

Sumantra Ghoshal Conference

18-19 May 2008

Programme

Sunday 18 May, 2008

11:00 – 12:00	Registration at Sainsbury Reception
12:00 – 13:00	Welcome Lunch at Park Restaurant Suite 2

Conference Sessions in LT10

13:00 – 13:15	Welcome & Introductions Phanish Puranam & Costas Markides
13:15 – 13:45	Results from survey of “What should be on the agenda of strategy research?” Freek Vermeulen & Don Sull
13:45 – 15:45	Strategy & Industry Evolution Session Chairs: Michael G Jacobides & Brandon Lee Presenters: <u>Mark Kennedy (University of Southern California):</u> <i>How Cognitive Embedding Shapes Market Dynamics</i> <u>Fabrizio Ferraro (IESE Business School):</u> <i>Building Architectural Advantage in the US Motion Picture Industry: Lew Wasserman and the Music Corporation of America</i> <u>Antoaneta Petkova (San Francisco State University):</u> <i>The Smart and the Outspoken in the Spotlight: The Effects of New Venture Resources and Sensegiving Activities on Media Coverage and Venture Capital Funding</i>

Discussant Panel:

Sidney Winter (The Wharton School)

Richard Hytner (Deputy Chairman, Worldwide, Saatchi & Saatchi)

Ezra Zuckerman (MIT)

15.45-16.00: Coffee Break at S1 Lounge

16:00 – 18:00 **Strategy & Organization**

Session Chairs: Louise Mors & Lourdes Sosa

Joanne Oxley (Rotman School of Management): Working together and working it out: Dispute Resolution in Repeated Vertical Exchange Relationships

Sarah Kaplan (The Wharton School): Using strategy tools in practice: an exploration of "technologies of rationality" in use

Heather Berry (The Wharton School): Intra-firm Coordination

Discussant Panel:

Ranjay Gulati (Harvard Business School)

Mark Spelman (Head of Global Strategy – Accenture)

Gabriel Szulanski (INSEAD)

18:30 – 21:30 Drinks Reception and Dinner at Park Restaurant Suites 1 and 2

Monday 19 May, 2008

Conference Sessions in LT10

09:00 – 10:45 Strategy and Public Policy

Session Chairs: Margaret Kyle & Markus Reitzig

Olivier Bertrand (St. Petersburg & Toulouse): *Effects of foreign acquisitions on R&D activity: some evidence from firm-level data*

Timothy Simcoe (Rotman School of Management): *Competing on Standards? Entrepreneurship, Intellectual Property and the Platform Paradox*

Discussant Panel:

Iain Cockburn (Boston University)

Anita Sands (Head of Global Tech & Operations – RBC)

Dennis Yao (Harvard Business School)

10:45 – 11:00

Coffee Break at S1 Lounge

11:00 – 13:00

Doing relevant research is difficult, or is it?

Session Chair: Yiorgos Mylonadis

Anita McGahan (Rotman School of Management)

Rita Gunther McGrath (Columbia Business School)

Rajshree Agarwal (University of Illinois – UC)

Costas Markides (London Business School)

13:00 – 14:30

Lunch at Garden Room

14:30 – 16:30

Strategy and Innovation

Session Chairs: Costas Markides, Julian Birkinshaw & Lourdes Sosa

Kevin Boudreau (HEC Paris School of Management): *Incentives versus diversity: Re-examining the link between competition and innovation*

April Franco (Rotman School of Management): *Swift and Smart: The Moderating Effects of Technological Capabilities on the Market Pioneering - Firm Survival Relationship*

Ithai Stern (Kellogg School of Management): *Reputation, Self-Efficacy, and Alliance Formation between Biotechnology Companies and Pharmaceutical Firms*

Discussant Panel:

Connie Helfat (Tuck School of Business)

Paul Nakagaki (Head of R&D Reorganization – Hoffmann-La Roche)

Jim Utterback (MIT)

16:30 – 16:45

Final words

16:45 – 18:30

Coffee and Tea available at S1 Lounge

18:40

1st pick-up: Bus departs from London Business School, outside Laing House on the Outer Circle (next stop: Melia White House Hotel)

19:00

2nd pick-up: from Melia White House Hotel. Bus departs for downtown London restaurant

19:30 – 22:30

Drinks Reception and Dinner at Central London restaurant Beach Blanket Babylon, Notting Hill