

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**