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Adam Brandenburger holds appointments at New York University as J.P. Valles Professor at the Stern School of Business, Distinguished Professor at the Tandon School of Engineering, Faculty Director of NYU Shanghai Creativity + Innovation, and Global Network Professor. He was a professor at Harvard Business School from 1987 to 2002. He received his B.A., M.Phil., and Ph.D. degrees from the University of Cambridge. Adam researches in the areas of game theory, information theory, and business strategy.

Appointments

2017-present
Global Network Professor, New York University
2016-present
Affiliated Faculty Member, NYU Shanghai
2014-present
Distinguished Professor, Tandon School of Engineering, New York University
2002-present
J.P. Valles Professor, Stern School of Business, New York University
1998-2002
Class of 1958 Professor, Harvard Business School
1996-1998
Professor, Harvard Business School
1992-1996
Associate Professor, Harvard Business School
1987-1992
Assistant Professor, Harvard Business School

Education

1986
Ph.D. in Economics, Churchill College, University of Cambridge
1982
M.Phil. in Economics with Distinction, Trinity College, University of Cambridge
1981
B.A. Double First in Natural Sciences and Economics, Queens' College, University of Cambridge

Teaching Experience
The Strategist (elective MBA and EMBA course, Stern School of Business; elective undergraduate course, NYU Shanghai; MS course, Stern-NYU Shanghai)
Creativity Considered (elective undergraduate course, NYU Shanghai)
Introduction to Game Theory (elective undergraduate course, NYU Shanghai)
The Project (elective MBA course, Stern School of Business)
Game Theory (elective MBA and EMBA course, Stern School of Business)
Business Strategy (core MBA course, Stern School of Business)
Changing the Game (elective MBA course, Harvard Business School)
Game Theory (doctoral course, Harvard Business School)
Seminar in Business Strategy (doctoral course, Harvard Business School)
Competition & Strategy (core MBA and executive course, Harvard Business School)
Engineering Sciences 201 (Faculty of Arts and Sciences, Harvard University)
Engineering Sciences 207 (Faculty of Arts and Sciences, Harvard University)
Managerial Economics (core MBA course, Harvard Business School)

Refereed Articles
40. "Agreement and Disagreement in a Non-Classical World," with Patricia Contreras-Tejada, Pierfrancesco La Mura, Giannicola Scarpa, and Kai Steverson, *Philosophical Transactions of the Royal Society A: Mathematical, Physical and Engineering Sciences,* 382, 2024, at https://doi.org/10.1098/rsta.2023.0004.
39. "The Relationship between Strong Belief and Assumption," with Amanda Friedenberg and H. Jerome Keisler, *Synthese*, 201, 2023, 175, at https://doi.org/10.1007/s11229-023-04167-6.
38. "Coordination via Delay: Theory and Experiment," by Ye Jin, Zhen Zhou, and Adam Brandenburger, *Games and Economic Behavior*, 137, 2023, 23-49, at https://doi.org/10.1016/j.geb.2022.11.001.
37. "Coordination via Delay: Theory and Experiment - Online Appendix," by Ye Jin, Zhen Zhou, and Adam Brandenburger, *Games and Economic Behavior*, 137, 2023, 23-49, at https://ars.els-cdn.com/content/image/1-s2.0-S0899825622001531-mmc1.pdf.
36. "Rényi Entropy, Signed Probabilities, and the Qubit," with Pierfrancesco La Mura and Stuart Zoble, *Entropy*, 24, 2022, at https://doi.org/10.3390/e24101412.
35. "Divisive Normalization is an Efficient Code for Multivariate Pareto-Distributed Environments," by Stefan Bucher and Adam Brandenburger, *Proceedings of the National Academy of Sciences*, 119, 2022, at https://doi.org/10.1073/pnas.2120581119.
34. "Observers of Quantum Systems Cannot Agree to Disagree," by Patricia Contreras-Tejada, Giannicola Scarpa, Aleksander Kubicki, Adam Brandenburger, and Pierfrancesco La Mura, *Nature Communications*, 12, 2021, at https://doi.org/10.1038/s41467-021-27134-6.
33. "The Implications of Finite-Order Reasoning," with Alex Danieli and Amanda Friedenberg, *Theoretical Economics*, 16, 2021, at https://econtheory.org/ojs/index.php/te/article/viewFile/2889/32397/936.
32. "Choice-Theoretic Foundations of the Divisive Normalization Model," by Kai Steverson, Adam Brandenburger, and Paul Glimcher, *Journal of Economic Behavior & Organization*, 164, 2019, 148-165, at https://doi.org/10.1016/j.jebo.2019.05.026.
31. "Axioms for the Boltzmann Distribution," with Kai Steverson, *Foundations of Physics*, 49, 2019, 444-456, at https://doi.org/10.1007/s10701-019-00257-z.
30. "A Canonical Hidden-Variable Space," with H. Jerome Keisler, *Annals of Pure and Applied Logic*, 169, 2018, 1295-1302, at https://doi.org/10.1016/j.apal.2018.08.003.
29. "Where Do Great Strategies Really Come From?" *Strategy Science*, 2, 2017, 220-225, at https://doi.org/10.1287/stsc.2017.0039.

28. “Team Decision Problems with Classical and Quantum Signals,” with Pierfrancesco La Mura, *Philosophical Transactions of the Royal Society A: Mathematical, Physical and Engineering Sciences*, 374, 2016, 20150096, at https://doi.org/10.1098/rsta.2015.0096.
27. “Comment on ‘Towards a Behavioral Theory of Strategy’ by Giovanni Gavetti,” with Natalya Vinokurova, *Organization Science*, 23, 2012, 286-287.
26. “The Sheaf-Theoretic Structure of Non-Locality and Contextuality,” with Samson Abramsky, *New Journal of Physics*, 13, 2011, 113036, at https://doi.org/10.1088/1367-2630/13/11/113036.
25. “The Relationship between Quantum and Classical Correlation in Games,” *Games and Economic Behavior*, 69, 2010, 175-183.
24. “Self-Admissible Sets,” with Amanda Friedenberg, *Journal of Economic Theory*, 145, 2010, 785-811.
23. “A Classification of Hidden-Variable Properties,” with Noson Yanofsky, *Journal of Physics A: Mathematical and Theoretical*, 41, 2008, 425302.
22. “Intrinsic Correlation in Games,” with Amanda Friedenberg, *Journal of Economic Theory*, 141, 2008, 28-67.
21. “Intrinsic Correlation in Games: Online Appendix,” with Amanda Friedenberg, October 2007.
20. “Admissibility in Games,” with Amanda Friedenberg and H. Jerome Keisler, *Econometrica*, 76, 2008, 307-352.
19. “Admissibility in Games: Online Supplement,” with Amanda Friedenberg and H. Jerome Keisler, *Econometrica*, 76, 2008.
18. “The Power of Paradox: Some Recent Developments in Interactive Epistemology,” *International Journal of Game Theory*, 35, 2007, 465-492.
17. “Biform Games,” with Harborne Stuart, *Management Science*, 53, 2007, 537-549.
16. “Biform Games: Electronic Companion,” with Harborne Stuart, *Management Science*, 53, 2007.
15. “Biform Games: Additional Online Material,” with Harborne Stuart, July 2006.
14. “An Impossibility Theorem on Beliefs in Games,” with H. Jerome Keisler, *Studia Logica*, 84, 2006, 211-240.
13. “Value-Based Business Strategy,” with Harborne Stuart, *Journal of Economics & Management Strategy*, 5, 1996, 5-24.
12. “When Managers Cover Their Posteriors: Making the Decisions the Market Wants to See,” with Ben Polak, *The RAND Journal of Economics*, 27, 1996, 523-541.
11. “Epistemic Conditions for Nash Equilibrium,” with Robert Aumann, *Econometrica*, 63, 1995, 1161-1180.
10. “Hierarchies of Beliefs and Common Knowledge,” with Eddie Dekel, *Journal of Economic Theory*, 59, 1993, 189-198.
9. “Knowledge and Equilibrium in Games,” *Journal of Economic Perspectives*, 6, 1992, 83-101.
8. “Correlated Equilibrium with Generalized Information Structures,” with Eddie Dekel and John Geanakoplos, *Games and Economic Behavior*, 4, 1992, 182-201.
7. “Lexicographic Probabilities and Equilibrium Refinements,” by Lawrence Blume, Adam Brandenburger, and Eddie Dekel, *Econometrica*, 59, 1991, 81-98.
6. “Lexicographic Probabilities and Choice under Uncertainty,” by Lawrence Blume, Adam Brandenburger, and Eddie Dekel, *Econometrica*, 59, 1991, 61-79.
5. “A Simple Characterization of Stochastically Monotone Functions,” with James Bergin, *Econometrica*, 58, 1990, 1241-1243.
4. “Common Knowledge of an Aggregate of Expectations,” by Lars Nielsen, Adam Brandenburger, John Geanakoplos, Richard McKelvey, and Talbot Page, *Econometrica*, 58, 1990, 1235-1239.

3. “An Overview of Lexicographic Choice under Uncertainty,” by Lawrence Blume, Adam Brandenburger, and Eddie Dekel, in *Choice Under Uncertainty*, ed. by Peter Fishburn and Irving LaValle, *Annals of Operations Research*, 19, 1989, 231-246.
2. “Rationalizability and Correlated Equilibria,” with Eddie Dekel, *Econometrica*, 55, 1987, 1391-1402.
1. “Common Knowledge with Probability 1,” with Eddie Dekel, *Journal of Mathematical Economics*, 16, 1987, 237-245.

Unpublished Articles
24. “A Co-Creation Value for Cooperative Games,” with Barry Nalebuff, August 2026.
23. “Conditional Probability Spaces and the Structure of Agreement,” by Erya Yang and Adam Brandenburger, July 2026, at https://arxiv.org/abs/2605.30017.
22. “A Conditional Probability Hierarchy for Stochastic Choice,” by Erya Yang and Adam Brandenburger, July 2026, at https://arxiv.org/abs/2607.19511.
21. “Event Valence and Subjective Probability,” with Paolo Ghirardato, Daniele Pennesi, and Lorenzo Stanca, June 2026.
20. “The Limits of Social Cognition: Production Functions and Reasoning in Strategic Interactions,” by Vered Kurtz-David, Adam Brandenburger, and Paul Glimcher, April 2026.
19. “Extensive Entropy for Signed Measures,” with Pierfrancesco La Mura, March 2026.
18. “Axiomatization of Rényi Entropy on Quantum Phase Space,” with Pierfrancesco La Mura, December 2025, at https://arxiv.org/abs/2410.15976.
17. “From Anchors to Hierarchies: Identifying Levels of Reasoning in Games,” with Amanda Friedenberg and Terri Kneeland, December 2025.
16. “A Tale of Two Environments: Divisive Normalization and the (In)Flexibility of Choice,” by Vered Kurtz-David, Shreya Sinha, Vinayak Alladi, Stefan Bucher, Adam Brandenburger, Kenway Louie, Paul Glimcher, and Agnieszka Tymula, December 2025.
15. “The Quantum Agreement Theorem,” by María García Díaz, Adam Brandenburger, and Giannicola Scarpa, November 2025, at https://arxiv.org/abs/2511.21258.
14. “Classical Simulation of Non-Classical Systems: A Large Deviation Analysis,” with Pierfrancesco La Mura, August 2025, at https://arxiv.org/abs/2503.04920.
13. “Delayed Arrow-of-Time Detection in Signed Laplacian Dynamics,” with Pierfrancesco La Mura, June 2025, at http://arxiv.org/abs/2506.08236.
12. “Reevaluating the Shapley Value: A New Justification and Extension,” with Barry Nalebuff, April 2025.
11. “Reevaluating the Shapley Value: A New Justification and Extension — Online Appendix,” with Barry Nalebuff, April 2025.
10. “Quantum-Assisted Observatories in Space: Real-Time Coherence in Space Telescope Arrays via Shared Quantum States,” with Pierfrancesco La Mura and Giannicola Scarpa, October 2023.
9. “Game Theory: A Language of Interaction,” July 2023.
8. “A Brief Explanation of Large Language Models,” by Foster Provost with Adam Brandenburger, September 2023.
7. “Using ‘Proof-of-Presence’ to Coordinate,” with Kai Steverson, November 2019.
6. “Infinite Cooperative Games,” with H. Jerome Keisler and Paula Miret, July 2019.
5. “A Test for Artificial Empathy,” with Cheryl Loh, May 2018.
4. “Thinking About Thinking and Its Cognitive Limits,” with Xiaomin Li, August 2015.
3. “Are Admissibility and Backward Induction Consistent?” with Amanda Friedenberg, February 2014.
2. “The Relationship between Rationality on the Matrix and the Tree,” with Amanda Friedenberg, March 2011.
1. “A Purification Theorem for Perfect-Information Games,” with Amanda Friedenberg, January 2007.

Book Chapters/Conference Proceedings/Cases/Other

48. “Symmetry and the Sixth Force: The Essential Role of Complements,” with Barry Nalebuff, *CPI Antitrust Chronicle*, November 2024, at https://www.pymnts.com/cpi-posts/symmetry-and-the-sixth-force-the-essential-role-of-complements/.
47. “Symmetry and the Sixth Force: The Essential Role of Complements - Online Appendix,” with Barry Nalebuff, November 2024, at adambrandenburger.com/aux/material/SSF.
46. “Choosers Adapt Value Coding to the Environment, But Do Not Attain Efficiency,” by Vered Kurtz-David, Vinayak Alladi, Stefan Bucher, Adam Brandenburger, Kenway Louie, Paul Glimcher, and Agnieszka Tymula, in *Proceedings of the 45th Annual Conference of the Cognitive Science Society*, 2023, ed. by Micah Goldwater, Florencio Anggoro, Brett Hayes, and Desmond Ong, at https://escholarship.org/uc/item/7cp9r5hc.
45. “Pinduoduo: Strategy from Contrast,” with Emir Lise, September 2022.
44. “Kuaishou: Strategy from Combination,” with Emir Lise, September 2022.
43. “Canva: Strategy from Constraint,” with Emir Lise, September 2022.
42. “Ctrip: Strategy from Context,” with Emir Lise, September 2022.
41. “Rethinking Negotiation,” by Barry Nalebuff and Adam Brandenburger, *Harvard Business Review*, November-December 2021.
40. “Sell/Buy Bundling,” with Barry Nalebuff, *CPI Antitrust Chronicle*, Fall 2021, at https://www.competitionpolicyinternational.com/sell-buy-bundling/.
39. “The Rules of Co-opetition,” with Barry Nalebuff, *Harvard Business Review*, January-February 2021.
38. “Agreement and Disagreement in a Non-Classical World,” with Patricia Contreras Tejada, Pierfrancesco La Mura, Giannicola Scarpa, and Kai Steverson, in *Proceedings of the 2019 Workshop on Logics for the Formation and Dynamics of Social Norm (LFDSN 2019)*, ed. by Beishui Liao, Fenrong Liu, and Huimin Dong, at https://www.xixilogic.org/events/wp-content/uploads/2022/05/lfdsn2019-proceedings.pdf.
37. “Are Your Company’s Strengths Really Weaknesses?” *Harvard Business Review*, August 2019.
36. “To Change the Way You Think, Change the Way You See,” *Harvard Business Review*, April 2019. Reprinted in *How to Thrive in a Changing World*, *Harvard Business Review* Special Issue, Spring 2022, 33-35; and *HBR Guide to Critical Thinking*, Harvard Business Review Press, 2023.
35. “Strategy Needs Creativity,” *Harvard Business Review*, March-April 2019.
34. “Wenn die Lichtgeschwindigkeit nicht mehr ausreicht: Quantennetzwerke könnten internationalen Teams helfen,” with Pierfrancesco La Mura, *Frankfurter Allgemeine Zeitung*, July 4, 2016.
33. “Epistemic Conditions for Nash Equilibrium” (extended version), with Robert Aumann, in *Readings in Formal Epistemology: Sourcebook*, ed. by Horacio Arlo-Costa, Vincent Hendricks, and Johan van Benthem, Springer, 2016.
32. “Fiber Products of Measures and Quantum Foundations,” with H. Jerome Keisler, in *Logic & Algebraic Structures in Quantum Computing & Information*, ed. by Jennifer Chubb, Ali Eskandarian, and Valentina Harizanov, in Lecture Notes in Logic, Association for Symbolic Logic/Cambridge University Press, 2016.
31. “How Many Levels Do Players Reason? Observational Challenges and a Solution,” extended abstract, with Alex Danieli and Amanda Friedenberg, in *Proceedings of the 15th Conference on Theoretical Aspects of Rationality and Knowledge* (TARK), 2015, at http://www.imsc.res.in/tark/TARK2015-proceedings.pdf.
30. “No-Signalling is Equivalent to Free Choice of Measurements,” with Samson Abramsky and Andrei Savochkin, in *Electronic Proceedings in Theoretical Computer Science*, 171, 2014, Proceedings of the 10th International Workshop on Quantum Physics and Logic, at http://eptcs.web.cse.unsw.edu.au/paper.cgi?QPLX.1.

29. “An Operational Interpretation of Negative Probabilities and No-Signalling Models,” with Samson Abramsky, in *Horizons of the Mind: A Tribute to Prakash Panagaden*, ed. by Franck van Breugel, Elham Kashefi, Catuscia Palamidessi, and Jan Rutten, Lecture Notes in Computer Science 8464, Springer, 2014, 59-75; also at http://arxiv.org/abs/1401.2561.
28. “Use of a Canonical Hidden-Variable Space in Quantum Mechanics,” with H. Jerome Keisler, in *Computation, Logic, Games, and Quantum Foundations: The Many Facets of Samson Abramsky*, ed. by Bob Coecke, Luke Ong, and Prakash Panangaden, Lecture Notes in Computer Science 7860, Springer, 2013, 1-6.
27. “Fixed Points in Epistemic Game Theory,” with Amanda Friedenberg and H. Jerome Keisler, in *Mathematical Foundations of Information Flow*, ed. by Samson Abramsky and Michael Mislove, Proceedings of Symposia in Applied Mathematics, Vol. 71, American Mathematical Society, 2012, 49-60.
26. “Origins of Epistemic Game Theory,” in *Epistemic Logic: Five Questions*, ed. by Vincent Hendricks and Olivier Roy, Automatic Press, 2010, 59-69.
25. “Epistemic Game Theory: An Overview,” in *The New Palgrave Dictionary of Economics*, 2nd edition, ed. by Steven Durlauf and Lawrence Blume, London: Palgrave Macmillan, 2008.
24. “Epistemic Game Theory: Complete Information,” in *The New Palgrave Dictionary of Economics*, 2nd edition, ed. by Steven Durlauf and Lawrence Blume, London: Palgrave Macmillan, 2008.
23. “The Games We Assay,” in *Scientific American*, 297, 2007, 14, at https://www.scientificamerican.com/blog/news-blog/travelers-dilemma-and-a-new-kind-of/.
22. Interview, in *Game Theory: Five Questions*, ed. by Vincent Hendricks and Pelle Guldborg Hansen, Automatic Press, 2007, 41-48.
21. “A Note on Kuhn’s Theorem,” in *Interactive Logic: Proceedings of the 7th Augustus de Morgan Workshop, London*, Texts in Logic and Games 1, Amsterdam University Press, 2007, 71-88.
20. “On the Existence of a ‘Complete’ Possibility Structure,” in *Cognitive Processes and Economic Behavior*, ed. by Marcello Basili, Nicola Dimitri, and Itzhak Gilboa, Routledge, 2003, 30-34.
19. “Porter’s Added Value: High Indeed!” (Commentary on *Competitive Strategy*, by Michael Porter, New York: Free Press, 1980), in *Academy of Management Executive*, 16, 2002, 58-60.
18. Review of *Judo Strategy*, by David Yoffie and Mary Kwak, Boston: Harvard Business School Press, 2001, in *Manageris*, 101, February 2002, 10.
17. “Epistemic Conditions for Iterated Admissibility,” with H. Jerome Keisler, in *Theoretical Aspects of Rationality and Knowledge: Proceedings of the Eighth Conference*, ed. by Johan van Benthem, Morgan Kaufmann, 2001, 31-37.
16. “Co-opetition: Competitive and Cooperative Business Strategies for the Digital Economy,” by Barry Nalebuff and Adam Brandenburger, *Strategy & Leadership*, 25, 1997, at https://doi.org/10.1108/eb054655.
15. “The Added-Value Theory of Business,” with Barry Nalebuff, *Strategy & Business*, Fourth Quarter 1997.
14. “Complementors in the Digital Economy,” with Barry Nalebuff, *Oracle Alliance*, March-April 1997.
13. “Entry and Deterrence in British Satellite Broadcasting,” with Pankaj Ghemawat, in *Games Businesses Play: Cases and Theory*, by Pankaj Ghemawat, MIT Press, 1997, 177-204.
12. “Strategic and Structural Uncertainty in Games,” in *Wise Choices: Decisions, Games, and Negotiations*, ed. by Richard Zeckhauser, Ralph Keeney, and James Sebenius, Harvard Business School Press, 1996, 221-232.

11. “Inside Intel,” review of *Only the Paranoid Survive*, by Andrew Grove, Currency/Doubleday, 1996, with Barry Nalebuff, in *Harvard Business Review*, November-December 1996, 168-175.
10. “The Right Game: Use Game Theory to Shape Strategy,” with Barry Nalebuff, *Harvard Business Review*, July-August 1995, 57-71.
9. “Power Play (A): Nintendo in 8-bit Video Games,” Harvard Business School Case 795102-PDF-ENG.
8. “Power Play (B): Sega in 16-bit Video Games,” Harvard Business School Case 795103-PDF-ENG.
7. “Power Play (C): 3DO in 32-bit Video Games,” Harvard Business School Case 795104-PDF-ENG.
6. “Bitter Competition: The Holland Sweetener Co. vs. NutraSweet (A)-(G),” Harvard Business School Cases 794079-PDF-ENG to 794085-PDF-ENG.
5. Review of *Thinking Strategically*, by Avinash Dixit and Barry Nalebuff, New York: Norton, 1991, in *Journal of Economics & Management Strategy*, 2, 1993, 325-332.
4. “Lexicographic Probabilities and Iterated Admissibility,” in *Economic Analysis of Markets and Games: Essays in Honor of Frank Hahn*, ed. by Partha Dasgupta, Douglas Gale, Oliver Hart, and Eric Maskin, MIT Press, 1992, 282-290.
3. “Common Knowledge and Game Theory,” with Ken Binmore, in *Essays on the Foundations of Game Theory*, by Ken Binmore, Basil Blackwell, 1990, 105-150.
2. “The Role of Common Knowledge Assumptions in Game Theory,” with Eddie Dekel, in *The Economics of Missing Markets, Information, and Games*, ed. by Frank Hahn, Oxford University Press, 1989, 46-61.
1. Review of *Economic Organizations as Games*, ed. by Ken Binmore and Partha Dasgupta, Basil Blackwell, 1986, in *Economica*, 55, 1988, 278-279.

Books

3. *A Language for Business Strategy: From Cooperative Game Theory to Value-Based Analysis*, with Harborne Stuart, forthcoming from World Scientific, 2026.
2. *The Language of Game Theory: Putting Epistemics into the Mathematics of Games*, World Scientific Series in Economic Theory, ed. by Eric Maskin, World Scientific, 2014. Published in Chinese by Truth & Wisdom Press, Shanghai, May 2019.
1. *Co-opetition*, with Barry Nalebuff, Currency/Doubleday, 1996. Translated into Arabic, Bahasa, Chinese (simplified and traditional), Dutch, French, German, Greek, Hebrew, Japanese, Korean, Portuguese, Russian, Spanish, Swedish, Thai, Turkish, Vietnamese. Republished in Chinese (simplified) by Penguin Random House, Beijing, October 2024.

AI and Videos

The 4C’s Strategy Generator - Custom GPT, with Shuyan Wang, at https://chatgpt.com/g/g-8RXqNUAN7-4cs-strategy-generator.
The 4C’s Strategy Evaluator - Custom GPT, with Shuyan Wang at https://chatgpt.com/g/g-VO0SxoUDE-4c-s-strategy-evaluator.
Game Theory - Mini Course x NYU Shanghai, at https://minicourse.shanghai.nyu.edu.

Patents

“Quantum-Assisted Load Balancing in Communication-Constrained Wide-Area Physical Networks,” U.S. patent #10056983 (with New York University and Pierfrancesco La Mura)

Recent Invited Talks

"A Co-Creation Value for Cooperative Games," invited talk at Economic Theory conference, NYU Shanghai, May 2026.
"From Shannon to Signed Rényi: Entropy When Probabilities Go Negative," invited talk at the 2025 Science of Decision Making (SDM) Conference, Southwestern University of Finance and Economics, Chengdu, June 2025.
"From Shannon to Signed Rényi: Entropy When Probabilities Go Negative," invited talk at Economic Theory conference, NYU Shanghai, May 2025.
"What Does 'Distributed Consensus' Mean?" keynote talk at the Annual Conference of the CSIAM Activity Group on Financial Technology and Algorithms and the 2024 Academic Conference on Blockchain Finance and Digital Industry, Shandong University of Finance and Economics, September 2024.
"Human and AI Creativity: A Case of Co-opetition," keynote talk at Stern in Shanghai, Shanghai, September 2024.
"Symmetry, Contradiction, and Duality," invited remarks at the 2024 Utah Strategy Summit, Park City, August 2024.
"Event Valence and Subjective Probability," invited talk at the 2024 Science of Decision Making (SDM) Conference, Hong Kong University of Science and Technology, June 2024.
"Agreement and Disagreement in a Non-Classical World," invited talk at the 2023 Inaugural Science of Decision Making (SDM) Conference, Hong Kong University, June 2023.
"Quantum-Assisted Team Decision Problems: Theory and Applications," at X - The Moonshot Factory, April 2023.
"Theory of Mind and Game Theory," invited talk at AI, Blockchain, and Fintech Conference, United International College, Beijing Normal University-Hong Kong Baptist University, Zhuhai, April 2023.
"Agreement and Disagreement in a Non-Classical World," invited talk at the 5th Workshop on Quantum Contextuality in Quantum Mechanics and Beyond, Czech Association of Scientific and Technological Societies, December 2022.
"Epistemic Game Theory," invited talk at Behavioral Implications of Uncertainty in Macroeconomics Capstone Conference, University of Chicago, September 2022.
"Rethinking Strategy & Globalization: Celebrating Professor Ghemawat's Contributions," invited contribution, IESE, Barcelona, September 2022.
"Agreement and Disagreement in a Non-Classical World," invited talk at the 30th European Workshop on Economic Theory, SGH Warsaw School of Economics, July 2022.
"Co-opetition," keynote talk at Harvard Business Review China Annual Forum 2021, November 2021.
"Co-opetition," keynote talk at ABRAS Brazil, September 2021.
"Using 'Proof-of-Presence' to Coordinate," invited talk at Society for the Advancement of Economic Theory, Seoul, June 2021.
"Epistemic Game Theory," NYU Neuroeconomics Summer School, NYU Shanghai, July 2019.
"Agreement and Disagreement in a Non-Classical World," keynote talk at LFDSN 2019, Zhejiang University, Hangzhou, May 2019.
"Agreement and Disagreement in a Quantum World," invited talk at Encapsulated Agents in Quantum Theory: Re-examining Wigner's Friend, workshop, UMass Boston, March 2019.
"Using Proof-of-Work to Coordinate," keynote talk at the 8th China International Conference on Game Theory and Its Applications, University of Shanghai for Science and Technology, September 2018.
"Strategy Needs Creativity," distinguished scholar lecture at Southern University of Science and Technology, Shenzhen, June 2018.
"Strategy Needs Creativity," leadership workshop at Schwarzman College, May 2018.

"Epistemic Game Theory," Tsinghua University, May 2018.
"Strategy Needs Creativity," keynote talk at 2017 Global Cre8 Summit, Shenzhen, December 2017.
"Where Do Great Strategies Really Come From?" *Strategy Science* workshop, Apple University, September 2017.
"Epistemic Game Theory" and "Normalization Models: Normative Foundations," NYU Neuroeconomics Summer School, NYU Shanghai, July 2017.
"Strategy from Creativity," keynote talk at AMT Quarterly Partners Summit, Shanghai, April 2017.
"The Father of Singularity: A Case Study in Creativity and Innovation," public talk, East China Normal University, March 2017.
"Mentoring," invited talk at Entrepreneurs' Organization Accelerator APAC Mentorship Summit, Shanghai, February 2017.
"Your Idea Is, Of Course, Crazy," keynote talk at Global Cre8 Summit, Shenzhen, October 2016.
"Epistemic Game Theory: Language and Observation," public talk, NYU Shanghai, October 2015.
"Entropy and Simulation of No-Signaling Models," inaugural lecture at Institute for Quantum Social and Cognitive Science, University of Leicester, October 2015.
"Entropy and Simulation of No-Signaling Models," at Logic Colloquium 2015, University of Helsinki, August 2015.
"Game Theory," NYU Shanghai Neuroeconomics Summer School, NYU Shanghai, July 2015.
"Formal Methods," keynote talk at Vienna Conference on Strategy, Organizational Design, and Innovation, University of Vienna, June 2015.
"Epistemic Game Theory: Language and Observation," at 8th Pan-Pacific Conference on Game Theory, Academia Sinica, Taiwan, May 2015.
"Deriving the Qubit from Entropy Principles," at Conference on Quantum Probability and the Mathematical Modelling of Decision Making, Fields Institute, University of Toronto, March 2015.
"Deriving the Qubit from Entropy Principles," at Workshop on Correlated Information Change, University of Amsterdam, November 2014.
"Epistemic Game Theory," at 2014 China Meeting of the Econometric Society, Xiamen University, China, June 2014.

Awards and Achievements

2025	"The Quantum Agreement Theorem" reviewed in *Quantum Zeitgeist*, November 2025, at https://quantumzeitgeist.com/quantum-agreement-theorem-defines-when-differing-probability-estimates-stabilize
2024	Shanghai Municipal Magnolia Silver Award
2024	"Where Do Great Strategies Really Come From?" was a top-6 most-read article in *Strategy Science*, July 2024
2023	"Coordination via Delay: Theory and Experiment" was a top-8 download (previous 90 days) in *Games and Economic Behavior*, March 2023
2022	"Observers of Quantum Systems Cannot Agree to Disagree" won best poster award at PUZZLE X, Barcelona, November 2022, https://www.puzzlex.io/

2022	"Observers of Quantum Systems Cannot Agree to Disagree" reviewed in *Physics Uspekhi*, 65, 2022, 108-110
2021	"Observers of Quantum Systems Cannot Agree to Disagree" was a top-25 article in *Nature Communications*, 2021; at https://www.nature.com/collections/iajigabbdg
2020	"Strategy Needs Creativity" appeared in *HBR's 10 Must Reads 2020: The Definitive Management Ideas of the Year*, Harvard Business Review Publishing, 2020
2017	Fellow of the Game Theory Society
2008	NYU Stern Teaching Excellence Award
2006	NYU Stern MBA 2006 Professor of the Year
2004	Fellow of the Econometric Society
1985-1987	Research Fellowship, Churchill College, University of Cambridge
1983-1985	Harkness Fellowship
1981	College Prize and Foundation Scholarship, and University Wrenbury Scholarship in Economics
1979	College Prize and Venn Prize in Natural Sciences for top College Natural Sciences Tripos result
1978	Open Scholarship to Queens' College, University of Cambridge

Doctoral Students

Sam (Yuqing) Li, New York University, current
Raja Panjwani, New York University, PhD 2024, Georgetown University
Jessy Hsieh, New York University, PhD 2024, NYU Stern School of Business
Dan Sands, New York University, PhD 2021, UCL
Stefan Bucher, New York University, PhD 2021, University of Cambridge
Elliot Lipnowski, New York University, PhD 2016, Columbia University
Sandy Yu, New York University, PhD 2015, University of Minnesota
Shellwyn Weston, New York University, PhD 2013
Natalya Vinokurova, New York University, PhD 2012, Lehigh University
Andrei Savochkin, New York University, PhD 2012, New Economic School, Moscow
Andrea Prado, New York University, PhD 2011, INCAE, Costa Rica
Matthew Grennan, New York University, PhD 2010, University of Pennsylvania
Konrad Grabiszewski, New York University, PhD 2008, HEC Paris in Qatar
Amanda Friedenberg, Harvard University, PhD 2003, University of Michigan
Terence Burnham, Harvard University, PhD 1997
Hong Hu, Harvard University, PhD 1996
Harborne Stuart, Harvard University, PhD 1992, Columbia University

Selected Service

Chair, NYU Shanghai Provost Search Advisory Committee, 2024-2025
Faculty Director, NYU Shanghai Creativity + Innovation (C+I)

Faculty Mentor, NYU Shanghai Minor in Creativity + Innovation
Director, NYU Stern-NYU Shanghai MS Programs
Area Head, NYU Shanghai Economics, Spring 2021-
Member, Advisory Board, Stern at NYUAD MBA Program
Member, NYU Stern Faculty Scholars Program
Member, NYU Stern Honorifics Committee, 2021-
Chair, Elective Curriculum Committee, NYU Stern School of Business, 2021
Co-Area Head, NYU Shanghai Economics, Spring 2017
Member, NYU Stern Senior Faculty Peer Review Committee, 2018-2021
Member, All-University Graduate Program Committee, NYU, 2014-2016
Vice Dean for Innovation, NYU Stern School of Business, 2011-2014
Co-Coordinator, Economics PhD program, NYU Stern School of Business, 2006-2011
Chair and Member, School-wide Promotion & Tenure Committee, NYU Stern School of Business, 2003-2009
Chair, Business Economics PhD program, Harvard University, 2000-2002