



## 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



Università  
Bocconi

DEPARTMENT  
OF MANAGEMENT  
AND TECHNOLOGY



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



# WELCOME

*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 THEME OF THIS FIRST EDITION OF BAIC

# SUSTAINING COOPERATION AND INNOVATION AT A TIME OF DISINTEGRATION AND DISTRUST

*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

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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

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## DAY 2 - 6.12.2019

8.00 BREAKFAST

8.30 **KEYNOTE**

Scott Stern, MIT

**Facilitator:** Arnaldo Camuffo, Bocconi University

9.30 **PAPER SESSION - KNOWLEDGE & LEARNING**

**Presenters:**

**MEGAN LAWRENCE**, Vanderbilt University  
COORDINATION COSTS AND THE EMERGENCE OF HIERARCHY IN YOUNG FIRMS

**SHEEN S. LEVINE**, University of Texas, Dallas  
WHEN ADVICE CAN HARM: THE PERILS OF PERFORMANCE MISJUDGMENT

**CHRISTIANA WEBER**, Gottfried Wilhelm Leibniz University Hannover  
DO RELATION-SPECIFIC INVESTMENTS PAY OFF? COMPARING CROSS-SECTOR AND WITHIN-SECTOR PARTNERSHIPS FROM A RELATIONAL VIEW PERSPECTIVE

**Discussant:** Giada Di Stefano, Bocconi University  
**Chair:** Cassandra Chambers, Bocconi University

11.00 COFFEE BREAK

11.15 **PAPER SESSION - ENTRY & ENTREPRENEURSHIP**

**Presenters:**

**SARATH BALACHANDRAN**, London Business School  
UNLOCKING VALUE FROM STARTUPS' TIES TO ESTABLISHED FIRMS: THE ROLE OF THE ENTREPRENEURS' BACKGROUND

**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 KRETSCHMER**, 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**

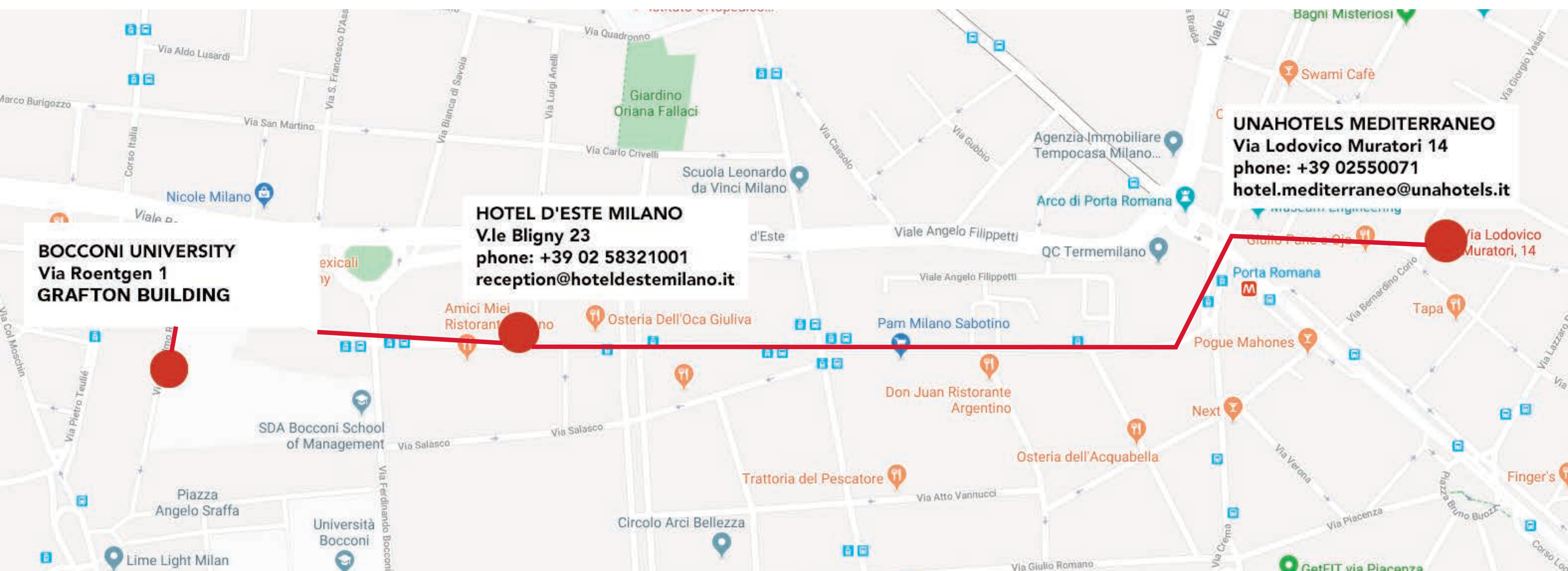
**Facilitators:**

**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 SHIPILOV**, INSEAD  
**GIOVANNI VALENTINI**, IESE Business School

18.30 CONCLUSIONS

# HOW TO REACH BAIC

BOCCONI UNIVERSITY - GRAFTON BUILDING  
VIA ROENTGEN, 1 . 20136 MILANO



## 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.

## 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.