

The Sumantra Ghoshal Conference

26-27 May, 2022

London Business School, Regent's Park, London, NW1 4SA

Programme

(current as of 23th of May)

Note: All sessions will take place in LT10 unless noted otherwise

Thursday 26 May

12:00 – 13:15 Registration in Reception area of Ratcliffe Building

12:00 – 13:15 Welcome Lunch in Garden Room

13:30 – 13:40 **Welcome**

Conference Co-organizers: Bryan Stroube & Colleen Cunningham

13:40 – 15:10 **Paper Track 1: Innovation & R&D**

Track Chair: Keyvan Vakili; Co-organizers: Casidhe Toyer, Sendil Ethiraj

Jennifer Kao (UCLA Anderson), *Information Disclosure in the Presence of Competition: Evidence from the Pharmaceutical Industry*

Honggi Lee (U New Hampshire), Ashish Arora (Duke Fuqua), Wes Cohen (Duke Fuqua), Divya Sebastian (Duke Fuqua), *Invention Value, Inventive Capabilities and the Large Firm Advantage*

Maria Roche (HBS), Alexander Oettl (Georgia Tech), Christian Catalini (MIT), *(Co-)Working in Close Proximity: Knowledge Spillovers and Social Interactions*

Casidhe Troyer (LBS), *An Integral Choice? Exploring Human Capital Integration as an Antecedent of Technology Adoption*

15:10 – 15:30 Coffee break

15:30 – 17:00 **Paper Track 2: Business & Society, Stakeholders, & CSR**

Track Chair: Aharon Cohen-Mohliiver; Co-organizers: Donal Crilly, Costas Markides, Yiorgos Mylonadis

Jan-Michael Ross (Imperial), Rossella Salandra (Bath), *When does competition lead to unethical behavior? The use of inappropriate scientific practices in comparative studies of antidepressant drugs*

Tiona Zuzul (HBS), Ryan Raffaelli (HBS), Ranjay Gulati (HBS), Jan Rivkin (HBS), *From Crisis To Transformation: Outcome And Process Frames At The Federal Bureau Of Investigation Post-9/11*

David Kirsch (Maryland), Mohsen Chowdhury, *Fanboys and fanbots: Corporate computational propaganda and narrative-driven valuation*

17:00 – 17:10 Stretch Break

17:10 – 18:10 ***Ghoshal Award 2022 to Melissa Schilling (NYU)***

Introduction by **Julian Birkinshaw (LBS)** 2021 Ghoshal Award winner

Academic Keynote presentation by **Melissa Schilling (NYU)**

The Ghoshal Award recognizes a scholar who has distinguished themselves by demonstrating both rigorous and impactful scholarship, and engagement with the world of practice. Melissa Schilling clearly excels in both.

Melissa Schilling's research focuses on innovation and strategy in high technology industries such as smartphones, video games, pharmaceuticals, biotechnology, electric vehicles, and renewable energies. She is particularly interested in platform dynamics, networks, creativity, and breakthrough innovation. Her textbook, *Strategic Management of Technological Innovation* (now in its 7th edition), is the number one innovation strategy text in the world. She is also coauthor of *Strategic Management: An integrated approach* (now in its 13th edition) and author of *Quirky* (2018), a book on breakthrough innovators.

18:10 – 18:30 Drinks in Dining Room

18:30 ***Dinner and Debate in Dining Room***

Proposition of the Debate: "Strategy academics should leave to consultants the focus on 'hot new things' like 'the metaverse' as we faculty can rise above such silly fads in our research"

Moderator: **Michael Jacobides (LBS)**

Freek Vermeulen (LBS) speaking in favor of the motion

Martine Haas (Wharton) speaking against the motion

Friday 27 May

9:00 – 10:30 ***Paper Track 3: People and Strategic Human Capital***

Track Chair: Sarath Balachandran; Co-organizers: Arianna Marchetti, Freek Vermeulen

Ulya Tsolmon (WashU Olin), *Information and the Gender Gap in the Market for Top Managers: Evidence from a Quasi-Experiment*

Jasmina Chauvin (Georgetown), Prithwiraj Choudhury (HBS), and Tommy Fang (HBS), *The Effects of Temporal Distance on Intra-Firm Communication: Evidence from Daylight Saving Time*

Bo Cowgill (Columbia), Jonathan MV Davis (Oregon), B Pablo Montagnes (Emory), Patryk Perkowski (Columbia), *Matchmaking Principals: Theory and Evidence from Internal Labor Markets*

Arianna Marchetti (LBS), *Who Captures the Value from Organizational Culture? Evidence from Glassdoor Reviews and the Universe of Online Job Postings from Burning Glass Technologies*

10:30 – 10:50 Coffee break

10:50 – 11:50 **Panel: The Future of Work**

Moderator: **Isabel Fernandez-Mateo (LBS)**

This session will explore the present (and future) of hybrid work—including the changing geography and organization of work—combining perspectives from research and practice. It will feature three expert panelists on the topic.

Prithwiraj (Raj) Choudhury (HBS) is the Lumry Family Associate Professor at the Harvard Business School. His research is focused on the Future of Work, especially the changing Geography of Work. He studies the productivity effects of geographic mobility of workers, causes of geographic immobility and productivity effects of remote work practices such as ‘Work from anywhere’ and ‘All-remote’. His research has been published or is forthcoming in *MgmtSci*, *OrgSci*, *SMJ*, *RP*, *RFS*, *JLEO*, *HBR*, and has been cited in *Freakonomics*, *BBC*, *Bloomberg Businessweek*, *CNBC*, *PBS*, *New York Times*, *The Wall Street Journal*, *Washington Post*, *Forbes*, *Yahoo! Finance*, *WIRED*, *Inc.*, *Economic Times*, *El Pais*, and *India Today Television* among other outlets.

Lynda Gratton (LBS) is a Professor of Management Practice at LBS where she directs ‘Human Resource Strategy in Transforming Companies’ and teaches a highly popular elective on the Future of Work. Lynda is the founder of the advisory practice HSM and since 2008 has led the Future of Work Research Consortium which has brought together executives from more than 100 companies. She has written extensively about the interface between people and organisations. Her books cover the link between business and HR strategy (‘Living Strategy’), the new ways of working (‘The Democratic Enterprise’), the rise of complex collaboration (‘Hot Spots’ and ‘Glow’) and the impact of a changing world on employment and work (‘The Shift’, ‘The 100-Year Life’ and ‘The New Long Life’). Her most recent book is ‘Redesigning Work – how to transform your organization and make hybrid work for everyone’.

Christin Owings (BCG) is a Partner in the London office of The Boston Consulting Group. She is a Core member of the People & Organization practice and Part of BCG's Future of Work working group. Christin focuses on supporting clients through the organisational aspects of large-scale change often with a digital aspect. She has deep experience in target operating model re-design, organisational design and implementation with special focus on culture and change management. Christin works across industries, but has a special focus on Consumer and Technology, Media & Telco clients. Christin holds a MSc degree in Economics from the University of Copenhagen and was a Fulbright scholar at Cornell University. Prior to joining BCG Christin was an Associate Partner at Eden McCallum in London and an Associate Principal with McKinsey in their Copenhagen office.

11:50 – 12:50 **Practitioner Keynote: Lessons from the Pandemic, the UK NHS Vaccination Programme**

Introduction by **Kamalini Ramdas (LBS)**

Dr Emily Lawson DBE, Head of the No10 Delivery Unit and (former) National Director for COVID-19 Vaccine Deployment will share her experience deploying the Covid vaccine in the UK.

Bio: Dr Lawson is currently Head of the Delivery Unit at 10 Downing Street. Her role is to drive delivery of the PM's core missions across government whilst ensuring that key decisions are informed by world-class analysis and evidence, and policy is underpinned by robust evaluation. In November 2020, Dr Lawson was appointed as the National Director for the NHS COVID-19 vaccine deployment programme. She led the operational delivery of the COVID-19 vaccine across the NHS in England. Dr Lawson is a molecular geneticist by background. Before joining NHS England in 2017, she was Chief People Officer at Kingfisher plc where she was part of the international leadership team. Prior to that, she was Group HRD at Morrisons and spent 15 years at McKinsey. She is also Deputy Chair of the 30% Club, which aims to increase representation of women on UK plc boards, and to research and support greater diversity in the UK and global institutions.

12:50 – 14:00 Lunch in Garden Room

14:00 – 15:30 **Paper Track 4: Corporate Strategy**

Track Chair: Francisco Brahm; Co-organizers: Catherine Magelssen, Michael Jacobides, Julian Birkenshaw

Andrea Pataconi (Norwich), Sharon Belenzon (Duke Fuqua), Honggi Lee (New Hampshire), *An asset partitioning perspective on corporate groups*

Andrew Shipilov (INSEAD), Natalie Burford (INSEAD), Nathan Furr (INSEAD), *Ecosystems interdependencies as drivers of acquisitions*

Hyuck David Chung (Michigan), Yue Maggie Zhou (Michigan), Christine Choi (Michigan), *When Uber Eats its own business, and that of its competitors too: Platform diversification and cross-platform cannibalization*

Catherine Magelssen (LBS), Luis Ballesteros (George Washington), and Casidhe Troyer (LBS) *Communication Technology and Firm Innovation: The Role of Intra-firm Control Rights*

15:30 – 15:50 Coffee Break

15:50 – 17:20 **Paper Track 5: Entrepreneurship**

Track Chair Gary Dushnitsky; Co-organizers: Luisa Alemany, Sungyong Chang, Olenka Kacperczyk

Saerom (Ronnie) Lee (Wharton), J. Daniel Kim (Wharton), *When Do Startups Scale? Large-scale Evidence from Job Postings*

Elena Novelli (Bayes), Andrea Coali (Bocconi), Alfonso Gambardella (Bocconi), *Understanding Probabilistic Reasoning in Innovation*

Deepak Somaya (Illinois), Jingya You (Illinois), *Why Unicorns Exist: Venture Scalability and the Valuation and Timing of Startup IPOs*

Sungyong Chang (LBS), *When Do Firms Provide Early Access prior to Commercialization? Evidence from Expanded Access Programs in Oncology Drug Market*

17:20 – 18:20 ***Fireside Chat – Disruption and the Future of Business Education***

Moderator: **Costas Markides (LBS)**

Panelists:

John Fallon, was a senior executive at Pearson plc for 23 years, including eight years as CEO. He played a key role in transforming Pearson from a media conglomerate into the world's leading digital learning company. In his academic and consultancy work, he is particularly interested in themes relating to digital transformation, Higher Education, and the Future of Work. John is an adviser and investor, working with a range of edtech companies around the world. He is an executive fellow of the London Business School, Professor of Practice, D'Amore McKim business school, Northeastern University and a senior adviser, McKinsey & Co. He is also chair of WarChild UK.

Sunil Prashara is the former President & CEO of PMI (Project Management Institute), and a globally recognised practitioner in enterprise transformation. He has featured regularly at major global forums hosted by the Economist, the United Nations Global Compact, and several Fortune 500 companies speaking about the importance of formalised operational skills in the workplace. Sunil's key achievements as PMI's CEO included a massive expansion of PMI's global footprint. Over three years, Sunil led PMI's transformation into a global and digital enterprise. He expanded the portfolio of products and offerings, acquiring and integrating related businesses that complemented PMI's work in agile. During his tenure PMI membership has grown significantly to over 650k members and over a million certifications.

18:30 onwards Closing Reception with Drinks and Snacks

The Hive (in North Building)