

**Laudatio in honor of Prof. Michael Porter,
at the Ceremony awarding him the title of *doctor honoris
causa* from the Poznan University of Economics**

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It is a great honor to be invited to deliver a laudatio at this ceremony awarding the title of *doctor honoris causa* to Professor Michael Porter. It is also a challenge to summarize in a few minutes the outstanding achievements of a scholar who generates 240 million entries when you write his name in the search engine “google”. To be noted that Michael Porter is the fifth most cited scholar of all-time, across all disciplines, according to Google scholar.

Introducing Professor Michael Porter to this distinguished audience gathering today economic scholars, business managers and government representatives is like introducing Pope Francis to the Cardinals at the Sistine Chapel.

Michael Porter is a University Professor based at Harvard Business School. He is Director of the Institute for Strategy and Competitiveness, which was founded in 2001. Michael Porter’s extensive research is widely recognized by academic scholars, firms, business associations, governmental associations, international organizations and NGOs around the globe.

Michael Porter’s early research focused on company strategy and industry competition. He developed and proposed not only a rigorous framework to understand the real drivers of competitive forces shaping industries, economic and financial outcomes but also the key strategic tools allowing firms to achieve high economic performance. He published outstanding books and articles in this field. These books are taught in almost every business schools and are extensively used by practitioners around the world. His model of the “*Five Forces*” is the leading academic contribution in order to properly understand how markets operate in specific industries. He has

always incorporated new ideas and continuously adapted his researches to the latest technological and societal trends shaping industries' activities and firms' strategies such as, more recently, the digital economy.

Michael Porter is also a pioneer in the field of economic development and competitiveness. His major contribution focuses on the microeconomic determinants of regions' and nations' competitive advantages. His book, *The Competitive Advantage of Nations* (1990), is the essence of his approach that has driven thousands of scientific articles from scholars persuaded by his new ideas. Michael Porter introduced his famous "*Diamond Model*". This model was developed in order to respond to a question, which is at the core of the reflection not only of economists but also of governments' officials: "*Why does a nation achieve international success in a particular industry ?*"¹.

Michael Porter's research interests are driven by his willingness to improve social welfare at all levels of society. His approach on the microeconomic drivers of prosperity demonstrates *inter alia* that economic success is not ineluctably achieved at the detriment of the society for example through low salaries or environmental damages. Quite the contrary. Michael Porter also oriented his researches on environmental issues and proposed the "*Porter Hypothesis*" in the early 1990s arguing that strict environmental standards do not necessarily impact in an unfavorable way firms' profit or national competitiveness.

Michael Porter also developed a major model on one of the great issues of our societies: health care policy.

¹ Michael Porter, *The Competitive Advantage of Nations*, 1990, p. 71.

Over the last few years, Michael Porter has devoted pioneer ideas on the concept of “*Created Shared Value*” (CSV). World leading companies are already applying his CSV concept and numerous new firms are implementing this concept each year. Michael Porter has also led the development of the “*social progress index*”, which offers rigorous measures of social progress in more than 130 countries.

Michael Porter’s research and involvement constitute a tremendous contribution to the scientific community, to the education institutions and to firms, associations and government institutions. This reflects Michael Porter’s invaluable involvement in education. Michael Porter is an outstanding teacher for those students who were fortunate enough to attend his courses. Michael Porter promotes and encourages education all over the world. In 2002, he has created the MOC network (Microeconomics of Competitiveness) comprising more than 100 universities – including the Poznan University of Economics - located worldwide. Today, around 40’000 students have been able to attend courses on competitiveness thanks to this program.

Michael Porter is qualified as an economist, a researcher, a teacher, an author, an advisor and a speaker. I couldn’t end this presentation without evoking the warm, open-handed and altruistic person, who expresses empathy and real interest to every people interacting with him (colleagues, students and staff). His generosity, translated in his main research orientations, creates tremendous leverage effects on those who have the chance to collaborate with him or simply to approach him. His simplicity is also one of his recipes to transmit his knowledge and to offer the best

opportunities to understand complicated issues that he has been able to formalize in a very accurate way.

To sum up, Professor Michael Porter is one of the world's leading economists. His impact on the scientific world as well as on the society is invaluable. His scientific and human value is incomparable. I congratulate the University of Poznan for granting him the doctor honoris causa. I am convinced that the presence of Michael Porter here today will inspire the scientific community of your University.