GREIF RESEARCH AFFILIATES INAUGURAL COLLOQUIUM MAY 1, 2017

LOCATION: JFF 233

PROGRAM

8:30-9:00 BREAKFAST

9:00-9:10 WELCOME: Helena Yli-Renko

9:10-10:30 SESSION 1: ENTREPRENUERING AND EXPERIMENTING

Does Entrepreneurship Improve Objective and Subjective Indicators of Economic Well-being? Evidence from India
Presenter: Shantanu Dutta

Tweaks and Pivots: The Impact of Customer Ties on a Young Firm’s Business Model Experimentation In An Emerging Industry
Presenter: Lien Denoo

Experimentation Strategies and Entrepreneurial Innovation: Parallel and Sequential Innovation in the Iphone App Ecosystem
Presenter: Pai-Ling Yin

10:30-11:00 COFFEE BREAK

11:00-12:15 SESSION 2: PERSPECTIVES ON INNOVATION

To Start or to Finish? Strategic Dilemmas and Transitions in the Commercialization of Scientific Breakthroughs
Presenter: Violina Rindova

Research Costs & The Evolution of Research Trajectories: Evidence from Microsoft Kinect
Presenter: Florenta Teodoridis

Entrepreneurship and Innovation: Transforming Markets, Creating Wealth
Presenter: Gerard J. Tellis

12:15-1:30 LUNCH

1:30-2:45 SESSION 3: MARKET AND CATEGORY EMERGENCE

Shifting Levels of Abstraction: How Faceted Category Systems Influence Market Valuation Processes
Presenter: Peer Fiss

From Farms to Fuel Tanks: Differential Effects of Collective Action on Category Meaning and Firm Entry in the Emergent U.S. Biodiesel Sector
Presenter: Shon Hiatt
Cross-Field Diffusion: Privacy Regulation of the Emerging Commercial Drone Service Industry
Presenter: Lori Yue

2:45-3:15 COFFEE BREAK

3:15-4:30 SESSION 4: INNOVATIVE ORGANIZING

Goldilocks and the Three Programmers: Unpacking the Relationship Between Online Contributions and Productivity at Work
Presenter: Frank Nagle

Real-Time Management: Is the Time Now?
Presenter: Omar El Sawy

A Crowd-Powered Startup: Hyperloop Transportation Technologies, Inc.
Presenter: Ann Majchrzak

4:30-5:00 GROUP DISCUSSION