



JORGE TARZIJAN
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I. EDUCATION

- Ph.D. in Managerial Economics and Strategy, Kellogg Graduate School of Management, Northwestern University. USA. 1998
- MBA, Katholieke Universiteit Leuven, Belgium. 1991
- Commercial Engineering, Major in Economics, Pontificia Universidad Católica de Chile. 1987

II. ACADEMIC POSITIONS

- Full Professor, School of Management, Pontificia Universidad Católica de Chile. 2009 – To date
- Visiting Professor. MBA Program. Babson College. 2022- To date
- Co-Director of Master of Health Administration, School of Management UC 2021 – To date
- Visiting Professor. Florida Gulf Coast University 2019-2020
- Professor of Corporate Strategy and Strategic Management. Graduate-level courses, Harvard University, Summer school 2011-2014
- Visiting Scholar, Harvard University 2009 - 2011
- Director of School of Management UC 2006 - 2009
- Associate Professor, School of Management UC 2003 - 2009
- Director of Research, School of Management UC 2003 - 2005
- Assistant Professor, School of Management UC 1999 – 2003

III. AREA OF SPECIALIZATION AND MAIN COURSES

- Area: Strategy
- Main Courses: General Management (MBA), Business Models Innovation (MBA). Corporate Strategy and Strategic Management (Senior Undergraduate Level).



IV. RESEARCH

- Tarziján, J., Snihur, Y. "Centralization decisions in multi-sided platform portfolios" *Academy of Management Perspectives*. Forthcoming. 2024.
- Ramirez, C., Lagos, G., & Tarziján, J. Resource allocation: The response to exogenous shocks across ownership types. *Corporate Governance: An International Review*.
- Ramirez, C., Tarziján, J., Singer, M. "The effect of within-firm vertical pay disparity in occupational safety" *Safety Science*. Vol 145. 2022.
- Brahm, F., Parmigiani, A., & Tarziján, J. (2021). Can firms be both broad and deep? Exploring interdependencies between horizontal and vertical firm scope. *Journal of Management*, 47(5), 1219-1254.
- Murcia, M. J., Panwar, R., & Tarzijan, J. (2021). Socially responsible firms outsource less. *Business & Society*, 60(6), 1507-1545.
- Snihur, Y. & Tarziján, J. (2018). Managing complexity in multi-business model organization. *Long Range Planning*, 51(1), 60-63. (WoS)
- Ramírez, C. & Tarziján, J. (2018). Stakeholder value appropriation: the case of labor in the worldwide mining industry. *Strategic Management*, 39(5), 1496-1525. (WoS)
- Brahm, F., Tarziján, J. & Singer, M. (2017). The impact of frictions in routine execution on economies of scope. *Strategic Management Journal*, 38(10), 2121-2142. (WoS)
- Brahm, F. & Tarziján, J. (2016). Toward an integrated theory of the firm: The interplay between internal organization and vertical integration. *Strategic Management Journal*. (WoS)
- Brahm, F, Tarziján, J. (2016). Relational contracts and collaboration in the supply chain: impact of expected future business volume on the make-or-buy decision. *Journal of Supply Chain Management*, 52(3), 48-67. (WoS)

Books and Book Chapters

- *Fundamentos de Estrategia Empresarial (Fundamentals of Business Strategy)* Editorials: Ediciones Universidad Católica de Chile (Chile) and Editorial Alfaomega (México). Sixth Edition: 2023
- *Organización Industrial para la Estrategia Empresarial (Industrial Organization for Business Strategy)* (Jorge Tarziján and Ricardo Paredes). Prentice Hall (Pearson). Third edition: 2012. This book is widely used in Latin America as a required textbook in courses related to Industrial Organization; Managerial Economics; and The Economics of the Firm.



- Tarziján, J., Casadesus-Masanell, R. "When one Business Model Isn't enough." (2019) HBR's 10 Must Reads on Business Model Innovation. Pp. 127-138. Harvard Business Review Press. Boston, Massachusetts.
- Tarziján, J., Casadesus-Masanell, R. & Ricart, J. (2015). A Corporate-Level View of Business Model Innovation. In N. Foss & T. Saebi (Ed.), Business Model Innovation: The Organizational Dimension (pp. 64-84). Oxford University Press.

Teaching Cases and Course Materials

- The Not Kraft Heinz Company: A Joint Venture Opportunity (with Lidija Polutnik). Babson College Case Collection. BAB743. June 2023.
- Uber and Cornershop: An acquisition in the multi-sided platform space. IVEY Case Collection. Ivey Business School. University of Western Ontario. 2021. Product Number: 9B21M036.
- Falabella: Options to growth in uncertain times. IVEY Case Collection. Ivey Business School. University of Western Ontario. 2021. Product Number: 9B20M205.
- Sky Airlines: Business Model Transformation and Future Challenges (with Matko Koljatic and Joan Enric Ricart). IESE Business School. 2019.
- Falabella. The Latinamerican Giant". Abante. 2013.
- Regulating Broadband in Chile: The Debate Over Open Access (with José Gómez-Ibañez). Kennedy School of Government. Case Program. Harvard University. 2012. Case Number: 1955.0
- Regulating Broadband in Chile: The Debate Over Open Access (with José Gómez-Ibañez). Teaching Note. Kennedy School of Government. Case Program. Harvard University. 2012. Case number: 1955.2

V. SELECTED SCIENTIFIC PRESENTATIONS

- Amity University India, 2020. Presented Paper: Business Model Innovation at the Corporate Level
- International Association for Business and Society. 2020. The effect of foreign ownership on corporate environmental performance: An institutional perspective (with Cristián Ramirez and Rajat Panwar).

VI. ACADEMIC REFEREE

- Strategic Management Journal, Strategy Science, Journal of Business Research, Journal of Economics & Management Strategy, Long-Range Planning, Business & Society, International Journal of Project Management.



- Member of the Editorial Review Board: Academy of Management Perspectives. 2024-to date

VII. OTHER RELEVANT POSITIONS AND ACTIVITIES

- Member of the Conflict of Interest Commission at PUC, focusing on ethics and social responsibility.

Member “Comité de Autorregulación”, Bolsa de comercio Santiago.

- Member “Comité de Autorregulación”, Bolsa Electrónica de Chile.
- Expert Witness in cases related to the determination of interconnection charges in the Telecommunication Industry. Economic expert in litigations in mining, energy, retail and other industrial and financial service companies.
- Advisor to different governmental agencies in countries such as: Dominican Republic, El Salvador, Nicaragua, Peru, Bolivia, Mexico, Argentina, Chile and Bolivia.

Different studies related to competition, strategy and antitrust in markets such as healthcare services, telecommunications, electricity, dairy products, pharmacies, pension funds and retail, among others. Several of these studies have been presented to the antitrust authorities whereas others have served to assess the regulatory and competitive position of companies.