BAIC

THE FIRST BOCCONI ASSEMBLY FOR INNOVATION AND COOPERATION
MILAN, 5-6 DECEMBER 2019

SUSTAINING COOPERATION AND INNOVATION AT A TIME OF DISINTEGRATION AND DISTRUST

In partnership with
ICRiOS - The Invernizzi Center for Research on Innovation, Organization, Strategy and Entrepreneurship - funded by Fondazione Invernizzi
Dear friends,

On behalf of SDA Bocconi School of Management, ICRIOS (the Romeo and Enrica Invernizzi Foundation Center for Research on Innovation, Organization, Strategy and Entrepreneurship), and the Department of Management and Technology at Bocconi University it is my privilege and pleasure to welcome you to BAIC. Please, allow me to say that BAIC is not just “another” conference, but a new format for knowledge-sharing designed for scholars who aim to advance understanding of relevant phenomena. Indeed, the word “assembly” reveals the spirit of BAIC in which existing knowledge should not be simply transferred, but regenerated in a dynamic process. Moreover, the conversational nature of BAIC allows participants to create a shared experience, build trust and strengthen relationships. The grant of 10k Euros to the best research project proposed by BAIC’s freely emerging teams will further encourage collaboration among scholars.

The themes of the first BAIC, cooperation and innovation at a time of disintegration and distrust, are particularly relevant. In fact, the global threats to multilateralism and international cooperation, new walls and barriers, nationalisms and populisms are dramatically affecting the economy and changing the landscape in which firms and institutions operate. Thus, advancing scholarly understanding and looking at the managerial implications of this turmoil is a key contribution.

With this spirit of discovery and inspired by the values of openness and collaboration, Bocconi and the city of Milano are delighted to welcome you all.

I look forward to seeing you soon.

All the very best

GIUSEPPE “BEPPE” SODA
Dean of SDA Bocconi School of Management, Bocconi University
The conference theme is inspired by the geopolitical trend of challenging established
treaties and agreements as well as the emergence of world leaders that foster
disintegration and division at the country, society, and corporate levels.

As boycotts, tariff wars, populism, fake news, nationalism, deglobalization, the Brexit
and other challenges to the European Union emerge, organizations and firms need to
revisit network relations, amend broken ties, and reconfigure alliance portfolios, while
continuing to exchange knowledge and engage in collaborative innovation despite
amounting distrust.

The accumulated research on innovation and cooperation offers little insights about
the breakdown of cooperation and the means by which firms can overcome distrust
and foster innovation in challenging settings.

BAIC Conference Organizers:

PAOLA CILLO
CLAUDIO PANICO
CHARLES WILLIAMS

BAIC Student Assistant:

JENS-CHRISTIAN MAXIMILIAN FRIEDMANN
BAIC
THE FIRST BOCCONI ASSEMBLY FOR INNOVATION AND COOPERATION
DAY 1 - 5.12.2019

9.00 WELCOME
Beppe Soda, Dean of SDA Bocconi School of Management, Bocconi University

9.15 KEYNOTE
Rajshree Agarwal, University of Maryland
Facilitator: Alfonso Gambardella, Director of the Department of Management and Technology, Bocconi University

10.15 COFFEE BREAK

10.30 PAPER SESSION - NETWORKS
Presenters:
JOEL BAUM, University of Toronto
EXPERIENTIAL LEARNING AND BROKERAGE IN A PEER-PRODUCTION NETWORK

SHWETA GAONKAR, Johns Hopkins University
A STRATEGIC MODEL OF INTER-ORGANIZATIONAL NETWORK FORMATION

ISIN GULER, University of North Carolina
ASSORTATIVITY IN INTRAORGANIZATIONAL NETWORKS: IMPLICATIONS FOR SEARCH AND INNOVATION

Discussant: Marco Tortoriello, Bocconi University
Chair: Beppe Soda, Bocconi University

12.00 PANEL SESSION ON COOPERATION
Panelists:
RUSSELL COFF, University of Wisconsin-Madison
ANDREW KING, Boston University
LORI ROSENKOPF, University of Pennsylvania
BRIAN SILVERMAN, University of Toronto

Moderator: Stefano Breschi, Director of ICRIOS, Bocconi University

13.00 LUNCH

14.15 PAPER SESSION - TECHNOLOGY & INNOVATION
Presenters:
GEORGE CHONDRAKIS, ESADE
INFORMATION DISCLOSURE AND THE MARKET FOR ACQUIRING TECHNOLOGY COMPANIES

ALBERTO GALASSO, University of Toronto
RISK-MITIGATING TECHNOLOGIES: THE CASE OF RADIATION DIAGNOSTIC DEVICES

REMBRAND KONING, Harvard University
FEMALE INVENTORS AND INVENTIONS

Discussant: Andrea Fosfuri, Bocconi University
Chair: Thorsten Grohsjean, Bocconi University

15.45 COFFEE BREAK

16.00 KEYNOTE
Will Mitchell, University of Toronto
Facilitator: Nel Dutt, Bocconi University

19.00 GALA DINNER AT PALAZZO VISCONTI

Dress code: Business casual
MAHKA MOEEN, University of North Carolina
ZOOMING IN OR ZOOMING OUT: ENTRANTS’ PRODUCT USAGE BREADTH IN THE NASCENT DRONE INDUSTRY

SHERYL WINSTON SMITH, BI Norwegian Business School
AND THEN THERE WERE THREE... THE IMPACT OF MULTIPLE CORPORATE INVESTORS ON INNOVATIVE OUTCOMES

Discussant: Mario Amore, Bocconi University
Chair: Carlo Salvato, Bocconi University

12.45 LUNCH

14.00 PANEL SESSION ON INNOVATION
Panelists:
CONNIE HELFAT, Dartmouth College
MARY TRIPSAS, Boston College
TOBIAS KRETSCHEMER, Ludwig-Maximilians University München
LAMAR PIERCE, Washington University in St. Louis
Moderator: Franco Malerba, Bocconi University

15.00 ASSEMBLY MEETING
Moderator: Dovev Lavie, Bocconi University

16.15 COFFEE BREAK

16.30 ASSEMBLY GROUPS
Facilitators:
STEFANO BRUSONI, ETH Zürich
OLIVIER CHATAIN, HEC Paris
CAROLINE FLAMMER, Boston University
FREDERIC GODART, INSEAD
OLENKA KACPERCZYK, London Business School
RAHUL KAPOOR, University of Pennsylvania
DAVIDE RAVASI, University College London
ANDREW SHIPOLOV, INSEAD
GIOVANNI VALENTINI, IESE Business School

18.30 CONCLUSIONS
**HOW TO REACH BAIC**

**BOCCONI UNIVERSITY - GRAFTON BUILDING**

**VIA ROENTGEN, 1 . 20136 MILANO**

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**HOW TO REACH YOUR HOTEL**

**From Linate (LIN) airport:** Take bus no. 73 to stop at Piazza 5 Giornate, then take tram no. 9. For Hotel Mediterraneo exit at Porta Romana. For Hotel D’Este exit at Via Bocconi.

A Taxi from Linate Airport costs around 20 – 25 EUR.

**From Malpensa (MXP) airport:** Take the Malpensa Express train or Shuttle Bus to Stazione Centrale, then subway line 3 (yellow line) towards S. Donato. Exit at Porta Romana for Hotel Mediterraneo. For Hotel D’Este, exit at Porta Romana and continue with tram no. 9 towards Porta Genova. Exit at Via Bocconi.

Taxis from Malpensa Airport to downtown Milan operate at a fixed fare of 90 EUR. A Taxi from Stazione Centrale costs around 20 - 25 EUR.

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**HOW TO REACH THE CONFERENCE**

**From Hotel D’Este:** The conference is within short walking distance (ca. 5 minutes). Walk down Viale Bligny heading west. The entrance to the conference is at the corner Viale Bligny / Via Roentgen.

**From Hotel Mediterraneo:** Take tram no.9 towards Porta Genova at Porta Romana. Exit at Porta Lodovica. The entrance to the conference is at the corner Viale Bligny / Via Roentgen. Alternatively, walking distance is ca. 20 minutes.