

Sumantra Ghoshal Conference

13-14, May 2012

Programme

Sunday 13th May, 2012

11:00 - 12:00 Registration in Sainsbury Reception

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

Conference Sessions in LT1

13:00 - 13:15 **Welcome:**
Isabel Fernandez-Mateo, Julian Birkinshaw

13:15 - 14:15 **Keynote Speaker:**

Ranjay Gulati, Jaime and Josefina Chua Tiampo Professor of Business
Administration, Harvard Business School

14:15 - 14:30 Coffee Break in S1 Lounge

14:30 - 16:00 **Academic paper track : The Drivers and Consequences of Corporate
Social Innovation**

Track chair: Ioannis Ioannou

Co-organiser: Brandon Lee

Presentations:

Lorenzo Massa (Università di Bologna): *Achieving Superior Sustainability Performances: Instrumentality, Legitimacy, Ethics and Slack Resources*

Timothy Rowley (University of Toronto), Andrew Shipilov (INSEAD) and Henrich Greve (INSEAD): *Contested Institutional Change: External Goals versus Internal Performance Feedback*

Felix Oberholzer-Gee (Harvard Business School) and Dennis Yao (Harvard Business School): *Integrated Strategy*

Discussant:

Maurizio Zollo (Bocconi University)

16:00 - 16:30

Coffee Break in S1 Lounge

16:30 - 18:00

Topical panel: The Shifting Landscape of Entrepreneurial Finance

Track organisers: Gary Dushnitsky and Ben Hallen

Panellists:

Saul Klein (Index Ventures, SeedCamp)

Helmut Kraemer-Eis (European Investment Fund)

Robert Strom (Kauffman Foundation)

18:00 – 19:00

Drinks and debate in the Garden Room

Freek Vermeulen (London Business School)

Robert Grant (Bocconi University)

19:00 23:00

Dinner in the Garden Room

Monday 14th May, 2012

Conference Sessions in LT1

09:00 - 10:30

Academic paper track II: Managing Across (Multiple) Boundaries

Track chair: Louise Mors

Co-organiser: Michael G. Jacobides

Presentations:

Seth Carnahan (University of Maryland) and Deepak Somaya (University of Illinois at Urbana-Champaign): *The Alumni Effect: How the Hiring of Suppliers' Employees by Buyer Firms Affects Outsourcing Relationships*

Bruno Cirillo (SKEMA Business School), Stefano Breschi (Bocconi University), and Andrea Prencipe (G. d'Annunzio University): *Unleashing Explorative Potential: SpinOuts as Linking Contexts of Inventors' Communities*

Carmelo Cennamo (Bocconi University): *Orchestrating the Ecosystem in the Race for the Market: How Platforms Build and Expand Their Ecosystem Overtime*

Discussants:

Robin Bienenstock (Senior Analyst European & Latin American Telecommunications, Sanford C Bernstein)

Philipp Nattermann (Partner, McKinsey & Company)

10:30 - 11:00

Coffee Break in S1 Lounge

11:00 - 12:30

Topical panel: Strategy and Institutional Entrepreneurship

Track organisers: Donal Crilly and Yiorgos Mylonadis

Panellists:

Nicola Lacetera (University of Toronto)

Vicki Purewal (National Endowment for Science, Technology, and the Arts)

Ariel Simon (McKinsey & Company)

12:30 - 13:30

Lunch in the Garden Room

13:30 - 15:00

Academic paper track III: Strategy and New Forms of Organization

Track chair: Phanish Puranam

Co-organisers: Kevin Boudreau and Costas Markides

Presentations:

Andrei Hagiu (Harvard Business School) and Julian Wright (National University of Singapore): *Multi-Sided Platforms*

TBC

Discussant: Johan Vosmeijer (Hedgerow Music Management)

15:00 - 15:15

Coffee Break in S1 Lounge

15:15 – 16.45

Academic paper track: Innovation and Technology Strategy

Track chair: Lourdes Sosa

Co-organiser: Julian Birkinshaw

Presentations:

Linus Dahlander (ESMT), Siobhan O'Mahony (Boston University), and David Gann (Imperial College): *One Foot In, One Foot Out: How Individual Search Behavior Affects Innovation Outcomes*

Matt Marx (MIT Sloan School of Management) and David Hsu (The Wharton School): *Technology Commercialization Strategy Dynamics and Entrepreneurial Performance: Evidence from the Speech Recognition Industry*

Anita M. McGahan (University of Toronto), Peter G. Klein (University of Missouri) and Rahim Rezaie (University of Toronto): *Entrepreneurship and Desperate Poverty: Biopharmaceutical Innovation in China, India, and Brazil*

17:15 - 19:30

Drinks and Snacks in the Garden Room