

NACRA 2023 – San Antonio, Texas, October 5-7

<https://nacra.net/conference/>



Keynote Address:

**“Case Method Today: Impact on Theory Building, Students’ Learning, and Industry/Community Engagement – Insights from INSEAD Blue Ocean Strategy Institute”**

*Presented by Oh Young Koo, Institute Executive Fellow, INSEAD Blue Ocean Strategy Institute.*

Join us to hear about the impact of case research in complementing the renowned blue ocean strategy theory by professors W. Chan Kim and Renée Mauborgne, about the impact of cases on students’ learning, and how cases help build connections between academia and industry as well as engage with local communities. Moreover, as the case method evolves to include breakthrough new formats, we will hear about the Blue Ocean Hackathon as a newly emerged experiential learning method and a new approach to exploring cases with students.

The INSEAD Blue Ocean Strategy Institute is dedicated to extending the research on Blue Ocean Shift, Blue Ocean Strategy, and Blue Ocean Leadership by Chan Kim and Renee Mauborgne and disseminating it to professors, researchers and practitioners around the globe. Specifically the Institute aims:

- To make major theoretical and scientific contributions to the fields of strategy and management by conducting academic and managerial research on Blue Ocean Shift, Blue Ocean Strategy, and Blue Ocean Leadership.
- To contribute to the practice and performance of companies, governments and non-profit organisations through practical application of these research outputs.

The INSEAD Blue Ocean Strategy Institute focuses on the following research streams:

- Corporate sector application and research, including understanding the organisational culture, systems, processes, and leadership behaviours that support the creation and execution of Blue Ocean Strategy, and making a Blue Ocean Shift.
- Public sector application and research, including the application of Blue Ocean Shift, Blue Ocean Strategy, and Blue Ocean Leadership to governments and non-profits.
- Social sector application and research, including such topics as how Blue Ocean Strategy can be applied in the developing world to mitigate poverty and improve education and health.
- Academic research on the reconstructionist theory of Blue Ocean Shift | Strategy | Leadership.
- The creation of next generation pedagogical materials that apply the theory of Blue Ocean Shift |

**About INSEAD Blue Ocean Strategy Institute (IBOSI):**

The Institute was founded by INSEAD in honor of the huge impact of W. Chan Kim and Renée Mauborgne’s theory of Blue Ocean Strategy, Blue Ocean Shift, and Blue Ocean Leadership. In 2023, IBOSI will extend its focus to Kim and Mauborgne’s recent research on Beyond Disruption, building breakthrough cases on their theory for MBA and executive classrooms.

W. Chan Kim and Renée Mauborgne, professors of strategy at INSEAD, the authors of the global bestseller *Blue Ocean Strategy* (2005, 2015), which is recognized as one of the most

impactful strategy books ever written, and the *New York Times*, #1 *Wall Street Journal*, *USA Today*, and *Los Angeles Times* bestseller *Blue Ocean Shift* (2017). To date, Blue Ocean Strategy and Blue Ocean Shift teaching materials have been adopted by over 2,800 universities across the globe. In 2022, Harvard Business Review selected *Blue Ocean Strategy* as one of the most influential and innovative articles published in Harvard Business Review over the last 100 years.

Professors W. Chan Kim and Renée Mauborgne have published numerous articles in top academic and managerial journals including *Academy of Management Journal*, *Management Science*, *Organization Science*, *Strategic Management Journal*, *Administrative Science Quarterly*, *Journal of International Business Studies*, *Harvard Business Review*, *MIT Sloan Management Review*, *The Wall Street Journal*, *The New York Times*, and *The Financial Times*, among others.

They are the recipients of numerous academic and management awards including the Nobels Colloquia Prize for Leadership on Business and Economic Thinking, the Carl S. Sloane Award by the Association of Management Consulting Firms, the Leadership Hall of Fame by Fast Company, the Eldridge Haynes Prize for the best original paper by Academy of International Business, among others. They were named the most influential management thinkers in the world by Thinkers50.

Professors W. Chan Kim and Renée Mauborgne have authored 78 cases listed in the Case Centre, including 4 prize-winning cases – having been placed as No.3 in the Case Centre’s list of Top 50 Bestselling Case Authors 2021/22.

Most recently, in March 2023, professors W. Chan Kim and Renée Mauborgne were honored as two of the four leading thinkers – along with Harvard’s Michael Porter and the late Clayton Christensen – at *Harvard’s Business Review*’s 100<sup>th</sup> anniversary celebration. Their latest book, “Beyond Disruption: Innovate and Achieve Growth without Displacing Industries, Companies or Jobs,” by Harvard Business Review Press, was released on 2<sup>nd</sup> May 2023.

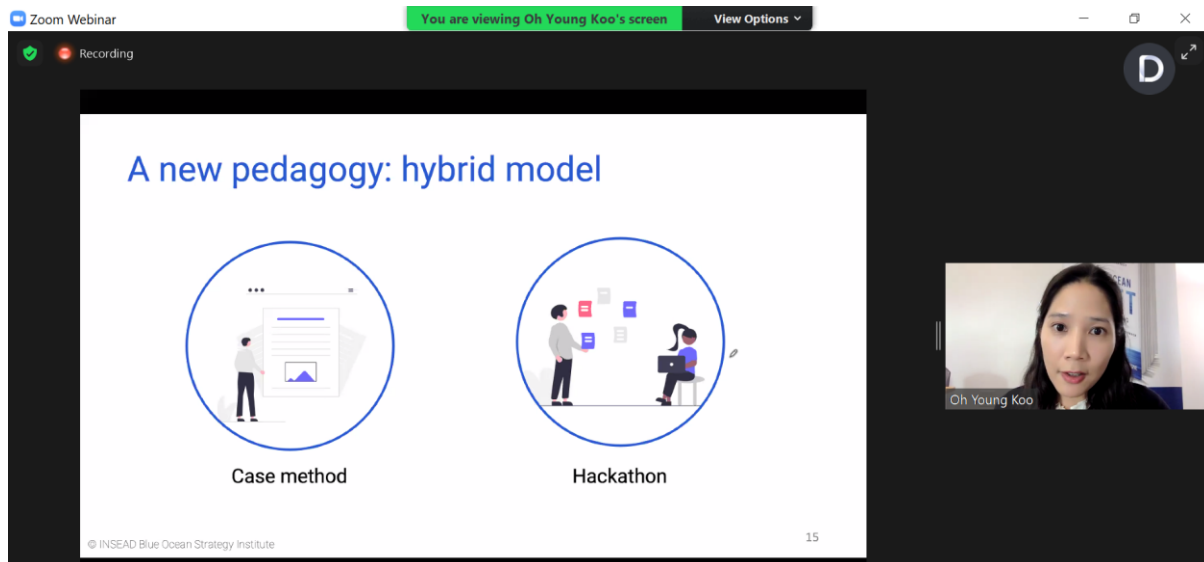
The INSEAD Blue Ocean Strategy Institute is dedicated to extending the research on Blue Ocean Shift, Blue Ocean Strategy, and Blue Ocean Leadership by W. Chan Kim and Renée Mauborgne and disseminating it to professors, researchers, and practitioners around the globe.

#### **About the keynote speaker:**

Oh Young Koo has been working for professors W. Chan Kim and Renée Mauborgne at INSEAD Blue Ocean Strategy Institute for more than 15 years to develop the theory of blue ocean and its pedagogical materials. Oh Young’s case research varies by industry, geographical market, and organization, from Apple and Amazon to Drybar and WEBTOON Entertainment. Many of her cases are listed as bestsellers at Harvard Business Publishing Education, and she is the winner of the 2022 EFMD Case Competition in the ‘Bringing Technology to Market’ category.

Oh Young is regularly conducting webinars for global faculty on teaching blue ocean strategy partnered with the Case Centre and is involved in developing course curricula for Undergrad, MBA, and Graduate schools.

One of Oh Young's pedagogical breakthrough initiatives, Blue Ocean Hackathon, will be presented in the New Views session.



### About the 'Blue Ocean Hackathon' New Views Session:

Blue Ocean Hackathon presents a new hybrid pedagogy by combining the case method with experiential learning. It is particularly designed to foster the creativity, innovation, and entrepreneurship of students by going through the Blue Ocean Shift Process. Instead of presenting an ex-post case in the classroom, we let students face a real business challenge and create an innovative solution in a limited time. However, we are not just asking students to think out of the box. We provide a process – a five-step modular approach with tools and frameworks. And the hackathon does not finish with the presentation and competition for the best idea. It is followed by a video case learning that presents a real blue ocean solution to the same business challenge. The video case includes first-hand interviews with the CEO, key stakeholders, and customers of the start-up company as a case study. This hackathon-styled hybrid format creates a more immersive learning experience for students bringing dynamism and excitement to the classroom.

In this session, Oh Young will walk you through the blue ocean shift process and showcase how to run a blue ocean hackathon integrated with a case method.