



HARVARD | BUSINESS | SCHOOL

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APPOINTMENTS

2011 - Present Professor of Business Administration, Harvard Business School
2007 - 2011 Associate Professor of Business Administration, Harvard Business School
2000 - 2006 Assistant Professor of Business Administration, Harvard Business School

EDUCATION

2000 Ph.D., Managerial Economics and Strategy, Kellogg Graduate School of Management, Northwestern University (Evanston, IL)
Dissertation: The Economics of Trust
Committee: Professor Daniel Spulber (chair)
Professor Brian Uzzi
Professor Sandeep Baliga
Professor Morton Kamien

1996 Doctoral Program in Strategy and International Management, Massachusetts Institute of Technology (Cambridge, MA)

1993 Licenciatura en Economia (B.A., Economics), Universitat Autònoma de Barcelona (Spain)

1991 Diplomatura en Administració d'Empreses (Business Administration), Universitat Autònoma de Barcelona (Spain)

FIELDS OF SPECIALIZATION

Primary: Competitive Strategy, Industrial Organization, and Microeconomics.
Secondary: Economics of Organization, Managerial Economics, and Business History.

TEACHING ASSIGNMENTS

- 2006 - Present MBA Elective Curriculum *Competing through Business Models*
2005 - Present Several editions of McKinsey's Mini-MBA – *Strategy Module*
2005 - Present Executive Education Open Enrollment *Strategy: Building and Sustaining Competitive Advantage*
2008/2011 Executive Education Open Enrollment *Strategic Agility/Strategic IQ*
2004 - Present Various Executive Education Custom programs for companies such as Pfizer, IBM, AREVA, RBS, Thomson, Kaiser Permanente, A-B InBev...
2008 - 2009 Executive Education HBS *Young Presidents' Organization (YPO)*
2008 Executive Education HBS *Program for Leadership Development (PLD)*
2008 Executive Education HBS *CEO/WPO Presidents' Seminar*
2005 MBA Elective Curriculum *Competitive Dynamics*
2003 PhD *Game Theory*
2002 - 2003 MBA Required Curriculum *Strategy*
2001/2003 PhD *Foundations of Strategy*
2001 MBA Required Curriculum *Competition and Strategy*

AWARDS AND HONORS

- 2007 Caixa Catalunya Research Chair, Antoni Serra Ramoneda
2005 Fundación BBVA, Proyecto de investigación "Empresas y Efectos Externos ("Spillovers"): Efectos Sobre la Organización y la Conducta"
2004/2005 Investigador científico, Beca "Ramón y Cajal"
2004 Fundación BBVA, Proyecto de investigación "Contratos e Incentivos en la Empresa: La Influencia del Entorno"

FELLOWSHIPS AND GRANTS

- 2007 - 2010 Junior Research Fellow, Public/Private Sector Research Center (IESE)
2010 The Networks, Electronic Commerce and Telecommunications (NET) Institute "When Does a Platform Create Value by Limiting Choice?"
2009 The Networks, Electronic Commerce and Telecommunications (NET) Institute "Strategies to Fight Ad-sponsored Rivals" and "Mixed Source"
2008 The Networks, Electronic Commerce and Telecommunications (NET) Institute "Platform Competition, Compatibility, and Social Efficiency"
2007 The Networks, Electronic Commerce and Telecommunications (NET) Institute "Competing Complements"
2006 The Networks, Electronic Commerce and Telecommunications (NET) Institute "Peer-to-Peer File Sharing and the Market for Digital Information Goods"
1996 - 1999 University Fellow (Northwestern University)
1994 - 1996 "La Caixa" Fellow (Barcelona, Spain)
1991 - 1992 Erasmus Fellow (European Union)

PUBLICATIONS

Articles:

Casadesus-Masanell, Ramon, and Feng Zhu. "Business Model Innovation and Competitive Imitation: The Case of Sponsor-Based Business Models." *Strategic Management Journal* (forthcoming)

Casadesus-Masanell, Ramon, and Jorge Tarzijan. "When One Business Model Isn't Enough." *Harvard Business Review* (forthcoming)

Casadesus-Masanell, Ramon and Gaston Llanes. "Mixed Source." *Management Science* 57, no. 7 (July 2011): 1212-1230

Casadesus-Masanell, Ramon, and Joan E. Ricart. "How to Design A Winning Business Model." *Harvard Business Review* 89, no. 1 (January 2011): 100-107

Casadesus-Masanell, Ramon and Feng Zhu. "Strategies to Fight Ad-sponsored Rivals." *Management Science* 56, no. 9 (September 2010): 1484-1499

Casadesus-Masanell, Ramon, and Andres Hervas-Drane. "Peer-to-Peer File Sharing and the Market for Digital Information Goods." *Journal of Economics & Management Strategy* 19, no. 2 (Summer 2010): 333-373

Casadesus-Masanell, Ramon, and Joan E. Ricart. "From Strategy to Business Models and onto Tactics." Special Issue on Business Models. *Long Range Planning* 43, no. 2 (April 2010): 195-215

Almirall, Esteve and Ramon Casadesus-Masanell. "Open vs. Closed Innovation: A Model of Discovery and Divergence." *The Academy of Management Review* 35, no. 1 (January 2010): 27-47

Casadesus-Masanell, Ramon, Michael Crooke, Forest Reinhardt, and Vishal Vasishth. "Households' Willingness to Pay for 'Green' Goods: Evidence from Patagonia's Introduction of Organic Cotton Sportswear." *Journal of Economics & Management Strategy* 18, no. 1 (spring 2009): 203-233

Casadesus-Masanell, Ramon and David Yoffie. "Wintel: Cooperation and Conflict." *Management Science* 53, no. 4 (April 2007): 584-598

Casadesus-Masanell, Ramon and Pankaj Ghemawat. "Dynamic Mixed Duopoly: A Model Motivated by Windows vs. Linux." *Management Science* 52, no. 7 (July 2006): 1072-1084

Casadesus-Masanell, Ramon and Daniel F. Spulber. "Trust and Incentives in Agency." *USC Interdisciplinary Law Journal* 15, no. 1 (2005): 45-104

Casadesus-Masanell, Ramon. "Trust in Agency," *Journal of Economics & Management Strategy*, vol. 13(3) (2004): 1-23

Al-Najjar, Nabil, Ramon Casadesus-Masanell and Emre Ozdenoren. "Probabilistic Representation of Complexity," *Journal of Economic Theory*, vol. 111 (2003): 49-87

Casadesus-Masanell, Ramon and Daniel F. Spulber. "The Fable of Fisher Body," *The Journal of Law and Economics*, vol. XLIII (1) (April 2000): 67-104

Casadesus-Masanell, Ramon, Peter Klibanoff and Emre Ozdenoren. "Maxmin Expected Utility over Savage Acts with a Set of Priors," *Journal of Economic Theory*, vol. 92 (1) (2000): 35-65

Other Refereed Publications:

Casadesus-Masanell, Ramon, and Andres Hervas-Drane. "Competing against Online Sharing." *Management Decision* 48, no. 8 (2010): 1247-1260

Casadesus-Masanell, Ramon, and Joan E. Ricart. "Competitiveness: Business Model Reconfiguration for Innovation and Internationalization." *Management Research* 8, no. 2 (2010): 123-149

Creus-Mir, Albert, Ramon Casadesus-Masanell and Andres Hervas-Drane. "Bandwidth allocation in peer-to-peer file sharing networks." *Computer Communications* 31, no. 2 (February 2008): 257-265

Casadesus-Masanell, Ramon, Peter Klibanoff and Emre Ozdenoren. "Maxmin Expected Utility through Statewise Combinations," *Economics Letters*, vol. 66 (1) (2000): 49-54

Casadesus-Masanell, Ramon. "Ford's Model-T: Pricing over the Product Life Cycle," *ABANTE –Studies in Business Management*, vol. 1(2) (1998): 143-165

Book Chapters:

Casadesus-Masanell, Ramon and Joan E. Ricart. "Competing through Business Models". In G.B. Dagnino (Ed.). *Elgar Handbook of Research on Competitive Strategy*. Cheltenham, UK: Edward Elgar (forthcoming)

Casadesus-Masanell, Ramon and Joan E. Ricart. "Company Strategy: Business Model Reconfiguration for Innovation and Internationalization." In *Competitiveness in Catalonia: Looking Ahead—A Report of the Center SP-SP at IESE Business School*. University of Navarra (2009)

WORKING PAPERS

Casadesus-Masanell, Ramon and Hanna Hałaburda. “When Does a Platform Create Value by Limiting Choice?” Harvard Business School Working Paper, No. 11-030, September 2010 (revised January 2011) (*R&R Journal of Economics & Management Strategy*)

Casadesus-Masanell, Ramon and Francisco Ruiz-Aliseda. “Platform Competition, Compatibility, and Social Efficiency.” Harvard Business School Working Paper, No. 09-058 (2008) (*R&R Journal of Economics & Management Strategy*)

Casadesus-Masanell, Ramon, Barry Nalebuff and David B. Yoffie. “Competing Complements.” Harvard Business School Working Paper, No. 09-009 (2008) (*R&R RAND*)

Al-Najjar, Nabil I. and Ramon Casadesus-Masanell. “Discretion in Agency Contracts” Harvard Business School Working Paper, No. 02-015 (2006)

Casadesus-Masanell, Ramon and Tarun Khanna. “Globalization and Trust: Theory and Evidence from Cooperatives” (2004)

Casadesus-Masanell, Ramon and Daniel F. Spulber. “Agency Revisited” (2002)

Casadesus-Masanell, Ramon and Daniel F. Spulber. “The Fable of Fisher Body Revisited” (2000)

WORKS IN PROGRESS

Casadesus-Masanell, Ramon and Eyal Ert. “Learning to Compete and to Cooperate with A/Symmetric Business Models: An Experiment.”

Casadesus-Masanell, Ramon, Emili Grifell, and Humberto Brea. “Quantifying Walmart’s Sources of Competitive Advantage.”

Casadesus-Masanell, Ramon and Francisco Ruiz-Aliseda. “Partial Vertical Integration in Aftermarkets.”

COURSE DEVELOPMENT MATERIALS

Ramon Casadesus-Masanell, Prithvi Raj, and Crystal Jean Marrie. “Samsung and Google TV.” Harvard Business School Case (2010) 711-505.

Ramon Casadesus-Masanell, Prithvi Raj, and Crystal Jean Marrie. “Samsung and Google TV (TN).” Harvard Business School Teaching Note (2010) 711-513.

Ramon Casadesus-Masanell, Kenneth Corts, and Joseph McElroy. “The Offshore Drilling Industry in 2011.” Harvard Business School Case (2010) 711-543.

Ramon Casadesus-Masanell, Jorge Tarzijan, and Jordan Mitchell. “LAN Airlines in 2008: Connecting the World to Latin America (B).” Harvard Business School Supplement (2010) 711-461.

Ramon Casadesus-Masanell, Joan Enric Ricart, and Jordan Mitchell. “La Fageda.” Harvard Business School Case (2010) 711-452.

Hanna Halaburda and Ramon Casadesus-Masanell. “Competing through Business Models: Introductory Note for Students (Half-Course Version).” Harvard Business School Course Overview (2010) 711-489.

Reinhardt, Forest L., Ramon Casadesus-Masanell and Hyun Jin Kim. “Patagonia.” Harvard Business School Case (2010) 711-020 [29]

Reinhardt, Forest L., Ramon Casadesus-Masanell and Hyun Jin Kim. “Patagonia (TN).” Harvard Business School Teaching Note (2010) 711-081.

Casadesus-Masanell, Ramon. “Competing Through Business Models – Course Note for Educators.” Harvard Business School Module Note 710-470 (2010) [81]

Casadesus-Masanell, Ramon, and C.J. Wise. “Sotheby’s & Christie’s Inc.” Harvard Business School Case 710-412 (2009: *rev. 3/15/2010*) [21]

Casadesus-Masanell, Ramon, and C.J. Wise. “Sotheby’s & Christie’s Inc. (TN)” Harvard Business School Teaching Note N5-710-473 (2010) [22]

Casadesus-Masanell, Ramon. “Strategy Simulation: Competitive Dynamics and Wintel.” Harvard Business School HBSP Online Case Product 710-802 (2009)

Casadesus-Masanell, Ramon and Ann Winslow. “Strategy Simulation: Competitive Dynamics and Wintel (TN).” Harvard Business School Teaching Note 710-403 (2009: *rev. 3/30/2010*) [54]

Casadesus-Masanell, Ramon and Maxime Aucoin. “Cirque du Soleil – The High-Wire Act of Building Sustainable Partnerships.” Harvard Business School Case 709-411 (2008: *rev. 2/10/2010*) [21]

Casadesus-Masanell, Ramon, Jorge Tarzijan and Jordan Mitchell. “Lan Airlines in 2008: Connecting the World to Latin America.” Harvard Business School Case 709-410 (2008: *rev. 8/4/2009*) [26]

Casadesus-Masanell, Ramon, Jorge Tarzijan, and Jordan Mitchell. “Lan Airlines in 2008: Connecting the World to Latin America (TN).” Harvard Business School Teaching Note 709-492 (2009: *rev. 3/26/2010*) [15]

Casadesus-Masanell, Ramon, Tarun Khanna, Samuli Skurnik, and Jordan Mitchell. "Finland's S Group: Competing with a Cooperative Approach to Retail." Harvard Business School Case 709-409 (2008: *rev. 3/8/2010*) [39]

Casadesus-Masanell, Ramon, Jordan Mitchell, and Samuli Skurnik. "Finland's S Group: Competing with a Cooperative Approach to Retail (TN)." Harvard Business School Teaching Note 709-507 (2009: *rev. 3/29/2010*) [22]

Casadesus-Masanell, Ramon, Joan Jove and Claudia Paniker Rumeu. "OSHO®: From Spirituality to Business." Harvard Business School Case 709-408 (2008: *rev. 12/4/2009*) [17]

Casadesus-Masanell, Ramon, Joan Jove and Claudia Paniker Rumeu. "OSHO®: From Spirituality to Business (TN)." Harvard Business School Teaching Note 710-404 (2009: *rev. 3/29/2010*) [23]

Casadesus-Masanell, Ramon and Neil Campbell. "Betfair vs. UK Bookmakers." Harvard Business School Case 709-417 (2008: *rev. 9/10/2009*) [23]

Casadesus-Masanell, Ramon and Neil Campbell. "Betfair vs. UK Bookmaker (TN)." Harvard Business School Teaching Note 709-418 (2008: *rev. 3/31/2010*) [15]

Casadesus-Masanell, Ramon, Karla Ingrid Gravis, and Annette Kristine Rodriguez. "McDonald's Plan to Win (A)." Harvard Business School Case 709-419 (2008: *rev. 3/15/2010*) [22]

Casadesus-Masanell, Ramon, Jorge Tarzijan, and Jordan Mitchell. "Arauco (A): Forward Integration or Horizontal Expansion?" Harvard Business School Case 705-474 (2008: *rev. 3/25/2009*) [34]

Casadesus-Masanell, Ramon, Jorge Tarzijan, and Jordan Mitchell. "Arauco (B): 'Papel' in Brazil." Harvard Business School Supplement 709-416 (2008: *rev. 9/10/2009*) [7]

Casadesus-Masanell, Ramon, Jorge Tarzijan, and Jordan Mitchell. "Arauco (A) and (B) (TN)." Harvard Business School Teaching Note 706-439 (2008: *rev. 3/30/2010*) [20]

Casadesus-Masanell, Ramon, Kevin Boudreau, and Jordan Mitchell. "Palm (A): The Debate on Licensing Palm's OS (1997)." Harvard Business School Case 708-514 (2008: *rev. 3/8/2010*) [14]

Casadesus-Masanell, Ramon, Kevin Boudreau, and Jordan Mitchell. "Palm (B): 2001." Harvard Business School Supplement 708-515 (2008: *rev. 3/8/2010*) [6]

Casadesus-Masanell, Ramon, Kevin Boudreau, and Jordan Mitchell. "Palm (C): 2005." Harvard Business School Supplement 708-516 (2008: *rev. 3/8/2010*) [5]

Casadesus-Masanell, Ramon, Kevin Boudreau, and Jordan Mitchell. "Palm (D): Epilogue as of 2008." Harvard Business School Supplement 708-517 (2008: *rev. 3/8/2010*) [3]

Casadesus-Masanell, Ramon and Joan E. Ricart. "Competing through Business Models (A)." Harvard Business School Module Note 708-452 (2007: *rev. 8/31/2009*) [23]

Casadesus-Masanell, Ramon and Joan E. Ricart. "Competing through Business Models (B): Competitive Strategy vs. Business Models." Harvard Business School Module Note 708-475 (2007: *rev. 8/31/2009*) [10]

Casadesus-Masanell, Ramon and Joan E. Ricart. "Competing through Business Models (C): Business Model Evaluation - Analysis in Interaction." Harvard Business School Module Note 708-476 (2007: *rev. 8/31/2009*) [10]

Casadesus-Masanell, Ramon and Taylor Larson. "Competing through Business Models (D)." Harvard Business School Module Note 710-410 (2009: *rev. 3/8/2010*) [58]

Casadesus-Masanell, Ramon. "Competing Through Business Models: Introductory Note for Students." Harvard Business School Module Note 710-409 (2009: *rev. 2/9/2010*) [8]

Casadesus-Masanell, Ramon and Jordan Mitchell. "Note on the Bus Industry." Harvard Business School Case 708-435 (2007: *rev. 3/15/2010*) [6]

Casadesus-Masanell, Ramon and Jordan Mitchell. "Greenpeace." Harvard Business School Case 708-418 (2007: *rev. 11/28/2009*) [25]

Casadesus-Masanell, Ramon and Jordan Mitchell. "World Wildlife Fund for Nature (WWF)." Harvard Business School Case 708-417 (2007: *rev. 11/17/2009*) [24]

Casadesus-Masanell, Ramon and Jordan Mitchell. "Greenpeace and WWF (TN)." Harvard Business School Teaching Note 708-513 (2008: *rev. 3/26/2010*) [18]

Casadesus-Masanell, Ramon, Celso Fernandez and Moritz Jobke. "Launching Telmore (A)." Harvard Business School Case 708-414 (2007: *rev. 2/8/2010*) [14]

Casadesus-Masanell, Ramon, Celso Fernandez and Moritz Jobke. "Launching Telmore (B)." Harvard Business School Supplement 708-415 (2007: *rev. 2/8/2010*) [3]

Casadesus-Masanell, Ramon, Celso Fernandez, and Moritz Jobke. "Launching Telmore (C)." Harvard Business School Supplement 708-416 (2007: *rev. 2/8/2010*) [2]

Casadesus-Masanell, Ramon. "Launching Telmore (A) and (B) (TN)." Harvard Business School Teaching Note 708-520 (2008: *rev. 3/26/2010*) [30]

Casadesus-Masanell, Ramon, Tarun Khanna, Jorge Tarzijan, and Jordan Mitchell. “Two Ways to Fly South: Lan Airlines and Southwest Airlines,” Harvard Business School Case 707-414 (2006: *rev. 3/15/2010*) [26]

Casadesus-Masanell, Ramon, Tarun Khanna, Jorge Tarzijan, and Jordan Mitchell. “Two Ways to Fly South: Lan Airlines and Southwest Airlines,” Harvard Business School Teaching Note 710-422 (2009: *rev. 3/29/2010*) [25]

Casadesus-Masanell, Ramon, Jordan Mitchell and Erich Alexander Voigt. “Airbus vs. Boeing (A).” Harvard Business School Case 707-447 (2006: *9/18/2007*) [19]

Casadesus-Masanell, Ramon, Jordan Mitchell and Erich Alexander Voigt. “Airbus vs. Boeing (B): Should Airbus Build the VLCT Alone?” Harvard Business School Supplement 707-448 (2006: *rev. 9/18/2007*) [3]

Casadesus-Masanell, Ramon, Jordan Mitchell and Erich Alexander Voigt. “Airbus vs. Boeing (C): Developments from 1996 to 1999.” Harvard Business School Supplement 707-449 (2006: *rev. 2/12/2010*) [4]

Casadesus-Masanell, Ramon, Jordan Mitchell and Erich Alexander Voigt. “Airbus vs. Boeing (D): 2000.” Harvard Business School Supplement 707-450 (2006: *rev. 2/12/2010*) [3]

Casadesus-Masanell, Ramon, Jordan Mitchell and Erich Alexander Voigt. “Airbus vs. Boeing (E): 2001.” Harvard Business School Supplement 707-451 (2006: *rev. 2/12/2010*) [3]

Casadesus-Masanell, Ramon, Jordan Mitchell and Erich Alexander Voigt. “Airbus vs. Boeing (F): 2002-2006.” Harvard Business School Supplement 707-452 (2006: *rev. 2/12/2010*) [4]

Casadesus-Masanell, Ramon, Jordan Mitchell and Erich Alexander Voigt. “Airbus vs. Boeing (A - F) (TN).” Harvard Business School Teaching Note 5-710-405(2009: *rev. 3/29/2010*) [25]

Casadesus-Masanell, Ramon and Jordan Mitchell. “Irizar in 2005.” Harvard Business School Case 706-424 (2006: *rev. 9/14/2006*) [26]

Casadesus-Masanell, Ramon and Jordan Mitchell. “Irizar in 2005 (TN).” Harvard Business School Teaching Note 706-446 (2006: *rev. 3/31/2010*) [34]

Casadesus-Masanell, Ramon and Jordan Mitchell. “Linux vs. Windows.” Harvard Business School Case 707-465 (2006: *rev. 2/9/2010*) [25]

Casadesus-Masanell, Ramon and Jordan Mitchell. “Linux vs. Windows (TN).” Harvard Business School Teaching Note 709-431 (2008: *rev. 3/26/2010*) [19]

Casadesus-Masanell, Ramon and Jordan Mitchell. "Symantec vs. McAfee: Competing in the Consumer Anti-virus Industry." Harvard Business School Case 707-413 (2006: *rev. 3/25/2010*) [27]

Casadesus-Masanell, Ramon, Andres Hervas-Drane and Jordan Mitchell. "Peer-to-Peer File Sharing and the Market for Digital Information Goods." Harvard Business School Case 706-479 (2006: *rev. 2/8/2010*) [26]

Casadesus-Masanell, Ramon, Andres Hervas-Drane and Jordan Mitchell. "Peer-to-Peer File Sharing and the Market for Digital Information Goods (TN)." Harvard Business School Teaching Note 706-487 (2006: *rev. 3/30/2010*) [18]

Casadesus-Masanell, Ramon and Adam Mendelson. "Microeconomics for Strategists." IESE Business School Courseware (2004)

Yoffie, David, Ramon Casadesus-Masanell and Sasha Mattu. "Wintel (A): Cooperation or Conflict." Harvard Business School Case 704-419 (2003: *rev. 3/16/2004*) [27]

Casadesus-Masanell, Ramon and David Yoffie. "Wintel (A), (B), (C), (D), (E), and (F) (TN)." Harvard Business School Teaching Note 706-495 (2006: *rev. 3/31/2010*) [21]

Casadesus-Masanell, Ramon, Forest L. Reinhardt and Deborah Freier. "E.ON AG." Harvard Business School Case 703-415 (2003: *rev. 7/14/2003*) [34]

Reinhardt, Forest L., Ramon Casadesus-Masanell and Deborah Freier. "Patagonia." Harvard Business School Case 703-035 (2003: *rev. 1/20/2010*) [33]

Casadesus-Masanell, Ramon and Forest L. Reinhardt. "Patagonia (TN)." Harvard Business School Teaching Note 705-028 (2005: *rev. 3/29/2010*) [22]

Casadesus-Masanell, Ramon, David Yoffie and Saha Mattu. "Intel Corporation: 1968-2003." Harvard Business School Case 703-427 (2002: *rev. 2/08/2010*) [25]

Casadesus-Masanell, Ramon, David Yoffie and Jordan Mitchell. "Intel Corporation: 1968-2003 (TN)." Harvard Business School Teaching Note 704-465 (2004: *rev. 3/26/2010*) [28]

Casadesus-Masanell, Ramon, Nabil Al-Najjar and James Pyke. "The Newsprint Industry." Harvard Business School Case 703-404 (2002: *rev. 3/25/2010*) [39]

Casadesus-Masanell, Ramon. "The Newsprint Industry (TN)." Harvard Business School Teaching Note 710-406 (2009: *rev. 3/29/2010*) [13].

Reinhardt, Forest L., Ramon Casadesus-Masanell and David J. Hanson. "BP and the Consolidation of the Oil Industry, 1998-2002." Harvard Business School Case 702-012 (2002: *rev. 1/20/2010*) [37]

Reinhardt, Forest L., Ramon Casadesus-Masanell and David J. Hanson. "BP and the Consolidation of the Oil Industry, 1998-2002 and Supplement (TN)." Harvard Business School Teaching Note 706-048 (2006: *rev. 3/31/2010*) [39]

Khanna, Tarun and Ramon Casadesus-Masanell. "Mondragon Corporacion Cooperativa (MCC)." Harvard Business School Case 702-457 (2002: *rev. 3/8/2010*) [22]

Khanna, Tarun, and Ramon Casadesus-Masanell. "Mondragon Corporacion Cooperativa (MCC) (TN)." Harvard Business School Teaching Note 705-483 (2005: *rev. 3/26/2010*) [22]

Casadesus-Masanell, Ramon and Michael G. Rukstad. "Intel Corporation: 1997-2000." Harvard Business School Case 702-420 (2001: *rev. 2/8/2010*) [12]

OTHER PUBLICATIONS

"Competiendo en Modelos de Negocio," *Universia Business Review* (Fall 2004)

"Dinámica Competitiva y Modelos de Negocio," *Expansión* (August 17, 2004)

"Juegos de Negocio," *Expansión* (2003)

PROFESSIONAL ACTIVITIES

- Co-editor for the *Journal of Economics & Management Strategy*
- Associate Editor for *Management Science*
- Editorial Review Board *Strategic Management Journal*
- Associate Editor for *Spanish Economic Review*
- Associate Editor for *Revista de Economía Aplicada*
- Referee for *Academy of Management Review*, *Strategic Management Journal*, *Journal of Economics & Management Strategy*, *Management Science*, *RAND*, *Organization Science*, *Econometrica*, *Journal of Political Economy*, *Journal of Industrial Economics*, *Journal of Economic Behavior and Organization*, *European Economic Review*, *Journal of the European Economic Association*, *American Economic Review*, *Journal of Political Economy* (and many others)
- Co-organizer, with Glenn MacDonald, of the 2009, 2010, and 2011 editions of the CRES conference on the foundations of business strategy at Olin Business School
- Member of the Strategy Research Initiative (SRI)