

CURRICULUM VITAE

Luís Almeida Costa

January 2014

EDUCATION

Ph.D. in Management at INSEAD (September 1990 – October 1994). Major in Strategy.

M.Sc. in Management at INSEAD (June 1993).

Licenciatura in Economics at Católica Lisbon School of Business and Economics, Universidade Católica Portuguesa (September 1983 – June 1988).

ACADEMIC POSITIONS

Professor, Nova School of Business and Economics, Universidade Nova de Lisboa, since 1995.

Visiting Professor, IMD, Lausanne, since 2010.

Visiting Professor, INSEAD, Fontainebleau and Singapore, 1997-2005 and since 2012.

Visiting Professor, Solvay Brussels School of Economics and Management, Université Libre de Bruxelles, since 2008.

Visiting Professor, TiasNimbas Business School, Tilburg University, since 2012.

ADMINISTRATIVE POSITIONS IN ACADEMIC INSTITUTIONS

Academic Director of the CEMS – Master's in International Management, Nova School of Business and Economics, Universidade Nova de Lisboa, since May 2012.

Academic Director of the Master in Management, Nova School of Business and Economics, Universidade Nova de Lisboa, (May 2012 – September 2013).

Associate Dean, Nova School of Business and Economics, Universidade Nova de Lisboa (October 2002 – July 2005).

Director of the Undergraduate Program in Management, Nova School of Business and Economics, Universidade Nova de Lisboa (October 2001 – September 2002).

Director of the MBA Program, Nova School of Business and Economics, Universidade Nova de Lisboa (April 1996 – January 1998).

AREAS OF INTEREST

Competitive Strategy and Negotiation Analysis.

MAIN SCIENTIFIC PUBLICATIONS

“Attitude Change in Arbitrarily Large Organizations” (with João Amaro de Matos), *Computational and Mathematical Organization Theory*, 2014, forthcoming.

“The Competitive Implications of the Deployment of Unique Resources” (with Karel Cool and Ingemar Dierickx), *Strategic Management Journal*, 2013, 34(4), pp. 445-463.

“Diseconomies of Time Compression” (with K. Cool and I. Dierickx), 2013, forthcoming in the *Palgrave Encyclopedia of Strategic Management*.

“Economies of Resource Accumulation” (with K. Cool and I. Dierickx), 2013, forthcoming in the *Palgrave Encyclopedia of Strategic Management*.

“The Dynamics of Resource Erosion” (with K. Cool and I. Dierickx), 2013, forthcoming in the *Palgrave Encyclopedia of Strategic Management*.

“Share the Fame or Share the Blame? The Reputational Implications of Partnerships” (with Luís Vasconcelos), *Journal of Economics and Management Strategy*, 2010, 19 (2), pp. 259-301.

“The Strategic Deployment of Quality Improving Innovations” (with Ingemar Dierickx), *Journal of Business*, 2005, 78 (3), pp. 1049-1072.

“The Manager as Change Agent: Communication Channels, Timing of Information, and Attitude Change” (with João Amaro de Matos and Miguel Pina e Cunha), *International Studies of Management & Organization*, 2003, 33(4), pp. 65-93.

“Licensing and Bundling” (with Ingemar Dierickx), *International Journal of Industrial Organization*, 2002, 20, pp. 251-267.

“Towards an Organizational Model of Attitude Change” (with João Amaro de Matos), *Computational and Mathematical Organization Theory*, 2002, 8, pp. 315-335.

“Constructing Competitive Advantage” (with Karel Cool and Ingemar Dierickx), *Handbook of Strategy and Management*, A. Pettigrew, H. Thomas and R. Whittington (eds.), Sage Publications, 2002.

“The Essence of the Megacorporation: Shared Context, not Structural Hierarchy” (with Sumantra Ghoshal and Peter Moran), *Journal of Institutional and Theoretical Economics*, 151(4), 1995, pp. 748-759.

BUSINESS SIMULATION

- Negotiation Dynamics – *The Game*TM (developed with Ingemar Dierickx).

*Negotiation Dynamics – The Game*TM is a state-of-the-art business simulation, which was developed with the objective of creating a unique Negotiation course to be offered in MBA and executive education programs and of launching a long-term research project called “Mastering Process Fundamentals in Repeated Negotiations”.

*Negotiation Dynamics – The Game*TM enables participants to sharpen their negotiation skills and to accumulate a wealth of experience in a time-efficient way. In this course, participants engage in a broad range of interconnected face-to-face negotiations. After each negotiation, participants enter their results in the computer, make production and investment decisions, and answer a Process Assessment questionnaire. A state-of-the-art computer model evaluates the deals and tracks their impact on all aspects of an evolving business relationship and, consequently, on the situation that participants will face in later negotiations. Of course, participants’ behavior in previous negotiations will also influence their counterpart’s attitude and objectives in future negotiations. As in real life, participants may search for information before and during the negotiations through a special tool called *Neginfo*TM. Furthermore, participants may “invent” variables and create their own agenda. A special procedure was developed to reconcile creativity of negotiators with the logic of computers. Thus, participants will be able to explore a vast array of interesting and creative deals.

MAIN CONFERENCE PRESENTATIONS

“Unique Resources, Competitive Advantage and Value Creation”, *3rd Conference Customer Strategies for Sustained Growth*, INSEAD, Fontainebleau, June 2012.

“Organizational Structure, Timing of Information Flows and Attitude Change”, *Strategic Management Society Conference*, Miami, November 2011.

“The Competitive Implications of the Accumulation and Deployment of Unique Resources”, *European Academy of Management Conference*, Liverpool, May 2009.

“Share the Fame or Share the Blame: The Reputational Implications of Partnerships”, *European Academy of Management Conference*, Ljubljana, May 2008.

“An Organizational Model of Attitude Change”, *Strategic Management Society Conference*, Vienna, October-November 2006.

“Unprofitable Competitive Advantage, Profitable Competitive Disadvantage, and Healthy Imitation”, *European Academy of Management Conference*, Oslo, May 2006.

“An Organizational Model of Attitude Change”, *Ibero-American Academy of Management Conference*, Lisbon, December 2005.

“Unprofitable Competitive Advantage, Profitable Competitive Disadvantage, and Healthy Imitation”, *Ibero-American Academy of Management Conference*, Lisbon, December 2005.

“An Organizational Model of Attitude Change”, *European Academy of Management Conference*, Munich, May 2005.

“Organizational Structure, Timing of Information Flows and Attitude Change”, *Strategic Management Society Conference*, Paris, September 2002.

HONORS

Honored by the President of Portugal with the title of Comendador of the Order of Prince Henry the Navigator (2006).

Best Teacher Award of the Elective Courses, MBA Program Part-Time, Solvay Brussels School of Economics and Management, Université Libre de Bruxelles (2009).

Best Teacher Award of the Elective Courses, MBA Program Full-Time, Solvay Brussels School of Economics and Management, Université Libre de Bruxelles (2008).

Highest Overall Teacher Assessment in several programs at Nova School of Business and Economics, Universidade Nova de Lisboa.

Comprehensive Exams of the Ph.D. in Management completed with *Distinction*, INSEAD (1992).

European Union Doctoral Scholarship (1991-1994).

Portuguese Government Doctoral Scholarship (1990-1991).

Licenciatura in Economics completed with *Felicissime*, Católica Lisbon School of Business and Economics, Universidade Católica Portuguesa (1988).

OTHER ACTIVITIES

Partner at D&AC Consulting, a company that offers a wide range of consulting services

Luís Almeida Costa was responsible for multiple consulting projects and conducted hundreds of executive workshops for companies and governmental agencies in several countries, such as France, Germany, Great Britain, Hungary, Italy, the Netherlands, Norway, Portugal, Singapore, Switzerland, Turkey, and United Arab Emirates.

President of the Supervisory Council of PGA - Portugalia Airlines (since 2007).

PERSONAL DATA

Portuguese citizen; married with two children; date of birth 7 April 1965.

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