



# Experimental Designs in Strategic Management Research

Friday, September 23<sup>rd</sup>, 2016  
Manfredini Room (1st Floor), Via Sarfatti, 25  
Milan, Bocconi University

Bocconi

- 08:30 – 09:00 Registration of participants
- 09:00 Welcome and Opening by Gianmario Verona, Bocconi University
- 09:15 Nicolai Foss, Torben Pedersen and Maurizio Zollo: *Welcome from the organizers and roadmap for the day*
- 9:30 Opening Keynote: Timothy Devinney (Leeds University)  
*Why is Management not (yet) an Experimental Science?*
- 10:00 *Plenary discussion*
- 10:15 **Panel 1 – Lessons from Related Fields**  
Zachary Estes (Marketing department, Bocconi University)  
Selim Gulesci (Economics department, Bocconi University)  
Joachim Vosgerau, director of the BELSS Lab (Bocconi Experimental Lab for Social Science), Bocconi University
- 11:00 – 11:15 Coffee break
- 11:30 – 13:00 **Paper Session: Current experimental research in strategic management**  
Giada Di Stefano (HEC Paris): *“Making experience count: The role of reflection in individual learning”* (w/ Francesca Gino, Gary Pisano and Bradley Staats)  
Antonino Vaccaro (IESE): *“Trust and In-Group Favoritism in a Culture of Crime”* (w/ Stephan Meier, Lamar Pierce, and Barbara La Cara).  
Diego Zunino (Copenhagen Business School): *“Badge of honor or scarlet letter? Unpacking failure in venture teams”* (w/ Mirjam van Praag and Gary Dushnitsky)  
Moderator: Torben Pedersen (Bocconi University)
- 13:00 Lunch break
- 14:00 **Panel 2: How to diffuse lab experimentation in strategy research**  
Nils Stieglitz, (Frankfurt School of Finance)  
Stefano Brusoni, (ETH, Zurich)  
Moderator: Nicolai Foss (Bocconi University)

15:15	Coffee Break
15:30	<b>Panel 3: <i>How to diffuse field experimentation in strategy research</i></b> Sheen Levine, (U. Texas at Dallas) Alfonso Gambardella, (Bocconi University) Moderator: Maurizio Zollo (Bocconi University)
16:45	<i>Looking into the future: Virtual Reality in strategy research</i> Pietro Cipresso, (Applied Technology for Neuro-Psychology Lab, Milan)
17:15	Closing Keynote - Ron Burt, (University of Chicago) <i>Where are we going from here?</i>
17:45	<i>Plenary discussion</i>
18:00	Farewell

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