

Roger Masclans

Duke University, The Fuqua School of Business

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Education

PhD in Business Administration (Strategy), Duke University—The Fuqua School of Business (2026)

Committee: Ashish Arora, Wesley M. Cohen, Sharique Hasan, and Ramana Nanda

MS, BS in Industrial Engineering, Polytechnic University of Catalonia—ETSEIB (2016)

Major in Industrial Organization

BA in Business Administration, University of Barcelona (2014)

Honors Program

Published Papers

Measuring the Commercial Potential of Science (with Sharique Hasan and Wes Cohen)

Strategic Management Journal, May 2025: Articles in Advance. *NBER Working Paper 32262*.

- *Presented at AOM Annual Meeting, 2024; Department for Science, Innovation & Technology, U.K. Government, 2023; Innovator Diversity Pilots Initiative, 2024; U.S. Army & Duke Innovation Workshop, 2023; Wharton Innovation Doctoral Symposium, 2024; and Workshop on the Organisation, Economics and Policy of Scientific Research, 2024*

Working Papers

Science, Startups, and the Problem of Value Capture: Thin Markets, Weak Options

- *SMS Annual Conference 2025 PhD Paper Prize Nominee*
- *Presented at Consortium on Competitiveness and Cooperation (CCC), 2025; Wharton Innovation Doctoral Symposium, 2025; Strategy Science Conference, 2025 (planned); DRUID, 2025 (planned); AOM Annual Meeting, 2025 (planned); SMS Annual Conference, 2025 (planned)*

Taste Before Production: The Role of Judgment in Entrepreneurial Idea Generation (with Ronnie Chatterji, Sharique Hasan, and Rick Larrick) *Working paper*

Works in Progress

When Do Intermediaries Distort Scientific Diffusion? Evidence from Google Search (with Sharique Hasan and Wes Cohen)

Grant Funding

OpenAI Metascience Program: AI to Manage Scientific Discovery and Translation (Role: Co-PI. With Sharique Hasan, Steven McClelland, and Wes Cohen). Total award: \$70,000.00 (2025)

NCBiotech: Measuring the Commercial Potential of Science (Role: Co-PI. With Sharique Hasan and Wes Cohen). Total award: \$45,000.00 (2024)

Other Publications, Presentations, and Case Studies

Introducing BigQuery for Research. NBER Innovation Information Initiative (2025, presented online)

The Professional Competences of the Future: A Diagnosis and An Action Plan to Promote Youth Employment After Covid-19 (with María L. Blazquez and Jordi Canals) *IESE Publishing*, 2020

The Future of Employment and New Professional Competencies: The Business Perspective (with María L. Blazquez and Jordi Canals) *IESE Publishing*, 2019

Ingka in 2021. Corporate Governance, Purpose and Transformation (with Jordi Canals) *IESE Publishing*, 2020: SM-1698.

Fluidra (with Jordi Canals and Josep Tàpies) *IESE Publishing*, 2020: SM-1697

PromoFarma 2018 (with Jordi Canals) *IESE Publishing*, 2020: SM-1692

Amadeus: Boosting Long-Term Growth (with Jordi Canals) *IESE Publishing*, 2020: SM-1691.

Other Research Activities

NBER Entrepreneurship Research Boot Camp, National Bureau of Economic Research (2025)

NBER Innovation Research Boot Camp, National Bureau of Economic Research (2024)

Referee for Management Science, Strategic Management Journal

Duke Strategy PhD Conference, Organizing Committee Member (2025)

RA for Prof. Jordi Canals, IESE Business School (2018-2020)

Teaching and Industry Experience

Corporate Finance. Lecturer, University of Barcelona, BA Business Administration (2015-2020)

Corporate Finance. Lecturer, Pompeu Fabra University & TecnoCampus, MA Entrepreneurship & Innovation (2015-2017)

nowordlost (tech startup) - Co-Founder, CEO (2015-2022)

AMG Consulting (M&A, Strategy Boutique) - Partner (2014-2020)

Computational Skills and Languages

Python, R, Stata, Java, SQL, NoSQL, HTML, Javascript, CSS

English, Spanish, Catalan, French