

Author Bios

Sverre Ubisch is a Senior Research Scientist at the Norwegian Defense Research Establishment. He recently obtained his PhD in Strategic Management from BI Norwegian Business School. This article is based on one chapter of his PhD dissertation on market categories.

Pengfei Wang is an Associate Professor in BI Norwegian Business School. He obtained his PhD in Strategy from Erasmus University Rotterdam. His research covers social status, market categories, and technological innovation. His studies have been accepted for publication by journals including *Academy of Management Journal*, *Management Science*, *Research Policy*, *Journal of Business Venturing*, and *Industrial and Corporate Change*.