

## PROFESSOR MARTIN KUPP



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## BIOGRAPHY ENGLISH

Martin Kupp is an associate professor for entrepreneurship at ESCP Europe, Paris and a visiting professor at the ESMT European School of Management and Technology in Berlin, Germany. Martin's area of expertise lies in entrepreneurship, individual and organizational creativity, strategic innovation, and competitive strategy. Martin's recent publications have appeared in California Management Review, MIT Sloan Management Review, Business Strategy Review, Info Journal, Financial Times, The Economist, The Economic Times of India and the Wall Street Journal. He has appeared as a business commentator on CNBC, and frequently speaks at industry conferences and events. In 2008 he won at the EFMD case writing competition with his case on Celtel Nigeria. He serves on the executive board of The Case Centre, where he also teaches case writing and case teaching at academic institutions around the world. His recent book "The fine art of success" was published 2011 at Wiley and looks at contemporary artists and what managers can learn from them.

## BIOGRAPHY GERMAN

Martin Kupp ist Associate Professor für Entrepreneurship an der ESCP Europe in Paris und Visiting Faculty an der European School of Management and Technology (ESMT), Berlin.

Martins Schwerpunktthemen sind Entrepreneurship, individuelle und kollektive Kreativität, Innovation, und Wettbewerbsstrategie. Zu diesen Themen hat er zahlreiche Publikationen veröffentlicht, unter anderem in California Management Review, MIT Sloan Management Review, Business Strategy Review, Financial Times, The Economist und The Wall Street Journal. Er tritt regelmäßig im Fernsehen auf und spricht auf Konferenzen. Martin Kupp ist als Mentor für Start-ups in Paris und Berlin tätig, gibt Seminare für Professoren über das Unterrichten mit Fallstudien und ist Mitglied des Aufsichtsrats des gemeinnützigen „Case Centre“.