

Christian Busch, PhD
Marshall School of Business
University of Southern California (USC)
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EDUCATION

- London School of Economics, Department of Management** 10/2009 – 09/2014
PhD in Management
- Title: Social entrepreneurs as network orchestrators: How and why do social entrepreneurs develop social networks to perform?
 - Advisors: Saul Estrin, Harry Barkema
 - Committee: Gerry George, Sarah Ashwin
- London School of Economics, Department of Management** 10/2007 – 08/2008
MSc in Management, Organisations and Governance
- Courses in methodology, organizational practices, enterprise development, organizational change, management systems
 - MSc-dissertation: Distinction
 - Supervisor: Saul Estrin
- Furtwangen University, Department of Business Studies** 08/2004 – 6/2007
Bachelor of Business Administration (B.B.A.)
- Courses in international management, intercultural communication, marketing, economics
 - Semester abroad: Moscow Higher School of Business
- Distance University Hagen, Department of Social Sciences** 02/2005 – 01/2008
Bachelor of Arts (B.A.) in Politics and Organization
- Courses in politics, scientific methods, sociology, psychology

ACADEMIC POSITIONS

- University of Southern California, Marshall School of Business** 08/2023 –
Associate Professor of Clinical Management and Organization
- London School of Economics, Marshall Institute** 08/2019 – present
Visiting Fellow
- New York University, Global Economy Program, Center for Global Affairs** 08/2019 – 07/2023
Program Director & Clinical Assistant Professor
- London School of Economics, Department of Management** 07/2015 – 07/2019
Post-doctoral Research and Teaching (incl. Course Leader; Executive Education Lecturer); *Teaching Excellence Award*

RESEARCH AND PUBLICATIONS

Research interests

- Serendipity
- Leadership and strategy-making under uncertainty
- Social entrepreneurship and social innovation
- High-growth entrepreneurship and innovation
- Emerging markets

Academic articles

Busch, C. forthcoming. Towards a theory of serendipity: A systematic review and conceptualization. *Journal of Management Studies*, in press.

- Nominated for “Conference Best Paper Prize”, Strategic Management Society (SMS) Conference, London
- Among “most read” papers (JMS)
- #1 Altmetric “Impact” Score (JMS) for several weeks

Busch, C., & Mudida, R. forthcoming. Asserting and transcending ethnic homophily: How entrepreneurs develop social ties in socially contested environments to access resources and opportunities. *Strategic Entrepreneurship Journal*, in press.

- Best Paper Award, Entrepreneurship Division, Academy of Management

Busch, C., & Barkema, H.G. 2022. Planned luck: How incubators can facilitate serendipity for nascent entrepreneurs through fostering network embeddedness. *Entrepreneurship Theory & Practice*, 46(4): 884-919.

- #1 Altmetric “Impact” Score (ET&P) for several months

Busch, C., & Barkema, H.G. 2022. Align or perish: Social enterprise network orchestration in Sub-Saharan Africa. *Journal of Business Venturing*, 37(2): xx-xx.

- Winner, Carlo Masini Award for Innovative Scholarship, Academy of Management
- Nominated for Dexter Award (Best International Paper), Academy of Management
- Best Paper Award, PNP division, Academy of Management

Busch, C., & Hehenberger, L. 2022. How to evaluate the impact of corporate purpose. *MIT Sloan Management Review*, Fall Issue.

Busch, C., & Barkema, H.G. 2021. From necessity to opportunity: Scaling bricolage in resource-constrained environments. *Strategic Management Journal*, 42: 741-773.

- Among “Top Cited Articles 2021-2022” of the Strategic Management Journal

Busch, C. 2020. How to create your own career luck. *Harvard Business Review Digital Articles* (August 24, 2020).

Books

Busch, C. 2022. *Connect the Dots* (extended international paperback version of *The Serendipity Mindset*). London: Penguin Random House.

- *Endorsed by Arianna Huffington (“A wise, exciting, and life-changing book”); LinkedIn co-founder Reid Hoffman (“Highly recommended”); former Unilever CEO Paul Polman (“Excellent practical guidance for all”); Daniel Pink (“A bracing and hopeful antidote to a world addicted to control”)*
- *Reviewed in Academy of Management Learning & Education (AMLE)*
- *Featured on the BBC, Psychology Today, among others*

Busch, C. 2020. ***The Serendipity Mindset***. New York: Penguin Random House.

- *Finalist for the Financial Times/McKinsey Bracken Bower Prize*
- *“Top 100 Books on Innovation” (Blinkist)*
- *Bestselling book, including DER SPIEGEL national bestseller in Germany (German version: “Erfolgsfaktor Zufall”)*
- *Translated into Arabic, German, Japanese, Korean, Russian, Trad. Chinese, Simplified Chinese, Spanish*
- *Featured in/on Harvard Business Review, Stanford Social Innovation Review, USA Today, Forbes, The Guardian, Fast Company, INC Magazine, Wall Street Journal, among others*
- *Used in universities, companies, and institutions such as the American Psychological Association and the Royal College of Psychiatrists*

Peer-reviewed book chapters

Busch, C., & Grimes, M. 2023. Serendipity in entrepreneurship, strategy, and innovation. In: Copeland, S., Ross, W. & Sand, M. (Eds.), ***Serendipity Science***: 69-100. London: Springer Nature.

Busch, C. 2020. Toward an enlightened form of capitalism: The changing role of private organizations in the context of global affairs. In: Ankersen, C., & Sidhu, W.P.S. (Eds.), ***The Future of Global Affairs***: 97-122. New York: Palgrave Macmillan.

Busch, C., & Barkema, H.G. 2019. Social entrepreneurs as network orchestrators: In: George, G., Tracey, P., Baker, T. & Havovi, J. (Eds.), ***Handbook of Inclusive Innovation***: 464-486. London: Edward Elgar Publishing.

Articles under review

Busch, C. (*Under Review at **Academy of Management Journal***). Harnessing unexpected events to tackle Grand Challenges: The Emergence and cultivation of serendipity in extreme poverty.

Working papers

Busch, C. (In progress). Information encountering and serendipity. An empirical study. (Target outlet: ***Administrative Science Quarterly***).

Busch, C., Grimes, M.G., & von Krogh, G. (In progress). Eureka!: Improving the effects of artificial intelligence on serendipitous innovation within organizations. (Target outlet: ***Academy of Management Review***).

Busch, C., & Juergensen, J. (In progress). Organizing for serendipity: How and why companies leverage the value in the unexpected. (Target outlet: ***Academy of Management Journal***).

Case studies

Busch, C., & Wang, A. 2018. *The Haier case: How a Chinese multinational reinvented its business model*. London: London School of Economics.

Busch, C., & Pfortmueller, F. 2017. *The Sandbox Case: How an international community scaled trust*. London: London School of Economics.

Practitioner publications

Busch, C. 2022. Connect the dots. *Psychology Today* (blog).

Busch, C. 2021. How to be lucky. *Aeon Magazine*: <https://psyche.co/guides/how-to-open-up-to-serendipity-and-create-your-own-luck>.

Busch, C. 2020. *6 ways businesses can turn COVID-19 uncertainty into advantage*. *World Economic Forum*: Geneva (Agenda).

Busch, C. 2020. Cultivating serendipity. *Stanford Social Innovation Review* (Digital). https://ssir.org/books/excerpts/entry/cultivating_serendipity.

Busch, C. 2020. Why building a muscle for uncertainty is the most important thing you can do. *Fast Company*, September, 2020.

Busch, C., Gyori, C., & Sharp, L. 2019. Purpose activation. In: Gyori, C., Sharp, L., Busch, C., & Brahman, M. (Eds.) *North Star journey: Purpose-driven leadership in the 21st century*. Washington, D.C.: Leaders on Purpose: 20-34.

Busch, C., Gyori, C., & Sharp, L. 2018. Purpose activation. In: Gyori, C., Sharp, L., Busch, C., & Brahman, M. (Eds.) *North Star journey: Purpose-driven leadership in the 21st century*. Washington, D.C.: Leaders on Purpose: 20-34.

Sharp, L., Gyori, C., & Busch, C. 2018. Organizational agility. In: Gyori, C., Sharp, L., Busch, C., & Brahman, M. (Eds.) *North Star journey: Purpose-driven leadership in the 21st century*. Washington, D.C.: Leaders on Purpose: 34-46.

World Economic Forum, 2018. *The Global Future Council's vision for the world in 2030*. Geneva: World Economic Forum. (Main contributor)

Busch, C. & Kansara, T. 2017. On community identity. In: Mok, K. (Ed.) *On community*. London: Sandbox.

Busch, C., Sharp, L., Gyori, C., & Brahman, M. 2017. Driving sustainable innovation with the Internet of Things. *G20 Summit Publication*. Hamburg.

Busch, C. 2014. Substantiating social entrepreneurship research: Exploring the potential of integrating social capital and networks approaches. *International Journal of Entrepreneurial Venturing*, 6(1): 69-84.

Busch, C. 2013. Design an organization that matters. *Harvard Business Review Ideas Corner*.

Selected academic presentations and symposia

Busch, C., Eisenhardt, K.M., Edmondson, A.C., Mintzberg, H., Lakhani, K., McGrath, R.G., Levinthal, D., Cattani, G., Ansari, S., Lakhani, K., Gulati, R., von Hippel, E., Sarasvathy, S. 2023. Organizational Learning,

Innovation, and Growth in an Uncertain World: The Role of Serendipity. **Academy of Management Annual Meeting Proceedings**, Boston.

Busch, C. 2023. Enabling serendipity in the context of extreme uncertainty. **Academy of Management Annual Meeting Proceedings**, Boston.

Busch, C., & Grimes, M. 2023. Eureka!: Improving the effects of artificial intelligence on serendipitous innovation within organizations. **Academy of Management Annual Meeting Proceedings**, Boston.

Busch, C. 2022. Towards a theory of serendipity. **Strategic Management Society Annual Conference**, London. (Nominated for "Overall Conference Best Paper Prize").

Busch, C., & Mudida, R. 2022. Asserting and transcending ethnic homophily: How entrepreneurs develop social ties to access resources and opportunities in socially contested environments. **Strategic Management Society Annual Conference**, London.

Busch, C., & Grimes, M. 2022. Eureka!: Improving the effects of artificial intelligence on serendipitous innovation within Organizations. **West Coast Research Symposium**, Seattle.

Busch, C., & Mudida, R. 2022. Asserting and transcending ethnic homophily: How entrepreneurs develop social ties to access resources and opportunities in socially contested environments. **Academy of Management Annual Meeting Proceedings**, Seattle. (*Best Paper Award, Entrepreneurship Division*).

Busch, C., & Barkema, H.G. 2021. Dynamic social enterprise networks in Sub-Saharan Africa. **Academy of Management Annual Meeting Proceedings** (*Best Paper Award, PNB Division; Shortlisted for All-Academy Dexter Award*). Virtual.

Busch, C., & Barkema, H.G., 2018. Ecosystem orchestration and empowering ecosystem leadership: Studying an incubator in an emerging country context. **Academy of Management Annual Meeting Proceedings**, Chicago.

Busch, C., 2018. Social enterprise networks in low-income contexts: A network perspective. **Academy of Management Annual Meeting Proceedings**, Chicago.

Busch, C., & Barkema, H.G., 2016. How and why does the social network of social entrepreneurs in low-income contexts influence performance? **Academy of Management Annual Meeting Proceedings**, Anaheim. (*Best Paper Award, Entrepreneurship Division*).

Busch, C., & Barkema, H.G. 2015. Social entrepreneurs in resource-constrained environments: The role of dynamic networks. **Africa Academy of Management Annual Meeting Proceedings**, Nairobi. (*Best Paper Award, Entrepreneurship Division*).

Busch, C. 2015. Social entrepreneurs as network orchestrators: Social networks, social capital, and social venture performance. **Academy of Management Annual Meeting Proceedings**, Vancouver.

Busch, C., & Barkema, H. G. 2013. Dynamic social networks, venture growth, and social enterprise performance: A typology. **Academy of Management Annual Meeting Proceedings**, Boston.

Dr. Busch presented at dozens of academic conferences and workshops (e.g., at Harvard University; INSEAD; Oxford University; Stanford University), and his research has been featured by outlets such as The Economist, Academy of Management Journal, Harvard Business Review, TED, and the World Economic Forum.

TEACHING AND CURRICULUM DEVELOPMENT / FACULTY DEVELOPMENT AND RECRUITMENT

Newly designed or redesigned courses (USC Marshall School of Business; Teaching score range is 1-5)

Strategic Management (BUAD 437; undergraduate core course)

- Overall evaluation of the instructor: tba
- Overall evaluation of the course: tba

Purpose-driven leadership (MOR 599; MBA elective under development for fall 2024)

- Overall evaluation of the instructor: tba
- Overall evaluation of the course: tba

Marshall Edge (MBA core course; under development for fall 2024)

- Overall evaluation of the instructor: tba
- Overall evaluation of the course: tba

Newly designed or redesigned MSc courses (SPS Center for Global Affairs; Teaching score range is 1-5)

Social enterprise practicum (GLOB1-GC3920.003)

- Research-based “externship” program designed for students to work with social enterprises
- Designed and executed the course with a focus on tangible entrepreneurship skills and exposure

Corporate Social Responsibility and Purpose-Driven Leadership (GLOB1-GC 2130-001)

- Overall evaluation of the instructor: 4.9 (2019); 5.0 (2020); 4.5 (2021)
- Overall evaluation of the course: 4.9 (2019); 4.9 (2020); 4.3 (2021)

Beyond GDP: New Metrics for a Global Economy (GLOB1-GC 2146-001)

- Overall evaluation of the instructor: 4.8 (2020)
- Overall evaluation of the course: 4.6 (2020)

Impact Investing and ESG (GLOB1-GC 3065-001)

- Overall evaluation of the instructor: 4.6 (2020)
- Overall evaluation of the course: 4.3 (2020)

The Emerging Markets (GLOB1-GC 2180-001)

- Overall evaluation of the instructor: 5.0 (2019); 4.8 (2020)
- Overall evaluation of the course: 4.8 (2019); 4.3 (2020)

Global Business Practicum

- “Externship” for students, in collaboration with MasterCard (2021/2022)
- Co-designer and contributor

International Political Economy (GLOB1-GC 1030-001)

- Overall evaluation of the instructor: 4.9 (2020); 4.6 (2021 Spring); 4.8 (2021 Fall); 4.9 (2022)
- Overall evaluation of the course: 4.8 (2020); 4.5 (2021 Spring); 4.5 (2021 Fall); 4.8 (2022)

CGA Global Economy Concentration (Director)

- *Shaped the program towards purpose-driven business and inclusive capitalism*
- *Managed several adjunct professors and supported course development*
- *Recruited senior adjunct instructors and co-created new courses (e.g., financial inclusion)*
- *Co-created a new “practicum” (cross-departmental and -industry collaboration)*
- *Developed industry partnerships (e.g., MasterCard)*
- *Mentored and supervised dozens of students (including capstone projects; independent studies)*
- *Engaged in outreach activities (e.g., recruitment events; media; high-profile events)*

- Co-created and launched new courses (e.g., financial inclusion)
- Launched Global Economy club
- Designed Global Economy Field Intensive
- Committee memberships: SPS CGA Social Media Committee (Chair); SPS RTP Committee; SPS NYU Reads Committee; SPS Marketing Recruitment Committee
- Secured funding from high-net-worth individuals

MSc-courses (LSE)

MG473 Negotiation Analysis: Lecturer and co-development of curriculum (new course); **“Excellence in Teaching” award.**

Average score: 1.29 (1 – very good, 2 – good, 3 – average, 4 – poor, 5 – very poor).

MG 437 and MG438 Business Model Innovation at the Base of the Pyramid (pilot course for the launch of a new ‘MSc in Social Innovation and Entrepreneurship’): Introductory lectures on social entrepreneurship and purpose-driven business; Curriculum co-development and student project supervisor.

Average score: 1.45 (1 – very good, 2 – good, 3 – average, 4 – poor, 5 – very poor).

Ad-hoc teaching (upon demand): MG428 Enterprise Development; MG450 Social Network Analysis and Strategies; MG423 International Entrepreneurship; MG105 Social Innovation and Entrepreneurship.

LSE Executive Education and LSE Summer School

Executive education: Lectures on purpose-driven leadership, social entrepreneurship, and innovation.

Average score: 9.2 (out of 10).

MG102 Management, Entrepreneurship and Global Leadership: Lecture and class teaching.

Average Score: 89% Very Good/Good – 10% Satisfactory (School target: >80% very good/good).

MG209 Bargaining and Negotiation: Course leader / lecturer; seminar leader.

Average Score: 92% Very Good/Good – 8% Satisfactory (School target: >80% very good/good).

ACTIVITIES AND AWARDS CONTRIBUTING TO PROFESSIONAL STANDING

Professional Experience

Co-Founder, Leaders on Purpose

- Consulting, training, and event programs for purpose-driven companies
- Research reports based on interview series with top CEOs (incl. CEOs of IKEA, MasterCard, etc.)
- Convening of purpose-driven leaders in collaboration with the World Bank / the UN (incl. contributions by dignitaries such as World Bank President, etc.)

Inaugural Deputy Director, Social Innovation Lab (ICCLab), London School of Economics

- Secured three major grants (ERC, NWOTRO, RIIF; seven figure sum)
- Coordination of key research projects (e.g., NWOTRO project Kenya)
- Developed global support ecosystem for over 50 enterprises & alumni community

Senior consultant, LSE Enterprise

- Advised executives at major multinational companies on strategy and innovation
- Led team of half a dozen researchers to deliver on advisory projects

Co-Founder & Head of Business & Head of Community, Sandbox Network, London

- Prepared and executed business plan (secured seven-digit funding)

- Development of hub structure; expanded community into over 20 cities

Project Lead, Mexican-German Chamber of Commerce, Mexico City

- Executed two large-scale projects for a German bank
- Delivered research analysis, evaluation, and presentation of outcomes

Awards & Honors

- “Top 40 under 40” award (Capital Magazine)
- Best paper award, Entrepreneurship Division, Academy of Management Annual Meeting, 2022
- Winner of the Carlo Masini Award for Innovative Scholarship, Academy of Management
- Selected as "Subject Area Expert" by the Academy of Management.
- Thinkers 50 (“The Oscars of Management Thinking”) “Top Management Thinker to Watch”
- British Airways Magazine “Professor to Watch”
- Shortlisted for Thinkers 50 “Distinguished Achievement Award 2019”
- Teaching Excellence Award, Department of Management, LSE
- Financial Times/McKinsey Bracken Bower Prize finalist (“best book proposal of author under the age of 35”)
- Best paper award, PNP Division, Academy of Management Annual Meeting, 2021
- Best paper award, SEE conference, 2017
- Best paper award, Entrepreneurship Division, Academy of Management Annual Meeting, 2016
- Best paper award, Emerald/Academy of Management Africa Conference, 2015
- Postdoctoral research fellowship grants: NWOTRO and LSE RIF
- Co-applicant ‘NWOTRO: Strategic actors for development’ grant (awarded £570,500)
- Shortlisted as ‘ESRC Future Research Leader’
- Shortlisted for Times Higher Education’s ‘Academic Leadership Award’
- Selected to give LSE Commencement Address
- Selected as one of The Economist’s “Ideas People that made their mark on the world”
- Honoured as ‘Future Influencer’ by Siemens
- Haniel Student Development Program Scholarship
- ‘Grant for Gifted Students’, Konrad-Adenauer-Foundation
- Fellow of the Royal Society of Arts (RSA)
- Appointed to World Economic Forum Expert Forum
- JCI London’s ‘Ten Young Outstanding Persons’ award for ‘Academic Leadership’

Invited guest lectures and research presentations (examples)

Peking University, China: Summer school lecturer

Stanford University, US: Guest lecture on social innovation communities

Columbia University, US: Research presentation

ESADE, Spain: Guest lecture on social entrepreneurship; research presentation

Berkeley University, US: Guest lecture on cultivating serendipity

Rotterdam School of Management, The Netherlands: Research presentation

Imperial College London, UK: Research presentation

Oxford University, UK: Guest lecture on social innovation

Strathmore Business School, Kenya: Guest lectures on social entrepreneurship

INSEAD, France: Presentation on enterprise networks

University of Cape Town, South Africa: Research presentation

University of Nairobi, Kenya: Research presentation

IMD Business School, Switzerland: Lecture on purpose-driven organizations

Technical University Munich, Germany: Serendipity research presentation

Professional Service & Appointments

Academia

Lead, “Marshall Edge” Consulting Track for all MBA students
NYU Faculty Council Representative (for NYU Center for Global Affairs)
Organizer of several symposia on serendipity, chance, and strategy at the Academy of Management Annual Meeting and the Strategic Management Society Annual Conference
Created NYU SPS “Connecting the Dots” podcast (guests included NYT’s Nick Kristof)
External examiner (PhD dissertations): University of Cape Town
Program Lead (CGA Global Economy Concentration, NYU SPS)
Several committee memberships across NYU
Supervision of over a dozen degree candidates (incl. thesis supervision) per year
Reviewer at journals (e.g., Academy of Management Journal, among others)
Global Economic Fellow, Kiel Institute for the World Economy
Appointed Member of the Advisory Board (Human sciences), INACAP (Chile’s largest university)
Appointed Member of the Director’s Sub-Committee on Sustainability at LSE
Elected PhD-representative, Department of Management, LSE

Practice

Advisory Board member, Non-profit Organizations (e.g., YouAreMyProtector; BatteryMBA)
Steering Committee member, World Economic Forum Global Shapers
Ashoka Selection Panel member
Member of the Global Jury, African Entrepreneurship Award
Member of Board of Directors, Sandbox AG
Co-founder, LSE PhD Steering Committee
Advisor to the National Consortium of Entrepreneurs (NACUE); Reconstructed Living Labs; Haier
Mentor at NACUE, StartupWeekend, LSE Incubator, RSA
Curator of TEDxLSE

Public-facing presentations and speaking engagements

United Nations/Nexus Summit: Towards an ‘enlightened self-interest based’ model of capitalism
World Economic Forum: The future of social entrepreneurship
TED/TEDx (9x): The emergence of the Impact Organization; developing impact communities; serendipity mindset; navigating uncertainty
Financial Times Sustainability Summit: Integrating profit and purpose
Royal Society of Arts: The future of business
Workshops and presentations at corporations: Companies include Danone, Dell, Unilever, etc.

Media Engagements

Christian’s work has been covered by major **media outlets** including Wall Street Journal, AP, BBC, Der Spiegel, France24, Stern, Forbes, Fast Company, Financial Times, USA Today, INC, The Guardian, The Independent, The Economist, The Irish Times, TechCrunch, Sueddeutsche Zeitung, Frankfurter Allgemeine Zeitung, El Diaro, BBC Mundo, among others. He has appeared on 50+ podcasts and radio stations, including on GOOP and the BBC.

Languages

German (fluent), English (fluent), Spanish (advanced), French (basic), Russian (basic).

REFERENCES

Professor Saul Estrin
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Los Angeles, 12/05/2023 Christian Busch
Place, Date, Signature