

## **Bruno P. A. Versaevel**

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### **PRINCIPAL AFFILIATION**

emlyon business school

2012-2014: Faculty Representative to the Board of Directors

2006-2010: Head of the 'Economics, Finance, Accounting' department

2003-present: Professor of Economics ("niveau 1")

1999-2003: Associate Professor of Economics

1996-1999: Assistant Professor of Economics

### **OTHER POSITIONS**

GATE (Groupe d'Analyse et de Théorie Economique Lyon-Saint-Etienne, UMR CNRS 5824)

2013-present: Permanent member

1999-2013: Affiliate researcher

ViroScan3D (genomic analysis for infectious diseases)

2012-present: Cofounder & Member of Strategy Committee

Sciences Po (Institut d'Etudes Politiques de Paris)

2010-present: Adjunct lecturer

HEC Montreal (Canada)

2001-2002: Visiting assistant professor, Economics Department

### **EDUCATION**

Habilitation à Diriger des Recherches, 2018, Ecole Normale Supérieure de Lyon (France)

Doctorate, Economics, 1998, European University Institute (Italy)

Master of Science, Business Economics, 1991, The University of Manchester (UK)

Diplômé de l'Ecole Supérieure de Commerce de Lyon, 1991, emlyon business school (France)

## PROFESSIONAL TRAINING

London School of Hygiene & Tropical Medicine (LSHTM), *Epidemiological Evaluation of Vaccines: Efficacy, Safety and Policy* (short course), July 2017.

Conservatoire National des Arts et Métiers (CNAM), *Microbiologie Générale*, Oct.-Déc. 2010.

## RESEARCH

### Publications in international journals

- Billette de Villemeur, E., and B. Versaevel, 2019, “One lab, two firms, many possibilities: on R&D outsourcing in the biopharmaceutical industry,” *Journal of Health Economics*, 65, pp. 260-283.

- Billette de Villemeur, E., R. Ruble, and B. Versaevel, 2019, “Dynamic competition and intellectual property rights in a model of product development,” *Journal of Economic Dynamics and Control*, 100, pp. 270-296.

- Versaevel, B., 2015, “Alertness, Leadership, and Nascent Market Dynamics,” *Dynamic Games and Applications*, 5(4), pp. 440-466. (Special issue on dynamic games in industrial organization.)

- Billette de Villemeur, E., Ruble, R., and B., Versaevel, 2014, “On the Timing of Investment in Vertical Relationships,” *International Journal of Industrial Organization*, 33(1), pp. 110-123.

- Ruble, R., and B., Versaevel, 2014, “Market Shares, Market Shares, R&D Agreements, and EU Competition Policy,” *International Review of Law and Economics*, 37, pp. 15-25.

- Billette de Villemeur, E., Flochel, L., and B., Versaevel, 2013, “Optimal Collusion with Limited Liability,” *International Journal of Economic Theory*, 9(3), pp. 203-227.

- Dequiedt, V., and B. Versaevel, 2013, “Patent Pools and Dynamic R&D Incentives,” *International Review of Law and Economics*, 36, pp. 59-69.

- Billette de Villemeur, E., Ruble, R., and B., Versaevel, 2012, “Caveat Preemptor: Coordination Failure and Success in a Duopoly Investment Game,” *Economics Letters*, 118 (2), pp. 250-254.

- Ruble, R., and Versaevel, B., 2012, “On the Tacit Collusion Equilibria of a Dynamic Duopoly Investment Game,” *Economics Bulletin*, 32(4), pp. 2817-2827.

- Vencatachellum, D., and B., Versaevel, 2009, “R&D Delegation in a Duopoly with Spillovers,” *The B.E. Journal of Economic Analysis & Policy*, Vol. 9: Iss. 1 (Contributions), Article 55.

- Vencatachellum, D., and B., Versaevel, 2008, “Horizontal R and D Cooperation and Spillovers: Evidence from France,” *Economics Bulletin*, 15(19), pp. 1-11.

- Billette de Villemeur, E., and B., Versaevel, 2003, “From Private to Public Common Agency,” *Journal of Economic Theory*, 111(2), pp. 305-309.

- Versaevel, B., 2002, “Coordination Costs and Vertical Integration in Production Franchise Networks: A Common Agency Model,” *Research in Economics*, 56(2), pp. 157-186.

### **Publications in French**

- Ruble, R., et B., Versaevel, 2019, “Dynamique des marchés et ajustement de la protection intellectuelle”, *Revue Lamy de la Concurrence*, à paraître.
- Dargaud, E., Ruble, R., et B., Versaevel, 2019, “Implications des licences FRAND pour la concurrence : un regard économique”, *Revue Lamy de la Concurrence*, N° 85, pp. 35-40.
- Dargaud, E., Ruble, R., et B., Versaevel, 2015, “Développements récents de l’approche économique des sanctions dans le cas des cartels”, *Revue Lamy de la Concurrence*, N°43, pp. 146-154.
- Ruble, R., et B., Versaevel, 2013, “Quelles spécificités des accords de distribution en ligne?”, *Revue Lamy de la Concurrence*, N°38, pp. 217-223.
- Ruble, R., et B., Versaevel, 2011, “Quel rôle pour un critère de part de marché dans la réglementation de la coopération en recherche et développement?”, *Revue Lamy de la Concurrence*, N°31, pp. 199-207.
- Ruble, R., et B., Versaevel, 2010, “Mise en oeuvre de la collusion et détection: approches actives et passives”, *Revue Lamy de la Concurrence*, N°22, pp. 11-17.
- Versaevel, B., 1994, “La spéculation sur le marché des actions: un phénomène monétaire?”, *Revue d’Economie Financière*, Vol. 29(2), pp. 255-284.
- Bournois, F., et B. Versaevel, 1993, “Gestion stratégique des ressources humaines: une approche contingente à travers une typologie des grandes entreprises françaises”, *Gestion* 2000, Juin, Vol. 9(3), pp. 33-57.

### **Book chapters**

- Versaevel, B., 2004, “La Description des Marchés Concernés”, pp. 92-107 in: Ferrier, D. et Ferré, D., *Droit du Contrôle National des Concentrations*, collection Référence, Dalloz: Paris.

### **Conferences and seminars**

- Northwestern University, 11th Conference on Innovation Economics, 2018.\*
- 19th European Health Economics Workshop (EHEW), 2018, Paris.
- Hospinnomics/L’Atelier du Médicament, 2018, Paris.
- Université de Lille/LEM, economics seminar, 2018, Lille.
- Northwestern University, 9th Conference on Innovation Economics, 2016, Chicago.
- Ludwig Maximillians Universität (LMU), Oberseminar Finanz, 2015, Munich.
- Real Options Group (ROG), annual meeting, 2015, Athens & Monemvasia.
- French Economics Association (AFSE), 63rd annual meeting, 2014, Lyon.

- Paris School of Economics (PSE), Industrial Organization seminar, 2014, Paris.
- Canadian Economics Association (CEA), 47th annual conference, 2013, Montreal.
- Université de Lille 1/LEM, economics seminar, 2013, Lille.
- French Finance Association (AFFI), 30th International conference, 2013, Lyon.
- Real Options Group (ROG), annual meeting, 2012, London.
- Northwestern University, 5th Conference on Innovation Economics, 2012, Chicago.
- European School of Management and Technology (ESMT), seminar, 2011, Berlin.
- Fudan University, Department of Industrial Economics, 2011, Shanghai.
- Society for the Advancement of Economic Theory (SAET), 11th conference, 2011, Faro.
- Paris School of Economics (PSE), Microeconomics seminar, 2011, Paris.
- Canadian Economics Association (CEA), 44th annual conference, 2010, Quebec.
- Canadian Economics Association (CEA), 43rd annual conference, 2009, Toronto.
- Service des études et statistiques industrielles (SESSI), 2008, Paris.
- Société Canadienne de Science Economique (SCSE), 48th annual conference, 2008, Montebello.
- European Association for Research in Industrial Economics (EARIE), 35th conference, 2008, Toulouse.
- Ludwig Maximilians Universität (LMU), ISTO, 2007, Munich.
- Aston University, Business School, 2007, Birmingham.
- Ecole Polytechnique, seminar in honor of Claude Henry, 2006, Paris.\*
- Dynamics of Institutions and Markets in Europe (DIME), IPR conference, 2006, London.
- Econometrics Society World Conference (ESWC), 9th world congress, 2005, London.
- ZEW, 2nd ZEW Conference on the Economics of Innovation and Patenting, 2005, Mannheim.
- Université de Paris-Est Marne-la-Vallée, economics department, 2005, Paris.
- ASEAT/Manchester Institute of Innovation Research, 2003, Manchester.
- Société Canadienne de Science Economique (SCSE), 43th annual conference, 2003, Montreal.
- HEC Montreal, Centre de recherche en e-finance (CREF) seminar, 2003, Montreal.
- INRA-GAEL, seminar, 2003, Grenoble.
- Société Canadienne de Science Economique (SCSE), 42th annual conference, 2002, Ottawa.
- CIRANO, IO seminar, 2002, Montreal.
- European Group for Organizational Studies (EGOS), annual colloquium, 2001, Lyon.
- Erasmus University, School of Economics, seminar, 2000, Rotterdam.
- Network of Industrial Economists (NIE), annual meeting, 2000, University of Cambridge.
- European Association for Research in Industrial Economics (EARIE), 26th conference, 1999, Torino.
- International Council for Small Business (ICSB), 44th annual conference, 1999, Naples.
- Journées de Microéconomie Appliquée (JMA), 1998, Lyon.
- Research in Entrepreneurship and Small Business (RENT), 1998, Lyon.
- ASSET meeting, 1997, Marseilles.
- ASSET meeting, 1995, Istanbul.

(\* = discussant only)

### **Short Research visits**

- ESMT (European School of Management and Technology), Berlin, Germany, May 2011
- University of Oxford, Oriel College, UK, February 2011
- University of Paris 1, Economics Department, France, March 2011
- HEC Montreal, CREF (Centre de Recherche en e-Finance), Canada, November 2003
- University of St Andrews, CRIEFF, Scotland, July 1999

### **Ad Hoc Referee**

Bulletin of Economic Research, Economics of Innovation and New Technology, International Game Theory Review, International Journal of Industrial Organization, International Review of Law and Economics, Journal of Economic Dynamics and Control, Journal of Economic Surveys, Journal of Health Economics, Journal of Political Economy, Journal of Public Economic Theory, Louvain Economic Review, Revue Française d'Economie, Theory and Decision.

### **Reviewer**

ANR (Agence Nationale de la Recherche), France, 2012.

### **PhD COMMITTEES**

- Nucke Widowati, Universidade Nova de Lisboa, 2019
- Rania Mabrouk, Université Grenoble-Alpes, 2017
- Emilie Dargaud, Université Lumière Lyon 2, 2007

### **TAUGHT COURSES** (in 2018-2019)

- Perspectives in Life-Science Businesses (International MBA & Exec MBA)
- Economics of the Bio-Pharmaceutical Industry (International MBA & Exec MBA)
- The Pharmaceutical Ecosystem (Master in Health Management and Data Intelligence)
- Introductory Micro-Economics (MSc in management)
- Applied Micro-Economics (Exec MBA, Best Professor Award 2018)
- Economics for Strategy (MSc in management)
- Shanghai Learning Trip 'innovation in China' (Exec MBA)
- Economics for Competition Law (MS 'Juriste Manager International' & MSc in management)

### **CONSULTING ACTIVITIES**

Economic analysis of inter-firm contractual agreements; analysis of the competitive impact of mergers; analysis of predatory pricing and collusive pricing practices; delineation of relevant markets; analysis of industry dynamics. Advised companies were active in various sectors including medical systems, pre-analytical and diagnostic systems, diabetes care, and vaccines.

### **LANGUAGES**

French (native), English (fluent), Italian (intermediate).