



EDEN ADVANCED STRATEGIC MANAGEMENT DOCTORAL SEMINAR

When: October 19-23, 2015

Where: INSEAD Europe campus, Fontainebleau, France

The EDEN Advanced Strategic Management Doctoral Seminar is co-organized by INSEAD and IESE and will take place from October 19-23, 2015 in Fontainebleau at INSEAD's Europe campus in Fontainebleau, France (just outside Paris).

Internationally renowned scholars in the Management and Strategy field from Europe and North America will teach this intensive weeklong doctoral seminar. Topics covered in the Seminar will range from formal theoretical modeling to latest empirical methodologies for strategy research, and a particular focus on innovation and competitive dynamics within industries.

The target audience is doctoral students from all over the world, preferably in their second or third year of study, who have covered the basic Management and Strategy courses and are actively developing their own research questions in the Strategy field.

The week will consist of lectures, discussions, and presentations and aims at bringing the participants up to speed regarding the state of the art in Strategic Management research.

Faculty Panelists:

Rajshree Agarwal (University of Maryland, USA)

Victor Bennett (Duke University, USA)

Bruno Cassiman (IESE, Barcelona, Spain)

Olivier Chatain (HEC, France)

Javier Gimeno (INSEAD, France)

Tobias Kretschmer (Ludwig-Maximilians-Universität Munich, Germany)

Govert Vroom (IESE, Barcelona, Spain)

Monday, October 19: Javier Gimeno (INSEAD) and Govert Vroom (IESE)

Topic: "Competitive Strategy: Competitive Interaction and Dynamics"

1. Competitive Strategy Research: What have we learned so far?
 - This session provides an overview of the major streams of empirical research in competitive strategy: their motivation, major findings, and cumulative learning. Focus on industry and firm profitability, market share effects, strategic groups and generic strategies, early mover advantage.
2. How do firms differ, and how does it matter? Strategic positions and competitive interdependence
 - This session will focus on examining research on competitive processes among heterogeneous firms. We will focus on how to measure strategic heterogeneity, and the competitive process among heterogeneous firms.
3. Doing Empirical Research on Competitive Behavior
 - This session examines streams of research where competitive behavior is explicitly studied (research on intensity of rivalry, competitive dynamics, multimarket competition, etc).
4. Methodological Issues in Competitive Strategy Research

This session will focus on methodological issues to consider when engaging in large sample empirical research in competitive strategy. We will focus on issues of data sources, measurement, analytical techniques, and common pitfalls.

Tuesday, October 20: Victor Bennett (Duke University)

Topic: "Modern Methods and Models for Empirical Work in Strategy"

1. The Importance and Challenges of Causal Inference
2. Leveraging "Natural" Experiments
3. The Value of Theory in Empirical Research
4. Communicating Empirical Research: Etiquette and Best Practices

Wednesday, October 21: Olivier Chatain (HEC)

Topic: "Value-Based Strategy"

1. Foundations
 - Background: different meanings of "competition"
 - Formalism
 - Basic coalitional games results
2. Key results of the value-based approach
 - Biform games
 - Guaranteed profits
 - Added value and profitability
3. Applications
 - Buyer-supplier relationships
 - Two-sided markets
 - Networks
4. Empirical applications
 - Reduced form
 - Revealed preferences

Thursday, October 22 morning: Tobias Kretschmer (LMU Munich)

Topic: "Strategy and Outcomes in Platform Markets and Ecosystems"

1. TBA

Thursday, October 22 afternoon: Rajshree Agarwal (U. of Maryland)

Topic: "Strategy, Innovation and Industry Evolution"

1. TBA

Friday, October 23: Bruno Cassiman (IESE)

Topic: "Innovation Strategy and Productivity"

1. Firm Decisions and Productivity
 - In these sessions I propose to explore the connection between the enormous "productivity literature" in the area of economics and interesting applications and extensions of this knowledge and body of work relevant to the field of the management and strategy. I believe there are interesting bridges between these two fields to be built.
2. Profiting from Innovation
 - Innovation is becoming central to the strategy of firms in order to secure a sustainable competitive advantage. In these sessions we attempt to uncover fundamental drivers of a firm's incentive to innovate. The readings for this session present some empirical regularities on this relation while the theoretical papers present a formal theory (or contrast different theories) of what might be underlying this incentive. The seminar consists in understanding

the potential drivers of innovation, learning the existing theories and discussing how well these theories match the empirical findings of this multifaceted phenomenon.

FACULTY

Prof. Rajshree Agarwal (University of Maryland, USA)

Rajshree Agarwal is the Rudolph P. Lamone Chair and Professor in Entrepreneurship at the University of Maryland and director of the Ed Snider Center for Enterprise and Markets. Rajshree's research interests focus on the implications of entrepreneurship and innovation for industry and firm evolution. Her recent projects examine the micro-foundations of macro phenomena, linking knowledge diffusion among firms, industries, and regions to the underlying mechanisms of employee entrepreneurship and mobility.



Rajshree has published articles in journals such as Academy of Management Journal, American Economic Review, International Journal of Industrial Organization, Journal of Industrial Economics, Journal of Law and Economics, Management Science, Strategic Management Journal and Review of Economics and Statistics. Her paper on employee entrepreneurship received the Best Paper Award for 2004 from the Academy of Management Journal, and her work on post exit knowledge diffusion received the Stephen Shrader Award at the 2005 Academy of Management Meetings. She is an associate editor of the Strategic Entrepreneurship Journal and the editor of the SSRN Entrepreneurship and Economics Journal. Rajshree also serves, or has served, on the editorial board of the Academy of Management Journal, the Academy of Management Review, Strategic Management Journal and Strategic Organization. She has received research grants from the Kauffman Foundation, the Mellon Foundation, the Marketing Science Institute, the National Science Foundation, and the US Department of Agriculture.

Prof. Victor Bennett (Duke University, USA)

Professor Bennett is a member of the Strategy area faculty at Duke's Fuqua School of Business. Previously, he was with the Management and Organizations department at the USC Marshall School of Business.

His research focuses on how firms respond to competition including both responding through external actions like price or quality changes, and internal actions like changing staffing, compensation, or staff autonomy. His work has been published in top journals including Management Science, Strategic Management Journal, and Organizational Behavior and Human Decision Processes. His research is now leading toward questions about policies toward competition and entrepreneurship.



Professor Bennett has an undergraduate degree from Stanford University with Honors thesis advised by Ken Arrow and his doctorate is from Berkeley's Haas School of Business. Prior to graduate study, he worked at Google for which he has received patents for technologies from detecting click fraud to music classification.

Prof. Bruno Cassiman (IESE Business School, Spain)

Bruno Cassiman (Ph.D. 1996, Northwestern University) is Professor of Strategy at the Strategic Management Department of IESE Business School in Barcelona and the Herman Daems Chair of Strategy and Entrepreneurship at the Department of Managerial Economics, Strategy and Innovation at the University of Leuven in Belgium.



His research interests have centered on the economics of strategy and innovation with a particular focus on the connections between science and industry in the innovation process. His work has been published in several of the leading Economics and Management journals including *The American Economic Review*, *Management Science*, *Industrial and Corporate Change*, *Strategic Organization*, *The European Economic Review*, *The International Journal of Industrial Organization*, *The Journal of International Business Studies* and, *Research Policy*. Furthermore, he is the department editor of the *Business Strategy* department at *Management Science* and member of the editorial board of *Strategic Organization*, *European Management Review* and the *Review of Economics and Business*. Formerly, he was co-editor of the *Spanish Economic Review*, and on the editorial boards of the *Journal of the European Economic Association* and the *Journal of Industrial Economics*.

He co-edited a book on the relation between mergers and acquisitions and innovation (*M&A and Innovation: The Innovation Impact*, Edward Elgar 2006) and has been a consultant to the European Commission, the Belgian, Flemish and Catalan governments on matters of innovation policy and to several companies on matters of (innovation) strategy.

Prof. Olivier Chatain (HEC, France)

Olivier Chatain is Associate Professor of Strategy and Business Policy at HEC Paris. He holds an MSc and a PhD in Management, from INSEAD, an MSc in Mathematical Economics from the University of Paris-I Panthéon Sorbonne and a diploma from ESSEC.



Olivier's research focuses on the formal and value-based foundations of strategy, using game-theoretical and empirical methods, with specific applications to buyer-supplier relationships and markets for strategic resources. His research has been published in the *Academy of Management Review*, *Management Science* and the *Strategic Management Journal*.

Prior to joining HEC in 2014, Olivier was an Assistant Professor of Management at the Wharton School, University of Pennsylvania. Olivier serves as an editorial review board member of the *Strategic Management Journal* and *Strategy Science* and is also a Senior Fellow at the Mack Institute for Innovation Management at the Wharton School. His dissertation received the Academy of Management's Business Policy and Strategy division Outstanding Dissertation Award.

Prof. Javier Gimeno (INSEAD, France)

Javier Gimeno is Professor of Strategy at INSEAD, where he holds the Aon Dirk Verbeek Chair in International Risk and Strategic Management. He earned his PhD from Purdue University in 1994. He teaches strategy and industry and competitive analysis at INSEAD's different degree and executive programmes, and recently served as Dean of Executive MBA programmes. He is the chair of INSEAD's Strategy area, and Academic Director of the European Competitiveness Initiative.



Javier's research focuses on competitive strategy, its organizational antecedents and performance consequences, and entrepreneurship. He has published in journals like *Academy of Management Journal*, *Administrative Science Quarterly*, *Organization Science*, and *Strategic Management Journal*. His dissertation on multimarket competition was awarded the prize for best doctoral dissertation in strategy in its year. He has done research and developed pedagogical materials in diverse industries like airlines, energy, and ICT. His research has been published in leading academic journals in management. He currently serves as Senior Editor of *Strategy Science*, and served previously as Senior Editor of *Organization Science*.

Javier serves the strategy field in several major professional associations. He is currently a member of the Board of Directors of the Strategic Management Society (SMS). Prior to that, he co-chaired the SMS Annual International Conference in 2006. He has also chaired the Business Policy and Strategy division of the Academy of Management, and served in the Board of Governors of the Academy of Management.

Prof. Tobias Kretschmer (Ludwig-Maximilians-Universität Munich, Germany)

Tobias Kretschmer is Professor of Management and Director of the Institute for Strategy, Technology and Organization (ISTO) at the University of Munich. From October 2010 to June 2014 he was Head of the "Center for Industrial Economics and New Technologies" at the Ifo Institute for Economic Research.

In addition, he is a Research Affiliate at the Centre for Economic Performance at LSE and an Adjunct Professor at the University of Southern Denmark. Previously he held full-time positions at LSE and INSEAD.

He holds a PhD in Economics from London Business School and an MSc in Strategy from the University of St. Gallen. His research covers the economics of new technologies and its links to productivity growth and internal organization and has been published or will appear in, among others, *Strategic Management Journal*, *Organization Science*, *Industrial and Corporate Change*, *Journal of Industrial Economics* and *International Journal of Industrial Organization*.

He is associate editor of the *International Journal of Industrial Organization* and the *Strategic Management Journal*, and Coeditor of *Information Economics and Policy* (from 2011).



Prof. Govert Vroom (IESE Business School, Spain)

Govert Vroom is an associate professor in the Strategic Management department of IESE. Govert received his Ph.D. from INSEAD in 2005. His doctoral dissertation was awarded second place in the Organization Science dissertation proposal competition and received the Blackwell Outstanding Dissertation Award for the best doctoral dissertation in the Business Policy and Strategy division of the Academy of Management.



Govert's research interests include competitive strategy, corporate diversification, strategy in the networked economy, and entrepreneurship. In his research, he explores how firm characteristics, such as organizational design, ownership structure, and firm objectives, affect managerial decision making and interfirm rivalry. His work has been published in leading scholarly journals such as *Academy of Management Journal*, *Management Science*, *Strategic Management Journal*, and *Organization Science*. He is editorial board member of the *Strategic Management Journal* and *Strategy Science*. He has been elected Chair of the Competitive Strategy interest group of the Strategic Management Society, which role he fulfilled in 2012. Currently, he is a member of the Executive Board of the Business Policy and Strategy Division of the Academy of Management.

For More information:

The participation fee is € 1100 (€600 for EIASM member institutions). This fee includes participation to the seminar, the documents, lunches and two group dinners.

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Registration:

http://www.eiasm.org/frontoffice/eden_announcement.asp?event_id=1145