

# Sumantra Ghoshal Conference

## 17-18 May, 2009

### Sunday 17 May

11:00 – 12:00 Registration at Sainsbury Reception

12:00 – 13:00 Welcome Lunch in the Garden Room

#### Conference Sessions in LT10

13:15 – 13:30 **Welcome & Introductions**

(Phanish Puranam & Costas Markides)

13:30 – 14:15 Julian Birkinshaw, Paddy Barwise and Anu Sah: *Which Academic Research do Managers Find Useful?*

Discussant: Duane Ireland (Texas A&M)

14:15 – 15:45 **Strategy and Innovation**

Session Chairs: Kevin Boudreau & Lourdes Sosa

Aaron Chatterji and Kira Fabrizio (Duke) *How Do Firms “Use” Users?*

*Collaborative innovation in the medical device industry*

Vibha Gaba and Shantanu Bhattacharya (INSEAD) *Adoption and Retention of External R&D Activities and their Relationship to the Firm’s Innovation Performance*

**Discussants:** Will Mitchell (Duke) & Alpheus Bingham (InnoCentive)

15:45 – 16:15 Coffee Break in S1 Lounge

- 16:15 – 18:00      **Panel: Vision, Categories and Representations in Strategy**  
 (Michael G Jacobides)  
**Discussants:** Massimo Warglien (Venice), Joe Porac (NYU), Sarah Kaplan (Wharton) and Trish Clifford (McKinsey)
- 18:00 – 18:30      **Drinks, Debate & Discussion in the Garden Room**  
*Business schools must radically transform their curriculum as they are responsible for the culture behind today's economic problems.*  
 Don Sull (LBS) - *For*  
 Anita McGahan (Toronto) – *Against*
- 18:30 – 23:00      Drinks reception and Dinner in the Garden Room

## Monday 18 May

### Conference Sessions in LT10

- 09:00 – 10:30      **Strategy & Globalization**  
 Session Chairs: Louise Mors & Julian Birkinshaw  
Martine Haas (Wharton) and Jonathan Cummings (Duke) *Does nationality matter in transnational teams?*  
J. Muir Macpherson (Georgetown) *Spanning the Global Network: Value Capture in Cross-Border Acquisitions*  
**Discussants:** Gabriel Szulanski (INSEAD) and Keith Johnson (Rio Tinto)
- 10:30 – 10:45      Coffee Break in S1 Lounge
- 10:45 – 12:15      **Strategy and Organization**  
 Session Chairs: Isabel Fernandez-Mateo & Phanish Puranam

Anita McGahan (Toronto) *Outsourcing War: Private Military Companies and Command-and-Control Capabilities after the Cold War*

Dan Efenbein and Todd Zenger (Washington) *The economic value of social capital in de-socialized exchange*

**Discussants:** Ramon Casadesus-Masanell (Harvard Business School) and Suzanne Heywood (McKinsey)

12:30 – 13:30 Lunch in the Garden Room

13:45 – 15:15 **Strategy & Industry Evolution**

Session Chairs: Michael G Jacobides & Brandon Lee

Jeroen Struben (McGill) *Coevolving technologies: Critical dynamics in industry transformation*

Michael Christensen, Thorbjørn Knudsen, Nils Stieglitz (SDU-Denmark)  
*Resource learning and the dynamics of strategic factor markets*

**Discussants:** Anita McGahan (Toronto), Jonathan Day (Heidrick & Struggles)

15:15 – 15:45 Coffee Break in S1 Lounge

15:45 – 17:15 **Panel: Models of Boundary Spanning Research: The case of M&A** (Freek Vermeulen and Costas Markides)

**Discussants:** Tomi Laamanen (Helsinki), Melissa Graebner (UT-Austin), Laurence Capron (INSEAD)

17:15 – 17:45 Conclusions

18:00 – 19:30 Drinks & Snacks in the Garden Room