



# How to diffuse lab experimentation in strategy research?

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I don't know

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# How can lab experimentation contribute to the 'discussion'?

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## Economics

Formal model → develop  
HPs → test them →  
improve model

Cassar (2016), WP, Job mission  
as a substitute for monetary  
incentives

## (Social) psychology

Paradigm → develop HPs  
→ test them → improve  
paradigm

Paharia et al (2009), OBHDP.  
Dirty work, clean hands.

## Neurosciences

Map A to B → explore  
gaps → develop  
expectations → collect  
data → improve map

Hare et al (2009), Science.  
Self control in decision making.

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## What about strategy research?

Few formal models. Better with simulation models?

E.g. search, local or distant

Increasingly common. Where are the paradigms?

E.g. routines as sources of stability and/or change  
E.g. TMT/upper echelon

Closer to rhetoric/practice. Aggregation?

E.g. exploitation vs. exploration



# Why does it matter? An example



- Search processes
- Random pay off function
- Theorizing at the organization level
- Organizations search in response to external shocks



- Search processes
- Non random pay off function
- Theorizing at the individual level
- Individuals look for patterns to develop routines/heuristics

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**Common problems: Task, sample, so what**

## Conclusions (?)

- Different fields use experiments in different ways
  - Management is and should remain eclectic, yet ...
- Which one is 'our' way (at the paper-level)?
  - Task, sample and implications