

# HAMID BOUCHIKHI



**About:** Moroccan-born dean of SolBridge International School of Business, South Korea. Previously founder and director of the Entrepreneurship Centre at ESSEC Business School, France.

**Ideas:** Researches organizational theory, entrepreneurship, and managerial innovation. Shows how to understand a company's identity, how to take control of it, and how to leverage it for long-term adaptation and success.

**Content:** *The Soul of the Corporation: How to Manage the Identity of Your Company* (with John Kimberly).

**T50 Verdict:** "Valuable insights into the importance of corporate identity – especially in times of crisis."