Authors

Michel Bachmann holds a master's degree in Organization Studies from Tilburg University (Netherlands) and is currently pursuing a PhD on organizing social entrepreneurship at the University of St. Gallen (Switzerland). Besides his academic activities, Michel has co-founded Impact Hub Zürich and has been a leading force in the development of the global network. His insights have been published in the *Stanford Social Innovation Review*.

Petru L. Curşeu is Associate Professor in the Department of Organization Studies at Tilburg University, and he teaches courses on Organizational Behaviour. His research interests include team dynamics (with a special focus on team cognition), social cognition (in particular the study of stereotypes and prejudice in organizational settings), as well as decision-making in organizations.

Jac L.A. Geurts is Professor in Policy Science in the Department of Organization Studies at Tilburg University and he teaches strategic management at the School for Business and Society affiliated with this university. Previously he has held positions at the Radboud University Nijmegen, Cornell University, University of Michigan and at Philips International. His research interests include simulation and gaming, strategic decision-making and strategy processes.

Peter Grootveld has a master's degree in Organization Studies from Tilburg University. In his master's thesis he studied how multinational companies can create trust with local parties in developing countries. Currently he works as an HR Business Partner at ABN AMRO Bank.

Edgar Hütte is an independent management consultant and entrepreneur in Brussels. He holds a PhD from the Università Commerciale Luigi Bocconi in Milan, Italy. His doctoral dissertation focused on cross-sector collaborations at the Base of the Pyramid.

Bob Soers has a master's degree in Organization Studies from Tilburg University. In his master's thesis he studied private companies at the Base of the Pyramid (BoP) to find out how companies at the BoP pursue dual

innovation strategies. Currently, he works as Sales Manager Europe at GC Europe, a leading dental manufacturer.

Patrick A.M. Vermeulen is Professor of Strategy and International Management at the Institute for Management Research, Radboud University in Nijmegen, The Netherlands. His main research interests focus upon strategic responses under conditions of institutional complexity, processes of institutional change, and strategies and institutions in low-income markets. His work has been published or is forthcoming in *Academy of Management Journal*, *Organization Studies*, *International Journal of Research in Marketing*, *International Small Business Journal*, *Long Range Planning*, *Journal of Small Business Management*, *Management Decision* and several other journals. Currently he is a member of the editorial board of *Organization Studies*.