

For information
ICRIOS
tel. 0+39 25836.3395

ICRIOS
The Invernizzi Center for Research
on Innovation, Organization, Strategy
and Entrepreneurship

Experimental Designs in Strategic Management Research

23 September 2016

In collaboration with



Bocconi



Università Commerciale
Luigi Bocconi

Via Sarfatti 25
20136 Milano



8:30am
Aula Manfredini
via Sarfatti 25

8:30am Registration of Participants

9:00am Welcome Remarks

Gianmario Verona Bocconi University

Welcome Introduction

Nicolai Foss Bocconi University

Torben Pedersen Bocconi University

Maurizio Zollo Bocconi University

**Why is Management not (yet) an
Experimental Science ?**

Timothy Devinney University of Leeds

Lesson from Related Fields

Zachary Estes Bocconi University

SellmGulesci Bocconi University

Joachim Vosgerau Bocconi University

11:00am Coffee Break

11:30am Paper Session **Current Experimental Research in
Strategic Management**

Moderator **Torben Pedersen** Bocconi University

**Making Experience Count: The role of reflection
in individual learning**

Giada Di Stefano (S) HEC Paris; **Francesca Gino**
Harvard Business School; **Gary Pisano** Harvard
Business School; **Bradley Staats** The University of
North Carolina at Chapel Hill

**Trust and In-Group Favoritism in a Culture of
Crime**

Antonino Vaccaro (S) IESE Business School,
University of Navarra;

Stephan Meier Columbia University; **Lamar Pierce**
Washington University at St. Louis;
Barbara La Cara ETH Zürich

**Badge of Honor or Scarlet Letter? Unpacking
Failure in Venture Teams**

Diego Zunino (S) Copenhagen Business School;

Mirjam van Praag Copenhagen Business School;

Gary Dushnitsky London Business School

13:00pm Lunch

2:00pm Panel 1 **How to Diffuse Lab Experimentation in
Strategy Research?**

Moderator **Nicolai Foss** Bocconi University

Speakers

Stefano Brusoni ETH, Zürich;

Nils Stieglitz Frankfurt School of Finance &
Management

3:15pm Coffee Break

3:30pm Panel 2 **How to Diffuse Field Experimentation in
Strategy Research?**

Moderator **Maurizio Zollo** Bocconi University

Speakers

Alfonso Gambardella Bocconi University;

Sheen Levine; University of Texas at Dallas

**Looking Into the Future: Virtual reality in
strategy research**

Pietro Cipresso Istituto Auxologico Italiano, Milan

Conclusion

Ronald Stuart Burt Research Visiting Professor,
Bocconi University and The University of Chicago