québec en Forme Adhocracy.”

Struben, Jeroen. “Fragility in Strategic Acton Field Alignment: Market Formation for Alternative Fuel Vehicles”. Industry Studies Association Working Paper Series WP-2008-29:  
[http://isapapers.pitt.edu/113/1/2008-29\\_Struben.pdf](http://isapapers.pitt.edu/113/1/2008-29_Struben.pdf)

Struben, Jeroen "Identifying Challenges for Sustained Adoption of Alternative Fuel Vehicles and

Infrastructure", 2008, MIT Sloan Research Paper No. 4625-06.

**Conference Proceedings (selected)**

Kapmeier, F. and J. Struben, (2021) Trust dynamics during early alliance operation: the role of partner engagement. In Academy of Management Proceedings (Vol. 2021, No. 1, p. 12647). Briarcliff Manor, NY 10510: Academy of Management

Lee, B., P. Georgallis, and J. Struben (2021) "Sustainable entrepreneurship under market uncertainty: Opportunities, challenges, and impact. In Academy of Management (AOM) Annual Meeting Proceedings (Vol. 2021, No. 1). Briarcliff Manor, NY 10510: Academy of Management

Struben J. and B. Lee (2018) "Collective Action, Networks, and Critical Mass for Market Formation. In Academy of Management (AOM) Annual Meeting Proceedings (Vol. 2018, No. 1). Briarcliff Manor, NY 10510: Academy of Management

Chan, D., J. Struben, and L Dubé (2016) "CSR-Mainstreamed Innovation: Market Transformation for Scaled Solutions to Socio-Economic Inequity" In Academy of Management (AOM) Annual Meeting Proceedings (Vol. 2016, No. 1). Briarcliff Manor, NY 10510: Academy of Management

Struben, J., D. Chan, and L Dubé (2014) "Policy Insights from the Nutritional Food Market Transformation Model: The Case of Obesity Prevention" 31st International System Dynamics Conference (Delft, The Netherlands)

Struben, J., and J. Sassine (2014) "From Category Building to Industry Referent: Competition and Coevolution among Hybrid Electric Vehicles" 31st International System Dynamics Conference. (Delft, The Netherlands)

Struben J. and B. Lee (2013) "Collective Action in Markets: Toward a Theory of Market Emergence" Presentation in the Showcase Symposium "Entrepreneurial Action in Nascent Industries, by M. Tripsas, T. Zuzul, and V. Rindova, Academy of Management (AOM) Annual Meeting Proceedings (Orlando, FL, September 2013)

Struben, J., D. Chan, and L. Dubé (2011) "Nutritious Food Market Transformation: Analysis of Non-communicable Disease Dynamics and Prevention". 29th International System Dynamics Conference. Cambridge, Maas

Struben, J, R. Huising, and Isaacs, N., (2011) "PLENARY: Inadvertent Inequality: The Unintended Consequences of the Major League Baseball Free Agent Compensation System". 29th International System Dynamics Conference.

Keith D., J. Serman, and J. Struben, (2011) "Understanding Innovation Diffusion in the Presence of Supply Constraints and Price Feedback: The Case of the Toyota Prius". 29th International System Dynamics Conference

Struben, J and J Serman (2011) "Strategies for Transportation Electrification: Overcoming Thresholds and Overly Optimistic Forecasts." 29th International System Dynamics Conference

Struben, J and Gauvin, C (2011) "Language Evolution in Québec: Network effects and clustering." 29th International System Dynamics Conference

## Research Reports

Struben, J. (2011) “Building capacity for furthering the economic and social case for investment in chronic non-communicable disease prevention and health promotion - Healthy Living Market Transformation: Analysis of Non-communicable Disease Dynamics and Prevention.” *Report to Public Health Agency Canada, RFSO#1000091602*, March 2011

Struben, J. (2010) “Summary of Policy Insights from Alternative Fuel Vehicle Transition Analysis.” *MIT Project on Market Transitions for Low Carbon Transportation, Report 2*, September 2010

## Management Flight Simulators

Struben, J. (March 2020) “The December 2019 New Corona Virus (SARS-CoV-2) Outbreak: A Behavioral Infectious Disease Simulator.”

[https://forio.com/app/jeroen\\_struben/corona-virus-covid19-seir-simulator/index.html#introduction.html](https://forio.com/app/jeroen_struben/corona-virus-covid19-seir-simulator/index.html#introduction.html)

Struben, J. (October 2014) “Behavioural Infectious Disease Simulator: The 2014 Ebola Outbreak.”

<https://forio.com/simulate/jeroen.struben/behavioral-dynamics-of-epidemics-the-ebola-case/run/>

## RESEARCH GRANTS

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- 2014-2018: Fonds de recherche du Québec - Société et Culture (FRQSC), Team grant. \$436,000. Co-Applicant. Équipe de recherche interdisciplinaire sur la gestion de l'interface santé-affaires. Comportement du consommateur et dynamique de production, distribution et compétition en alimentation: Équilibrer la santé, le plaisir, et les affaires à court et long Terme
- 2014-2018: Social Sciences and Humanities Research Council (SSHRC)
- C) Insight Grant. \$499,230. Co-Applicant. Paths of convergence for agriculture, health and wealth: Foundational work for a trans-disciplinary Whole-of-Society paradigm in food and nutrition context
- 2014-2017: Ministère de l'Agriculture, des Pêcheries et de l'Alimentaire du Québec, (MAPAQ), Innov'Action Agroalimentaire. \$150,000. Co-Applicant. A management flight simulator tool to improve economic performance of nutrition-sensitive food innovation and enabling policy environment
- 2014-2017: Social Sciences and Humanities Research Council (SSHRC) Team Grant. \$197,000. Co-Applicant. A Convergent Innovation Coalition for Sustainable Prosperity: Development Work for Agri-Food Systems
- 2014: McGill University, Internal Social Sciences and Humanities Development Grant, \$7000. PI. Market Formation Pathways: The Emergence and Shaping of the Hybrid Electric Vehicle Product Category
- 2012-2015: Fonds de recherche du Québec - Société et culture (FRQSC). \$39,600. Role: PI, Market Formation through Coevolution of Organizational Capabilities and the Social Context: Nutritious Food in Québec
- 2011-2012: McGill University, Internal Social Sciences and Humanities Development Grant, \$4000, PI, Alternative Fuel Vehicle Market Emergence: Examining the Coordination of Heterogeneous Contributions
- 2010-2011: PHAC Grant, \$75,000, PI, Healthy Living Market Transformation: Industry Self-Regulation Dynamics of Low Nutrition High Motivational Food - part of competitive standing offer of service from the Public Health Agency of Canada (# 4600000162)
- 2008-2009: Ford Motor Company, \$125,000, Co-PI, research on alternative fuel vehicles transitions

- 2006-2010: Shell Hydrogen, \$350,000, Co-PI, research on alternative fuel vehicles transition dynamics
- 2001- 2002: DuPont Presidential Fellow

## **ACADEMIC PAPER PRESENTATIONS**

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### **Organization of Academic Workshops**

- Sub-theme organizer “*Markets and (Re-) Valuations inside Sustainability Transformations*” European group for Organizational Studies (2014 EGOS Conference). Joint with Peter Karnøe (Allborg University, Denmark) and Liliana Doganova (Center for the Sociology of Innovation at Ecole des Mines in Paris, France)).

### **Invited Academic Seminars and Workshops**

- Eindhoven University of Technology, Department of Industrial Engineering & Innovation Sciences, Innovation, Technology Entrepreneurship & Marketing Group (*Invited talk* “From low-hanging fruit to high-impact sustainability transformations: Unpacking dynamics of intra- and interorganizational capability traps”, 7 October 2024)
- Università della Svizzera italiana, Faculty of Economics (*Invited talk* “Gender Inequality Dynamics: Women’s Participation and Performance in Competitive Chess in the Netherlands”, Lugano, Italy, March 2024)
- Gronen Conference (*Panel member* for session “Moral markets in context”, Amsterdam, 2022)
- Sloan School of Management, MIT (*Invited talk* on “Collective action in market formation, Cambridge.”, MA, November 2020, Virtual)
- James Madison University (*Invited talk* on “Strategies for managing the COVID-19 pandemic.”, Washington DC (Virtual), November 2020).
- System Dynamics Society (*Expert-panel member* in session “Policy modelling for the COVID-19 pandemic.”, Virtual (500 attendees), December 2020).
- Deutsche Gesellschaft für System Dynamic (DGSD) (*Keynote* on “Modeling and Strategizing for Ecologically and Economically Sustainable Mobility”, Dessau, Germany, September 2017)
- Deutsche Gesellschaft für System Dynamic (DGSD) (*PhD Seminar* on “Within-Category and Within-Brand Peer Effects in New Product Diffusion: Evidence from the California Market for Hybrid-Electric Vehicles.”, Dessau, Germany, September 2017)
- 12<sup>th</sup> Organisation Studies Conference (*Workshop* on “Food Organizing Matters: Paradoxes, Problems and Potentialities”, Chania, Crete, Greece, May 2017)
- Rijksuniversiteit Groningen, Faculty of Economics and Business (Groningen, The Netherlands, January 2017)
- emlyon business school, Strategy and Organisation Department (Écully, France, December 2015)
- Delft University of Technology, Policy Analysis Department (Delft, The Netherlands, September 2015)
- 2<sup>nd</sup> National Obesity Summit (Montreal, QC, May 2011)
- Northwestern University, The Transportation Center (Evanston, IL March 2011)
- Tongji University, School of Automotive Studies (Shanghai, China 2008)
- Copenhagen Business School (Copenhagen, Denmark 2008)
- MIT Sloan School of Management, Operations Management and System Dynamics seminar (Cambridge, MA 2004, 2007, 2008)
- Delft University of Technology, Policy Analysis Department (Delft, The Netherlands 2007)

- Santa Fe Institute/UM-complexity group “The Foundations of Robustness” (Ann Arbor, MI 2006)
- State University New York, Rockefeller College of Public Affairs and Policy (Albany, NY 2006)
- Academic workshop “Frontiers in Transportation: social and spatial interactions” (Amsterdam, The Netherlands 2007, 2005)
- Academic workshop “Computational and Mathematical Approaches to Societal Transitions”, Lorentz Center (Leiden, The Netherlands, 2007)

**Refereed Academic Presentations and Workshops (Selected)**

- The Saint Louis Chess Conference| Research Track. (St Louis, Missouri, October 2024, plenary talk “Embracing complex causality: Dynamics of Gender inequality in the world of chess”)
- 40th International System Dynamics Conference (Bergen, Norway, August 2024, plenary talk “Embracing complex causality: Dynamics of Gender inequality in the world of chess”)
- The Theoretical Organizational Models (TOM) Society Annual Meeting (Paris, France 2024)
- The Theoretical Organizational Models (TOM) Society Annual Meeting (Boston, Massachusetts 2023)
- SCORAI-ERSCP-WUR Conference on Transforming Consumption-Production Systems Toward Just and Sustainable Futures (Wageningen, The Netherlands 2023)
- 38th International System Dynamics Conference (Frankfurt, Germany, 2022, opening plenary talk “Gender segregation dynamics: Women participation and performance in competitive chess in the Netherlands”)
- EGOS 38th Colloquium (Vienna, Austria 2022), “Gender segregation dynamics: Women participation and performance in competitive chess in the Netherlands”.
- The Theoretical Organizational Models (TOM) Society Annual Meeting (Virtual conference, 2020)
- The Vienna Conference on Strategy, Organizational Design, and Innovation (Vienna, 2019)
- Modeling Science, Technology, & Innovation Conference, National Science Foundation (Washington DC, 2016)
- Organization Science Winter Conference (Park City, UT 2015)
- EGOS 30th Colloquium (Rotterdam, The Netherlands 2014)
- Academy of Management (AOM) Annual Meeting: Presented in the Showcase Symposium on “Entrepreneurial Action in Nascent Industries (Orlando, FL, September 2013)
- 1st European Theory Development Workshop in Organizational Management Theory (Grenoble, France 2012; presenter and discussant)
- DRUID Industrial Dynamics Conference (Copenhagen, Denmark 2012)
- International System Dynamics 29th Conference (Washington DC, 2011, 5 presentations, including 1 plenary)
- EGOS 27th Colloquium (Göteborg, Sweden 2011)
- Academy of Management (AOM) Annual Meeting - OMT Junior Faculty Consortium (Montreal, 2010)
- EGOS 25th Colloquium (Barcelona, Spain 2009)
- Sumantra Ghoshal Conference – London Business School (London, UK, 2009)
- Energizing Markets Conference – Making and Breaking Regimes of Value (Copenhagen, Denmark 2008)
- DRUID Industrial Dynamics Conference (Copenhagen, Denmark 2008)
- Industry Studies Conference, Alfred P. Sloan Foundation (Boston, MA 2008, 2009)

- United States Association for Energy Economics (USAEE) 26th and 28th Conference (Ann Arbor, MI 2006; New Orleans, LA 2008)
- Academy of Management (AOM) Annual Meeting, (Philadelphia, PA 2007)
- International Conference on Complex Systems (Boston, MA 2004, 2006, 2007)
- The Institute for Operations Research and the Management Sciences (INFORMS) Annual Meeting, (Pittsburgh, PA 2006; Washington, DC 2008)
- International System Dynamics 22<sup>nd</sup> to 26<sup>th</sup>; 29<sup>th</sup>; 32<sup>nd</sup> Conference (Palermo, Italy 2003; New York City, NY 2004; Boston, MA 2005; Nijmegen, The Netherlands 2006; Boston, MA 2007; Boston, MA 2011; Delft The Netherlands 2014)
- System Dynamics Winter conference (Austin, TX 2006; 2009; Albuquerque, NM 2015)

## **ACADEMIC TEACHING EXPERIENCE**

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### **Course Teaching – Current**

Master level (Grande École Programme, emlyon business school)

- “Systems Thinking and Sustainability” (2016-ongoing; elective; 4 sessions/year)

Master level (other, emlyon business school)

- “Systems Thinking for Data Science and AI” (2022-ongoing; core; 1 session/year)

Undergraduate level

- “System Dynamics Modeling for Sustainability” (2024-ongoing; emlyon business school)
- “Systems Thinking and Sustainability (2023-ongoing; emlyon business school)

PhD level

- “From Research Question to Dynamic Computational Model”, five-day course as part of the Joint European Doctoral Network in System Dynamics (ESDPhD), emlyon business school (intermittent)

### **Course Teaching – Past**

Undergraduate level (all McGill University, Desautels Faculty of Management)

- “Managing Innovation”, MGPO 460 (2013-2016 )
- “Systems Thinking and Sustainability”, MSUS 402 (2015-2016)
- “Technology and Innovation for Sustainability”, INSY455, Co-taught with Prof. Emma Vaast (2015-2016)
- “Systems Thinking for Strategy and Sustainability”, MGPO 434 (2013-2014)
- “International Business”, MGCR 382, core course (2010-2012)
- “Simulation of Management Systems”, MGSC 578 (2009-2013)
- “Operations Management”, MGCR 472, core course (2008)

Master level

- “Advanced Topics in Strategic Management”, MGPO 692, Desautels Faculty of Management (2015)
- “Simulation of Management Systems”, Desautels Faculty of Management MGSC 578 (2009-2013)
- Guests lecturer and content leader, Advanced Topics in Marketing 1, MRKT 690, Desautels Faculty of Management (May 2011, 2012)
- Guest panelist, Advanced Topics in Marketing 1, MRKT 690, Desautels Faculty of Management (June 2010)



- Module instructor: “Tools for solving complex business problems”, module in management seminar for MBAs from Universidad Gabriela Mistral in Santiago, Chile, at MIT Sloan School of Management (2007)
- MBA Dynamic Systems Guest lecturer, 50 students, Ross School of Business, University of Michigan (2007)
- Module instructor: “Decision making and learning in complex environments”, module in Executive MBA Course “Leading the Innovative Enterprise”, Sloan School of Management (2005)

#### Executive

- “Systems Thinking for Managers”, Company-Inside Program, emlyon business school PGSTCI (2017-2021)
- International Master in Practicing Management (IMPM), Analytical Mindset Session (September 2012; January 2014)
- International Master for Health Leadership (IMHL), Analytical Mindset Session (June 2012)
- Facilitation of Participative Research Workshop: “Strategy for Transitions to Alternative Fuel Vehicles”, two day research workshop for executives in automotive and energy industry and policy (2007, 2008, 2009)

#### Academic Training

- “Introduction to System Dynamics for Academics”, two-day workshop, Ryerson University (2013)

#### Other courses taught

- Workshop open to MIT faculty and students: “Introduction to System Dynamics”, five day workshop, Sloan School of Management, (2002)
- Course Teaching assistant: “Applications of System Dynamics”, MBA Course, 20 students, Sloan School of Management (2003, 2004)
- Teaching assistant: “System Dynamics for Business Policy”, MBA, 220 students, Sloan School of Management (2003)

#### New Course Design

##### Undergraduate to postgraduate

- “System Dynamics Modeling for Sustainability”, undergraduate level (2024; emlyon business school)
- “Systems Thinking and Sustainability, undergraduate level (2023; emlyon business school)
- “Systems Thinking for Data Science and AI”, master level (2022; emlyon business school, specialized master’s in data science and AI)
- “From Research Question to Dynamic Computational Model”, PhD level, five-day course as part of the European System Dynamics Network (2019; emlyon business school)
- “Systems Thinking and Sustainability, master level (2017; emlyon business school, Grande École Programme)
- “Technology and Innovation for Sustainability, undergraduate level (w/ Prof. Emma Vaast, 2015; McGill university)
- “Simulation of Management Systems”, MBA (2009; McGill university)
- Modules:
  - “Introduction to System Dynamics” (w/ Jim Hines, 2005; MIT Sloan School of Management, MIT Zaragoza logistics program)

- “Industry Learning” (w/ Daniel T. Byrd, 2005; Stanford Graduate School of Business and MIT Sloan School of Management, Interactive tool part of MBA Strategy course)

#### Executive

- Executive Participative Research Workshop: “Strategy for Transitions to Alternative Fuel Vehicles”, research workshops for executives in automotive and energy industry and public policy (2007, 2008, 2009)
- “Systems Thinking for Managers (2018; Emlyon Business school)

#### Academic Workshops

- “Introduction to System Dynamics for Academics”, two-day workshop targeted to cross-department faculty, McGill University (2013)
- “Introduction to System Dynamics”, five-day workshop targeted to cross-department faculty and students, Sloan School of Management (2002)

#### Student Supervision and Committees

- PhD thesis supervision and committees
  - Cristian Trejos Taborda (ongoing, emlyon business school)
    - Primary supervisor
  - Zahra Shams Esfandabadi (Phd 2022, Politecnico di Torino)
    - Examination Board (voting rights); external research supervisor (with visit)
  - Atefeh Ramezankhani (PhD Desautels Faculty of Management, McGill University 2020)
    - research supervisor
  - Derek Chan (PhD 2017, Desautels Faculty of Management, McGill University)
    - Thesis Committee (co-chair); main research supervisor
  - Karin Strzeletz-Ivertsen (PhD 2014, Copenhagen Business School)
    - Thesis Committee (secondary supervisor); external research supervisor (with visit)
  - David Keith (PhD 2012, Sloan School of Management, Massachusetts Institute of Technology)
    - Thesis Committee (co-supervisor); external research supervisor
- PhD committees only
  - Stian Hackett (PhD 2019, University of Bergen, Faculty of Social Sciences)
    - Doctoral Committee (Opponent)
- Master’s thesis supervision
  - Many, between 2008-2023
- Undergraduate thesis supervision
  - Many, between 2008-2016

### **PROFESSIONAL SERVICE AND DEVELOPMENT ACTIVITIES**

#### University Service

- emlyon business school, SDG Ambassador (2023-)
- emlyon business school, CSR and Sustainability Center, hiring committee (2021)
- emlyon business school, Strategy and Organisation Research Center, hiring committee (2017-2021)

- McGill University, Sustainability Project Funds Working Group (SPF WG) Member (2015-2016)
- Desautels Faculty of Management, PhD Program Committee (2014-2016)
- Desautels Faculty of Management, Centre for Strategy Studies in Organizations (CSSO) Committee (2010-2016)
- McGill Centre for Convergence of Health and Economics (MCCHE), Key Member (2013-ongoing)

### **Community Service**

- Associate Editor, System Dynamics Review (2024-)
- System Dynamics Society: Executive Committee (2024-)
- System Dynamics Society: Nominations Committee (2024-)
- System Dynamics Society: Policy Council (2023-)
- International System Dynamics Conference: Transportation Thread Chair (2022)
- International System Dynamics Conference: Methods Thread Chair (2016-2021)
- European System Dynamics Sustainability Platform (2018-, Co-founder)
- Joint European Doctoral Network in System Dynamics (ESDPhD, 2019, Co-founder)
- Climate Interactive En-ROADS ambassador (2019-Ongoing)  
<https://www.climateinteractive.org/tools/en-roads/featured-facilitators/>
- Senior Advisor Board Member Dynamundo, Advising Dynamundo Executive team (2017-Ongoing)
- Presentation at the Ingénieurs sans frontières Global Engineering conference (Montreal, May 2013)

### **Professional Development Workshops**

- Liber Ero Workshop in Science Communication and Policy Engagement, School of Environment, (Two-day workshop, September 2013)
- Art & Craft of Discussion Leadership Part I, by Harvard Bus Publishing (2011)

### **Ad-hoc Reviewing**

- Administrative Science Quarterly, Organization Science, Management Science, Journal of Management Inquiry, Journal of Management Studies, Industrial & Labour Relations Review, European Journal of Transportation and Infrastructure Research, Journal of Economic Behavior & Organization, System Dynamics Review, Journal of Operations Management, Production and Operations Management, Transportation Research, PLOS One, PLOS Computational Biology, Food Policy
- Academy of Management Conference, International System Dynamics Conference, Strategic Management Society Conference.
- Social Sciences and Humanities Research Council, Grant Evaluator (2024)

### **Professional Associations and Organizations Memberships**

- Theoretical Organizational Models (TOM) Society; Academy of Management (AOM); System Dynamics Society (SDS); European Group for Organizational Studies (EGOS); The American Association for the Advancement of Science (AAAS).

### **Research Related Outreach**

#### Media Articles

- Struben J; and B. Lee (June 2019). When innovation isn't enough: How collective action problems can block market formation. *The Conversation*. <https://theconversation.com/when-innovation-isnt-enough-how-collective-action-problems-can-block-market-formation-119222> (French version: Struben J; and B. Lee (September 2019). Pourquoi certaines innovations très prometteuses ne se diffusent jamais <https://theconversation.com/pourquoi-certaines-innovations-tres-prometteuses-ne-se-diffusent-jamais-122981>)

#### News Release, and Media Coverage on Academic Research

- Research profile, on gender inequality on chess. (Chess.com, November 2024, <https://www.chess.com/blog/Chessable/chessable-supported-researchers-at-the-saint-louis-chess-conference>)
- Interview on research on dynamics of gender inequality in chess, as part of newspaper article (NRC Handelsblad, The Netherlands, July 2023, by Harry Meijer, in Dutch). <https://www.nrc.nl/nieuws/2023/07/02/schaken-is-online-zeer-populair-maar-voorlopig-is-het-voor-vrouwen-eenzaam-aan-de-top-a4168757>
- Interview about insights from nutritious market formation paper in newspaper (Globe and Mail, Canada, November 2014, by Rosanna Tamburi) (<http://www.theglobeandmail.com/report-on-business/careers/business-education/why-efforts-against-obesity-arent-working/article18986914/>)
- Press Release (June 2014): <http://www.mcgill.ca/desautels/channels/news/silver-bullet-solutions-are-not-answer-tackling-obesity-235142>
- Video interview McGill at Work / au travail. “PA-2E Transport: Canada’s largest emission sector”/ “PA-2F Transport: le secteur d’émission le plus important” <https://www.facebook.com/mcgillatwork> (2013)
- Alternative fuel vehicle transitions <http://web.mit.edu/newsoffice/2007/alt-fuel-0530.html>, MIT (2007)
- Written news reports: various, including in the *New Scientist*, *Science Daily*, *Boston Globe* (multiple times), *MIT Tech Talk Newspaper*, *MIT Energy Initiative*, and in diverse science and environment interest websites (2007-2008)
- Radio and pod-casts: *Radio Austria*, *Earth & Sky* (2007)
- Coverage: Stauffer, Nancy (2007), “Alternative Fuel Vehicles: Enabling the Transition”, *Energy and Environment Newsletter*, MIT Laboratory for Energy and Environment, p8-10, Cambridge, MA

#### Invited Practitioner Workshops, Presentations, and Panels

- Keynote talk on Persistent Gender Inequality and Competitive Chess, 150 Years Dutch Chess Federation (Eindhoven, The Netherlands 2023)
- Workshop on Gender Inequality in Mind Sports, Organized by Dutch Mindsports Federations and the Dutch Olympic Committee (NOC) (Papendal, The Netherlands 2023)
- Radboud Summer School: Sustainability Science: A System Dynamics Perspective. Guest Lecturer (Nijmegen, The Netherlands 2019)
- Creative marathon session, “Dynamics of Self-Sustaining Adoption of Sustainable Practices: The Role of Social Influence”, Faculty of Law, McGill University (Montreal, 2016)
- Panelist at the Enactus Sustainability Conference (Montreal, 2015)
- U.S. Department of Energy (DOE) “EV Everywhere Grand Challenge of Consumer Acceptance & Charging”, U.S. Electric Drive Vehicle Leaders Workshop (Los Angeles, CA, 2012)

- Transportation Transitions Biofuels and Electrification Workshop, US DOE (Washington DC, 2010)
- Detoxifying Our Economy: Business and Green Chemistry Workshop, Desautels Faculty of Management (Montréal, 2010)
- Industry Consortium Meeting on Advanced Electronic Automotive Systems (Shanghai, China 2008)
- Ford Motor Company, Executive Meeting MIT-Ford Alliance (Cambridge, MA 2007, 2008)
- Energy collaborative – improving energy models (ECAI) (Washington DC, 2007)
- International Energy Agency (IEA) “Building the Hydrogen Economy” (Detroit, MI 2007)
- U.S. Department of Energy DOE “Hydrogen Fuel Cell Vehicles and Infrastructure Scenario Analysis” (Washington DC, 2006/07)
- National Renewable Energy Laboratory (NREL) (Golden, CO 2004, 2005)
- Laboratory For Energy and the Environment (LFEE), MIT (Cambridge, MA 2005)
- Companies: General Motors (Detroit, MI 2006), Plugpower (Albany, NY 2006), Shell Hydrogen (Houston, TX 2005, 2007)

## **OTHER PROFESSIONAL EXPERIENCE**

Accenture, Amsterdam, The Netherlands

- Management Consultant (1997-2001)

## **LANGUAGE PROFICIENCIES**

- |                                 |                                 |
|---------------------------------|---------------------------------|
| • Native                        | Dutch                           |
| • Full professional proficiency | English                         |
| • Professional proficiency      | French                          |
| • Elementary proficiency        | German                          |
| • Basic Reading comprehension   | Norwegian, Latin, Ancient Greek |

## **CITIZENSHIP STATUS**

- Dutch Nationality
- Canadian Permanent Resident