



**H A R V A R D | B U S I N E S S | S C H O O L**

**February 28, 2006**

**Ramon Casadesus-Masanell**

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Harvard Business School  
Soldiers Field Rd.  
Boston, MA 02163  
617.496.0176

**EDUCATION**

- 2000 Ph.D., Managerial Economics and Strategy, Kellogg Graduate School of Management, Northwestern University (Evanston, IL)
- 1996 Doctoral Program in Strategy and International Management, Massachusetts Institute of Technology (Cambridge, MA)
- 1993 B.A., Economics (Licenciatura en Economia), Universitat Autònoma de Barcelona (Spain)
- 1991 Diplomatura en Administració d'Empreses (Business Administration), Universitat Autònoma de Barcelona (Spain)

**TEACHING EXPERIENCE**

- 1996 Teaching Assistant, Massachusetts Institute of Technology
- 1996 – 1999 Teaching Assistant, Kellogg Graduate School of Management (Evanston, IL)
- 1999 – 2000 Lecturer, Kellogg Graduate School of Management (Evanston, IL)
- 2000 – 2003 Assistant professor, Harvard Business School
- 2003 – 2005 Assistant Professor, IESE Business School (on leave from Harvard Business School)
- 2005 – 2006 Assistant professor, Harvard Business School

**HARVARD UNIVERSITY**

**Appointments**

- 7/1/00- Assistant Professor of Business Administration

## Assignments

2001	First-year Competition and Strategy, winter
2001	PhD Foundations of Strategy, fall
2002 – 2003	First-year Strategy, spring
2003	PhD Foundations of Strategy, spring
2003	PhD Game Theory, spring
2005	Second-year Competitive Dynamics, fall

## AWARDS AND HONORS

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

1996 - 1999	University Fellow (Northwestern University)
1994 - 1996	“La Caixa” Fellow (Barcelona, Spain)
1991 – 1992	Erasmus Fellow (European Union)

## PUBLICATIONS

### Articles:

Coauthored: With Pankaj Ghemawat, “Dynamic Mixed Duopoly: A Model Motivated by Windows vs. Linux,” *Management Science*, Forthcoming

Coauthored: With Daniel F. Spulber, “Trust and Incentives in Agency,” *University of Southern California Interdisciplinary Law Journal*, Forthcoming

Authored: “Trust in Agency,” *Journal of Economics and Management Strategy*, vol. 13(3) (2004): 1-23

Coauthored: With Nabil Al-Najjar and Emre Ozdenoren, “Probabilistic Representation of Complexity,” *Journal of Economic Theory*, vol. 111 ( 2003): 49-87

Coauthored: With Daniel F. Spulber, “The Fable of Fisher Body,” *The Journal of Law and Economics*, vol. XLIII (1) (April 2000): 67-104

Coauthored: With 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

Coauthored: With Peter Klibanoff and Emre Ozdenoren, “Maxmin Expected Utility Through Statewise Combinations,” *Economics Letters*, vol. 66 (1) (2000): 49-54

Authored: “Ford’s Model-T: Pricing over the Product Life Cycle,” *ABANTE – Studies in Business Management*, vol. 1(2) (1998): 143-165

### **Book Chapters:**

Coauthored: With Daniel F. Spulber, “The Fable of Fisher Body,” *Famous Fables of Economics: Myths of Market Failures*, Edited by Daniel F. Spulber (Blackwell Publishing, 2001)

### **Course Development Materials:**

Coauthored: With Andrés Hervás and Jordan Mitchell, “Peer-to-Peer File Sharing and the Market for Digital Information Goods,” Harvard Business School Case N9-706-479 (2006)

Coauthored: With Jorge Tarziján and Jordan Mitchell, “Celulosa Arauco: Vertical Integration or Horizontal Expansion?” Harvard Business School Case 705-474 (2005)

Coauthored: With Jorge Tarziján and Jordan Mitchell, “Celulosa Arauco: Vertical Integration or Horizontal Expansion?” Harvard Business School teaching note 706-439 (2005)

Authored: “Microeconomics for Strategists,” IESE Business School Courseware (2004)

Coauthored: With David Yoffie and Sasha Mattu, “Wintel (A): Cooperation or Conflict,” Harvard Business School Case 704-419 (2003)

Coauthored: With Forest L. Reinhardt and Deborah Freier, “E.ON AG,” Harvard Business School Case N9-703-415 (2003)

Coauthored: With Forest L. Reinhardt and Deborah Freier, “Patagonia,” Harvard Business School Case 703-035 (2003)

Coauthored: With Forest L. Reinhardt, “Patagonia,” Harvard Business School Teaching Note 705-028 (2005)

Coauthored: With David Yoffie and Saha Mattu, "Intel Corporation: 1968-2003," Harvard Business School Case 703-423 (2002)

Coauthored: With David Yoffie and Jordan Mitchell, "Intel Corporation: 1968-2003," Harvard Business School Teaching Note 704-465 (2004)

Coauthored: With Nabil Al-Najjar and James Pyke, "The Newsprint Industry," Harvard Business School Case 703-404 (2002)

Coauthored: With Forest L. Reinhardt and David J. Hanson, "BP and the Consolidation of the Oil Industry, 1998-2002," Harvard Business School Case 702-012 (2002)

Coauthored: With Tarun Khanna, "Mondragon Corporacion Cooperativa (MCC)," Harvard Business School Case 702-457 (2002)

Coauthored: With Tarun Khanna, "Mondragon Corporacion Cooperativa (MCC)," Harvard Business School Teaching Note 705-483 (2005)

Coauthored: With Michael G. Rukstad, "Intel Corporation: 1997-2000," Harvard Business School Case 702-420 (2001)

### **Other Publications:**

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

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

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

### **WORKING PAPERS**

Coauthored: With Andrés Hervás. "Peer-to-Peer Filesharing and the Market for Digital Information Goods" (2006)

Coauthored: With Nabil I. Al-Najjar, "Discretion in Agency Contracts" (2006)

Coauthored: With Michael Crooke, Forest Reinhardt, and Vishal Vasishth, "Households' Willingness to Pay for Public Goods: Evidence from Patagonia's Introduction of Organic Cotton Sportswear" (2005)

Coauthored: With David Yoffie, "Wintel: Cooperation and Conflict" (2005)

Coauthored: With Tarun Khanna, "Globalization and Trust" (2003)

Coauthored: With Daniel F. Spulber, "Agency Revisited" (2002)

Coauthored: With Daniel F. Spulber, "The Fable of Fisher Body Revisited" (2000)

## **PRESENTATIONS**

"Competing in Business Models," YPO /Harvard Presidents' Seminar, Harvard Business School, Boston, Massachusetts (February 2006).

"Wintel: Cooperation or Conflict," Pontificia Universidad Católica de Chile, Santiago, Chile (January 2006).

"Households' Willingness to Pay for Public Goods: Evidence From Organic Cotton," Annual Meeting, Allied Social Science Associations, Boston, Massachusetts (January 2006).

"Wintel: Cooperation or Conflict," Economics Department, London Business School, London, UK (November 2005).

"Wintel: Cooperation or Conflict," WZB, Wissenschaftszentrum, Berlin, Germany (November 2005).

"Wintel: Cooperation or Conflict," Strategy Conference, Harvard Business School, Boston, Massachusetts (October 2005).

"Wintel: Cooperation or Conflict," Universidad Autonoma de Nuevo Leon, Mexico (August 2005).

"Dynamic Mixed Duopoly: A Model Motivated by Linux vs. Windows," Universidad Autonoma de Nuevo Leon, Mexico (August 2005).

"Wintel: Cooperation or Conflict," Fundacion Rafael del Pino, Madrid, Spain (June 2005).

"Wintel: Cooperation or Conflict," CRES-Foundations of Business Strategy Conference, Olin School of Business, Washington University in St. Louis, St. Louis, Missouri (May 2005).

"Wintel: Cooperation or Conflict," Universidad de Zaragoza, Zaragoza, Spain (May 2005).

"Competing in Business Models," IESE Business School, Barcelona, Spain (May 2005).

"Wintel: Cooperation or Conflict," Strategy Research Forum, Athens, Georgia (May 2005).

“Dynamic Mixed Duopoly: A Model Motivated by Linux vs. Windows,” European Centre for Advanced Research in Economics and Statistics (ECARES), Brussels, Belgium (May 2005).

“Wintel: Cooperation or Conflict,” Universitat Autònoma de Barcelona, Barcelona, Spain (April 2005).

“Dynamic Mixed Duopoly: A Model Motivated by Linux vs. Windows,” Academy of Management Annual Conference, New Orleans, Louisiana (August 2004).

“Dynamic Mixed Duopoly: A Model Motivated by Linux vs. Windows,” CEMFI (Centro de Estudios Monetarios y Financieros), Madrid, Spain (March 2004).

“Dynamic Mixed Duopoly: A Model Motivated by Linux vs. Windows,” IESE Business School, Barcelona, Spain (2004).

“Dynamic Mixed Duopoly: A Model Motivated by Linux vs. Windows,” INSEAD, Fontainebleau, France (February 2004).

“Dynamic Mixed Duopoly: A Model Motivated by Linux vs. Windows,” Instituto de Empresa, Madrid, Spain (January, 2004).

“Dynamic Mixed Duopoly: A Model Motivated by Linux vs. Windows,” Universitat de les Illes Balears, Mallorca, Spain (January 2004).

“Dynamic Mixed Duopoly: A Model Motivated by Linux vs. Windows,” Universitat Pompeu Fabra, Barcelona, Spain (December 2003).

“Dynamic Mixed Duopoly: A Model Motivated by Linux vs. Windows,” Universitat Autònoma de Barcelona, Barcelona, Spain (November 2003).

“Dynamic Mixed Duopoly: A Model Motivated by Linux vs. Windows,” Universidad de Navarra, Pamplona, Spain (November 2003).

“Linux vs. Windows: Modeling Competition Between Open-Source and Closed Software,” Society for the Advancement of Economic Theory (SAET), Rodos, Greece (July 2003).

“Linux vs. Windows: Modeling Competition Between Open-Source and Closed Software,” Strategy Research Forum, Washington University, St. Louis, Missouri (May 2003).

“Linux vs. Windows: Modeling Competition Between Open-Source and Closed Software,” First International Industrial Organization Conference, Boston, MA (April 2003).

“Trust and Globalization,” Trust, Institutions, and Globalization Conference, William Davidson Institute, Aspen, Colorado (March 2003).

“Linux vs. Windows: Modeling Competition Between Open-Source and Closed Software,” New York University, New York, New York (January 2003).

“Trust and Globalization,” Trust, Institutions, and Globalization Pre-Conference, University of Michigan, Ann Arbor, Michigan (November 2002).

“Trust and Discretion in Agency Contracts,” The North American Summer Meeting of the Econometric Society, University of California, Los Angeles, California (June 2002).

Discussant for “Implementation with Near-Complete Information” by Kim-Sau Chung and Jeffrey C. Ely, The North American Summer Meeting of the Econometric Society, University of California, Los Angeles, California (June 2002).

“Probabilistic Representation of Complexity,” IESE Business School, Barcelona, Spain (June 2002).

“Probabilistic Representation of Complexity,” Fundación Rafael del Pino, Madrid, Spain (June 2002).

“The Fable of Fisher Body,” Fundación Rafael del Pino, Madrid, Spain (June 2002).

“Trust and Discretion in Agency Contracts,” Incentives and Beyond – The Economics of Personnel and Organizations, Centre for Economic Policy Research, Stockholm School of Economics, Stockholm, Sweden (May 2002).

“Trust and Discretion in Agency Contracts,” NSF Decentralization Conference, Georgetown University, Washington D.C. (April 2002).

“Trust and Discretion in Agency Contracts,” Economics Department, University of Michigan, Ann Arbor, Michigan (2001).

“Trust and Discretion in Agency Contracts,” The Negotiation, Organizations and Markets Unit, Harvard Business School, Boston, Massachusetts (October 2001).

“Trust in Agency”, “The Fable of Fisher Body”, and “Probabilistic Representation of Complexity,” Colegio Complutense at Harvard University, Cambridge, Massachusetts (July 2001).

“Trust and Discretion in Agency Contracts,” Venice (June 2001).

“Trust in Agency,” Society for Economic Dynamics Meetings, San Jose, Costa Rica (June 2000).

“Trust in Agency,” Yale School of Management, Yale University, New Haven, Connecticut (Spring 2000).

“Trust in Agency,” Department of Economics, University of Texas at Austin, Austin, Texas (Spring 2000).

“Trust in Agency,” Harvard Business School, Boston, Massachusetts (Spring 2000).

“Trust in Agency,” Leonard N. Stern School of Business, New York University, New York, New York (Spring 2000).

“Trust in Agency,” McDonough School of Business, Georgetown University, Washington D.C. (Spring 2000).

“Trust in Agency,” Economics Department, University of California at Santa Cruz, Santa Cruz, California (Spring 2000).

“Trust in Agency,” INSEAD, Fontainebleau, France (Spring 2000).

“Trust in Agency,” H. John Heinz III School of Public Policy & Management, Carnegie Mellon University, Pittsburgh, Pennsylvania (Spring 2000).

“Trust in Agency” and “The Fable of Fisher Body,” Pontificia Universidad Catolica de Chile, Santiago, Chile (January 2000).

“Probabilistic Representation of Complexity,” State University of New York at Stony Brook, Stony Brook, New York (August 1999).

## **FIELDS OF SPECIALIZATION**

Primary: Competitive Strategy, Industrial Organization, and Microeconomics.

Secondary: Economics of Organization, Managerial Economics, and Business History.