

Geoff Coyle Medal Presentation

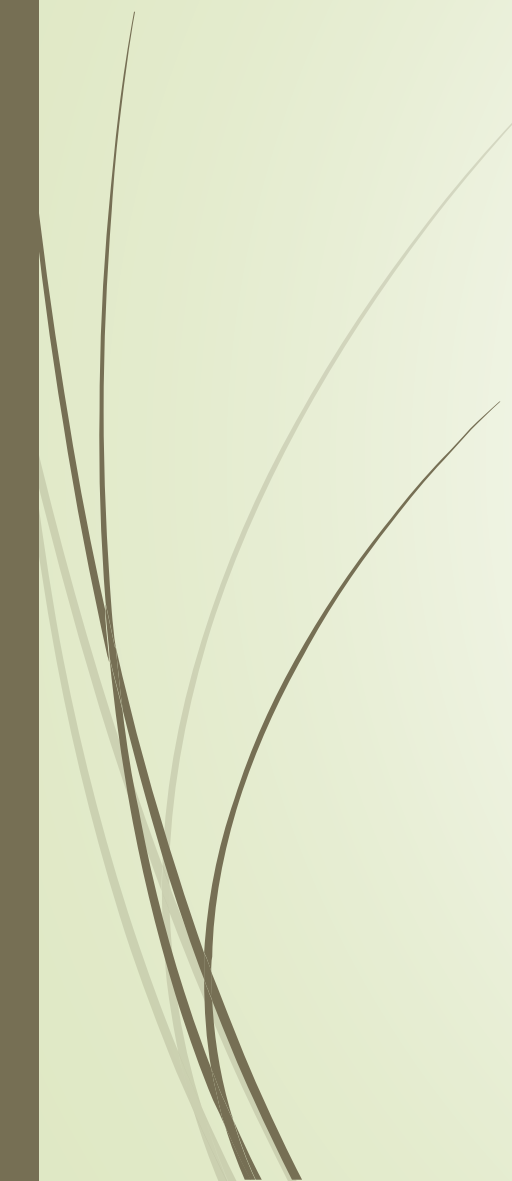


UK SD Chapter Annual Meeting
2015

Martin Kunc

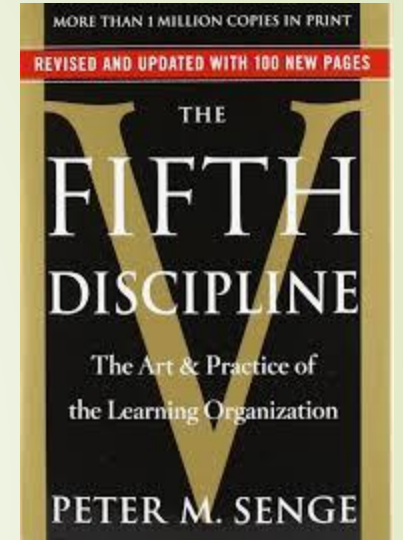


Agenda

- ▶ A bit of history
 - ▶ PhD at London Business School
 - ▶ Almost 10 years of practice and research
 - ▶ The next 10 years
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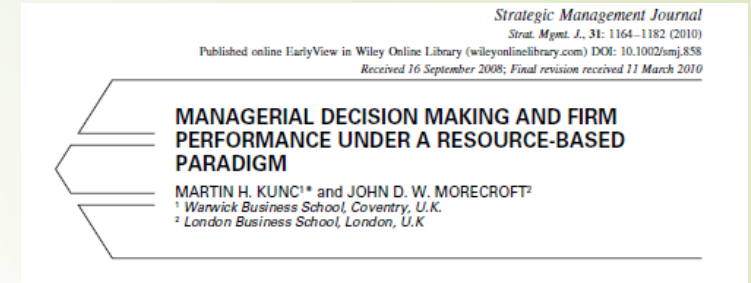
A bit of history

- ▶ When I was a business consultant at Arthur Andersen, I was attending one of the mandatory training programme and
- ▶ The reaction from everybody was..."how can you sell a solution to a manager who didn't call us?"
- ▶ Many years later, I met two key people in IDEA : Rodrigo Bunge, Director of the Center of Business Modelling, and Enrique Herrscher, past president of the International Society for the Systems Sciences and Dean of IDEA
- ▶ Then doing a MBA at IDEA, I also met two key professors: Ann van Ackere and John Morecroft, who taught me the first lessons on SD



PhD at London Business School

➤ The main publication of my PhD is the article



➤ Other publications are:

Kunc, M. and Morecroft, J. 2009. Resource-based strategies and Problem Structuring: Using resource maps to manage resource systems. *Journal of the Operational Research Society*, 58: 191-199

Kunc, M. and Morecroft, J. 2007. Competitive Dynamics and Gaming Simulation. Lessons from a Fishing Industry Simulator. *Journal of the Operational Research Society*, 58: 1146-1155.

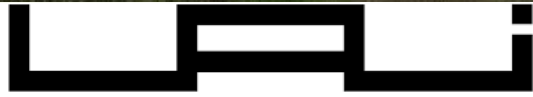
Kunc, M. 2007. Portraying Managerial Dynamic Capabilities: A Case Study in the Fast-moving Consumer Goods Industry. *International Journal of Learning and Intellectual Capital*, 1-2: 92-110.

➤ I have met great and inspiring colleagues during my PhD who were members of the System Dynamics Group at LBS.



Almost 10 years of practice and research

2006-2008



UNIVERSIDAD ADOLFO IBÁÑEZ



2009-



WARWICK BUSINESS SCHOOL



Almost 10 years of research

Supervising PhD Students

- Evaluating the Impact of SD interventions
- Internationalization Strategies
- Organizational Flexibility
- Group dynamics and impact of causal ambiguity on decision making
- Regional R&D Efficiency

Promoting the field

- Founder of the Latin American SD chapter in 2001
- Participating in the general council of the OR Society since 2009
- Many friends and colleagues around the world

Juan Pablo Torres

Jorge Heredia

Amaia Sopelana

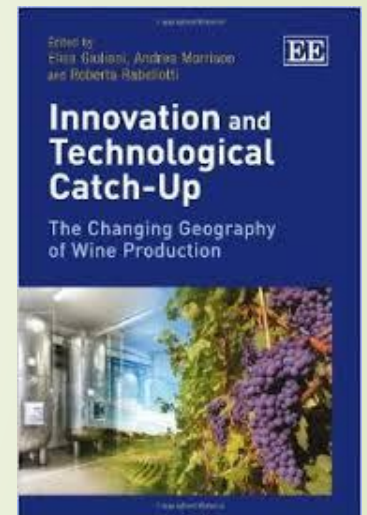
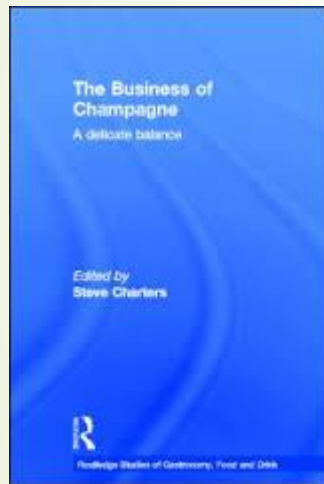
Kenneth Hu

Ungkyu Han



Almost 10 years of research

Doing research in nice industries





Practice

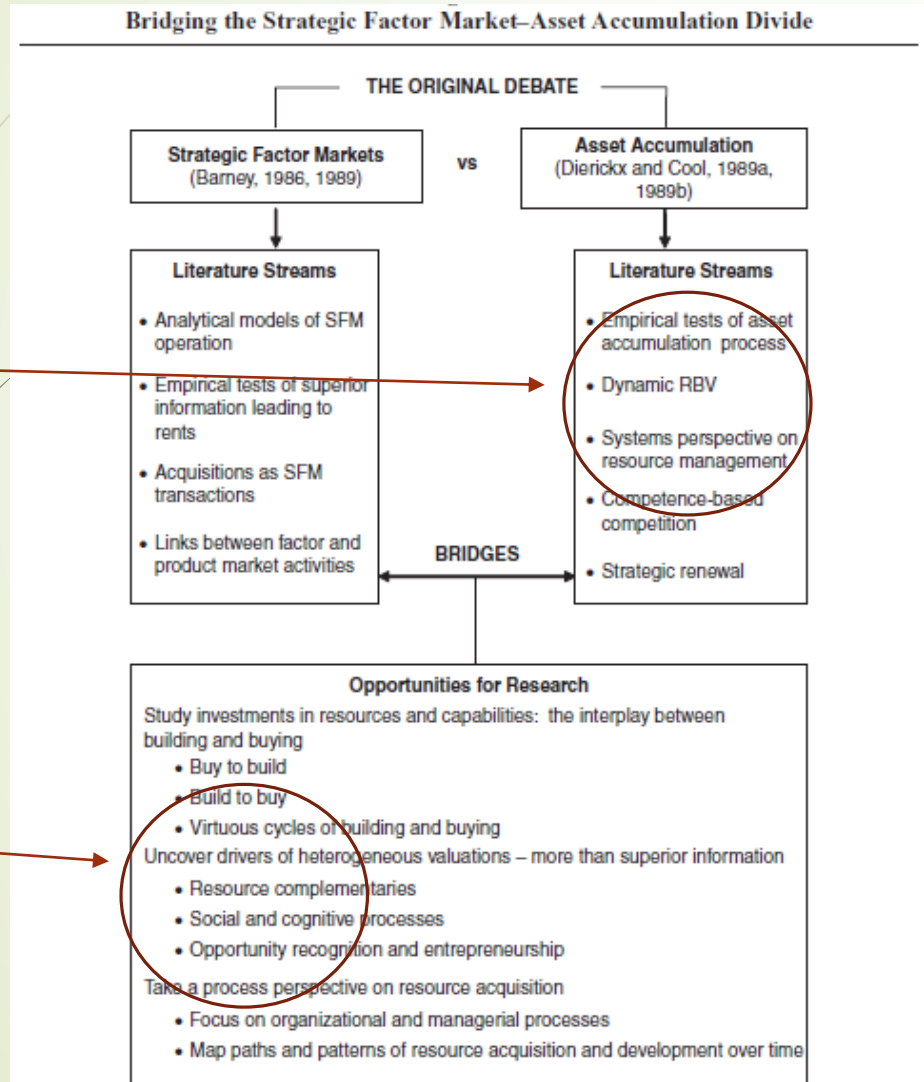


- ▶ Consultant for diverse firms and industries such as Media, Pharmaceutical, Financial Services, Consumer Goods, Cement, Energy and Alcoholic beverages.
- ▶ Projects in diverse areas and topics: supply chain design, human resources management, competitive strategy, business model design

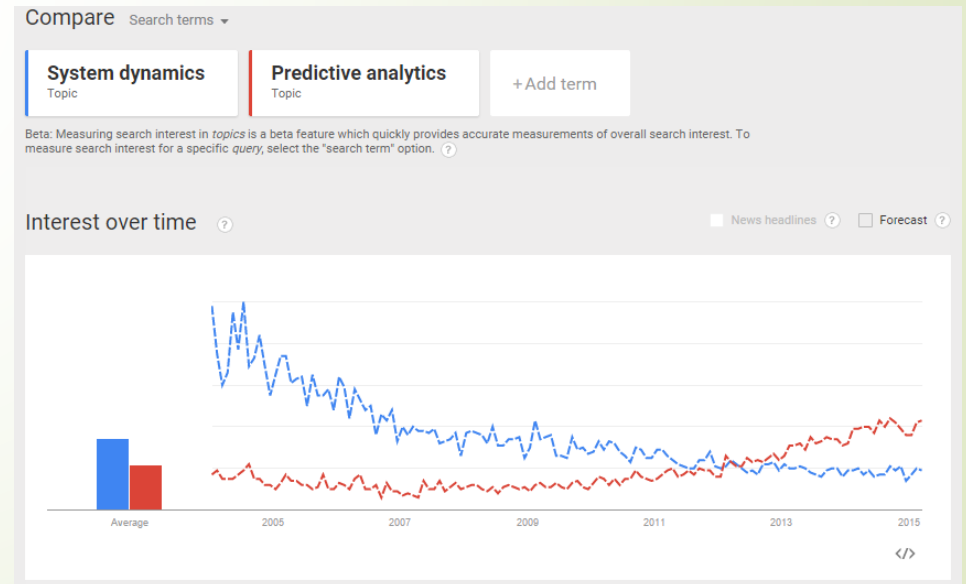
The next 10 years

The current contribution to strategic management

The next 10 years' contribution to strategic management



Integrating System Dynamics into Analytics



All pictures from images searched through Google Images



Thank You

Publications (ordered by time and topic)

■ Innovation Systems

1. Han, U., Asmild, M., Kunc, M 2014. Regional R&D Efficiency in Korea from Static and Dynamic Perspectives. *Regional Studies* (published on-line)
2. Serra, C. E.M., Kunc, M. 2013. Benefits Realisation Management and its influence on project success and on the execution of business strategies. *International Journal of Project Management* DOI: 10.1016/j.ijproman.2014.03.01.
3. Kunc, M, Carlisle, S Jones, E Tiffin, S. 2013. Supporting Innovation for Tourism Development through Multi-stakeholder Approaches: Experiences from Africa. *Tourism Management* 35 59-69
4. Sopelana, A, Kunc, M, Rivera Hernandez, O 2013. Towards a Dynamic Model of Organisational Flexibility. *Systemic Practice and Action Research* - 27 (2), 165-183
5. Kunc, M., Bas, T. 2012. University Involvement in Economic Development in Natural-Resource Based Regions. *International Journal of Learning and Intellectual Capital* 9: 22-50.
6. Kunc, M. and Tiffin, S. 2011. Defining and measuring the roles universities play in regional innovation systems: a comparative study of Chile and Canada focusing on natural resource based clusters. *Science and Public Policy*, 38: 55-66
7. Bas, T. and Kunc, M. 2009. National Systems of Innovations and Natural Resources Clusters: Evidence from Copper Mining Industry Patents, *European Planning Studies*, 17: 1861-1879.
8. Tiffin, S and Kunc, M. 2009 A survey of management PhD programmes in Latin America. *International Journal of Management in Education*, 3: 82-103
9. Bas, T., Amoros, E and Kunc, M. 2008. Innovation, Entrepreneurship and Clusters in Latin America Natural Resource– Implication and Future Challenges. *Journal of Technology Management & Innovation*, 3: 52-65

Publications (ordered by time and topic)

■ Industry applications

10. Kunc, M 2010 Wine tourism: a review of the Chilean case, *International Journal of Tourism Policy*, 3 : 51- 61
11. Kunc, M. 2009. Forecasting the development of wine tourism: The case of Chile, *International Journal of Wine Business Research*, 21: 325-338.
12. Kunc, M. 2007 A Survey of Managerial Practices in the Chilean Wine Industry. *Journal of Wine Research*, 18: 113-119

■ Strategy and Management Science

13. Otheitis, N., Kunc, M 2014. Performance measurement adoption and business performance: An exploratory study in the shipping industry. *Management Decision* 53:1
14. Kunc M, Kazakov, R. 2013. Competitive dynamics in pharmaceutical markets: A case study in the chronic cardiac disease market. *Journal of the Operational Research Society* 64, 1790–1799
15. Kunc, M, Frances O'Brien Robert Dyson. 2011. Teaching Operational Research and Strategy at Warwick Business School. *INFORMS Transactions on Education* 12: 4-19
16. Bhandari, R. and Kunc, M. 2011. Strategic Development Processes during Economic and Financial crisis. *Management Decision* 8: 1343-1353
17. Kunc, M. 2011. Teaching Strategic Thinking using System Dynamics: Lessons from a Strategic Development Course. *System Dynamics Review* 28: 28-45
18. Kunc, M. and Morecroft, J. 2010. Managerial decision-making and firm performance under a resource-based paradigm. *Strategic Management Journal*, 31: 1164-1182



Publications (ordered by time and topic)



Strategy and Management Science

19. Kunc, M. and Morecroft, J. 2009. Resource-based strategies and Problem Structuring: Using resource maps to manage resource systems. *Journal of the Operational Research Society*, 58: 191-199.
20. Gary, S, Kunc, M, Morecroft J and Rockart, S. 2008. System Dynamics and Strategy. *System Dynamics Review* 24: 407–430.
21. Kunc, M. 2008. Achieving a balanced organizational structure in professional services firms: Some lessons from a modeling project. *System Dynamics Review*, 24 (2): 119–143.
22. Kunc, M. 2008. Using Systems Thinking to Enhance the Value of Strategy Maps *Management Decision*, 46: 761-778
23. Kunc, M. and Morecroft, J. 2007. Competitive Dynamics and Gaming Simulation. Lessons from a Fishing Industry Simulator. *Journal of the Operational Research Society*, 58: 1146-1155.
24. Kunc, M. 2007. Portraying Managerial Dynamic Capabilities: A Case Study in the Fast-moving Consumer Goods Industry. *International Journal of Learning and Intellectual Capital*, 1-2: 92-110.

Publications (ordered by time and topic)

■ Book and Book Chapters

1. Kunc, M., Torres, J.P. 2014. Leadership and entrepreneurship. In Charters, S. and Gallo, J (eds) Wine Business Management, Pearson.
2. Kunc, M 2014. Mapping Value Creation In Champagne / Représenter La Création De Valeur Dans Le Champagne. In Charters, S. and Michaux, V. (eds) Stratégies des territoires vitivinicoles : Clusters, gouvernance et marque territoriale, Management & Prospective, MPE / EMS
3. Kunc, M 2012. Creating and sustaining a competitive advantage over time: Managing a delicate balance between value creation and value appropriation as a regional capability. In Charters, S. (eds) The Business of Champagne: A Delicate Balance, Routledge / Taylor and Francis.
4. Kunc, M and Tiffin, S 2011. University involvement in wine region development: A comparative case study between Universidad de Talca (Chile) and Universidad de Cuyo (Argentina). In Guiliani, Rabelotti and Morrison (eds.) Innovation and Technological Catch-Up: The Changing Geography of Wine Production, E. Elgar.
5. Kunc, M and Sinn, F (editors) 2011. Estrategia: Hoy y Para Siempre (Strategy: Today and Forever), Editorial Andres Bello, Santiago, Chile (in Spanish)
6. Kunc, M 2011. Using Wind Tunnels to Evaluate Strategies. In Kunc, M. and Sinn, F. (eds) Estrategia: Hoy y Para Siempre (Strategy: Today and Forever), Editorial Andres Bello, Santiago, Chile. (in Spanish)
7. Browne, M and Kunc, M 2010. Corporate Reputation in Chile in Carroll, C. (ed.) Corporate Reputation and the News Media, Routledge.
8. Kunc, M 2010. Revisiting Porter's Generic Strategies using System Dynamics: When taking book's recipes conduces your organization to dysfunctional behavior in a competitive environment in Mollona, E. (ed.) Computational Analysis of Firms' Organization and Strategic Behavior, Routledge.
9. Kunc, M and J. Morecroft. 2007. System Dynamics Modelling for Strategic Development in Dyson, R and O'Brien, F. (eds.) Supporting Strategy: Frameworks, Methods and Models, Wiley & Sons.