Séminaire scientifique

Département d'entrepreneuriat et innovation



Opportunity from Uncertainty: Serendipity Mindset as a Cognitive Differentiator, a Case Study

Unexpected events interrupting planned strategies are a reality for managers and firms, and source of opportunity for astute entrepreneurial actors. How some are able not just to overcome uncertainty, but capitalize on it, is the focus of this study. The serendipity mindset has been proposed as a possible cognitive ability to identify serendipity within uncertainty. To better understand the serendipity mindset – i.e., an identifiable pattern of practice, its utility, form and function – we examine the case of Carlos Ghosn, former CEO of Renault, Nissan, and Mitsubishi, who repeatedly and consistently used serendipitous events – we identify 13 significant events – to attempt to achieve personal and strategic advantage. Drawing on unique personal access to Ghosn, we conducted more than 30 hours of foundational interviews tracing his life and career, followed by 10 hours of focused interviews examining how he navigated uncertainty. From these data, we develop a conceptual model of the cognitive-behavioral process through which he conceptualized serendipitous events as opportunities.



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Vendredi 13 novembre 2026

12h00 à 13h15

Salle Abidjan
(Lise-et-Guiseppe-Racanelli - 1er étage - section vert)

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