

**Creativity, Innovation, and Entrepreneurship
2013-2016 Theme Project**

Final Report

M. Diane Burton
Team Leader

June 2, 2016

Introduction

Our proposal for an ISS Theme Project on Creativity, Innovation and Entrepreneurship was initially crafted in the Fall of 2011 as Cornell was competing to create a new applied science and technology campus on Roosevelt Island in New York City. There was great excitement about entrepreneurship and innovation on campus. Cornell's model of having entrepreneurship as a university-wide activity, as opposed to something housed in a business school, was being celebrated and expanded, and there were a growing number of faculty members expressing interest in either studying or participating in entrepreneurial activities.

The theme project competition in 2011 yielded a "tie" – with two projects receiving strong endorsements. The ISS was also anticipating a leadership transition, so the decision was made to fund both projects and have them run sequentially. Our project was deferred by a year and began in earnest in 2013 after Cornell, in Partnership with Technion in Israel, won the competition to build a new Tech Campus on Roosevelt Island and as Zachary Schulman was taking over as executive director of Entrepreneurship@Cornell giving it renewed energy and providing an opportunity to connect more directly to faculty research.

Our project proposal was an effort to engage tenure-track faculty in the social sciences in scholarly research that would be relevant to Cornell's initiatives in technology, innovation and entrepreneurship. We tapped into a deep well of interest and support on campus. Our project ultimately involved 11 faculty fellows from five different college and 28 faculty affiliates from eight colleges. Our theme project co-sponsored speakers and events with 17 different entities including academic departments, cross-departmental seminars, and research centers. We ultimately connected to hundreds of people across numerous schools, departments, centers and institutes on campus through our affiliate network, our co-sponsored events and activities, and our research projects (See Affiliated Programs Appendix). We hosted three visiting graduate students from Europe. Eight students participated in a semester long doctoral seminar (ILRID9400) during the fall 2014 semester where they developed research projects - some of which became masters and doctoral theses.

Team Members

Our original team of 5 faculty members (M. Diane Burton, Human Resource Studies; Melissa Ferguson, Psychology; Jack Goncalo, Organizational Behavior; Wesley D. Sine, Management and Organizations; Richard Swedberg, Sociology) aspired to “lay the foundations for a social science of entrepreneurship” with a strong emphasis on creativity. This goal evolved and expanded as our project took shape.

Per ISS protocols at the time, five additional team members were added through a competitive application process during the spring of 2013. These team members were selected by a committee convened by the ISS. The additional team members (Olga Khessina, Management and Organizations; Aija Leiponen, Applied Economics and Management; Trevor Pinch, Science and Technology Studies; David Strang, Sociology; Charles Whitehead, Law) shifted our scholarly emphasis towards away from conventional notions of new firm creation towards creativity and innovation. In the fall of 2014 we added Michael Roach, who joined the Dyson School Faculty as the J. Thomas and Nancy W. Clark Assistant Professor of Entrepreneurship, to our team because of his close substantive interests.

Our 11 person team represented scholars from different disciplinary backgrounds, different methodological orientations, and varying levels of interest in the three topics of the theme project. We overcame the challenge of finding common ground by organizing into sub-groups to pursue specific projects and activities. However, the team as a whole forged important and lasting connections that are facilitating research collaborations, doctoral student training, co-teaching, and grant-writing.

Our theme project served as a gathering point for 36 Cornell graduate students who affiliated with our project and we hired 8 undergraduate students as research assistants on our projects. We supported 14 students with research grants to pursue projects directly related to our themes (See Activity Compilation Appendix). Our various research project are described in the Sub-Project Update Appendix.

Activities

As the table below and the Compilation of Activities Appendix indicates, our theme project engaged in teaching, research and outreach across each of the sub-topics of Creativity, Innovation, and Entrepreneurship.

	Creativity	Innovation	Entrepreneurship
Selected Cornell Courses	ILROB 4260 Managing for Creativity STS 2011 What is Science?	NBA 6520 Commercializing University Technology NBA 6180 Global Innovation & Technology Commercialization NBA 6029 Agile Innovation AEM 6940 Research on Innovation AEM 4380 Strategy and Innovation	AEM4380 Entrepreneurial Strategy for Technology Ventures ILRHR6611 Seminar on Entrepreneurs & Entrepreneurial Organizations
Other Teaching		Executive education workshops for HR professionals on supporting innovation	Created a new LLM degree program in law & entrepreneurship launching Fall 2016 Designing a new undergraduate entrepreneurship minor.
Research	Laboratory based psychological research on individual and group creativity New measure of implicit judgements of creativity	Quantitative and archival research on intellectual property, organizational innovation, alternatives to patenting, governance. Focus projects on innovations in finance and music	Quantitative and field research on new venture creation, entrepreneurial careers, and job creation. Case-based research on nascent entrepreneurs
Outreach	Workshop on the theories and practices of creativity	Co-sponsored academic research seminars`	Co-sponsored academic research seminars Sesquicentennial presentation on Cornell Alumni Entrepreneurs

We held a major event in New York City at the ILR Conference Center called “**Artists and Social Scientists Doing Things Together.**” We invited artists, social scientists, and social scientists who do art, to explore the practices of creativity. A website and video document this event: www.cornellcie.org.

Our **Capstone Event** was a day-long conference that highlighted the accomplishments of our project. We hosted a keynote by artist Natalie Jerimejenko, who was also a participant in our NYC workshop. The lectures are captured in our video archive.

A particularly productive and fruitful research collaboration emerged between Jack Goncalo of the ILR School and Melissa Ferguson of the Psychology Department. They each brought their research labs together and invented CreMP (the "Creativity Misattribution Procedure"), a tool to measure *implicit* impressions of creativity - that is, the degree to which an image spontaneously, unintentionally activates an impression of creativity. Participants complete a large number of trials on the computer (usually 40-60), and on each trial they first see an image flash briefly, such as a face, followed by a simple painting. Participants are instructed to decide whether each painting is more or less creative than average, while trying to *not* allow the image of a face that flashed before the painting to impact their judgment about the painting in any way. However, because the paintings themselves are all highly similar to one another and thus hard to discriminate on their own merits, participants' judgments about the paintings tend to be unintentionally influenced by their reaction to the faces that flashed before each one, even though they are trying not to allow this to happen. In other words, they "misattribute" a reaction caused by the face to the painting. When examining how participants judged the paintings across all of the trials, the researchers can see if the likelihood of any given painting being judged "creative" depends on the image that was briefly flashed before - thus giving an indirect way of assessing the unintentional reactions that participants had to those brief images of faces, without asking participants to explicitly judge the creativity of those people. In lab studies thus far, the research team has shown that when participants learn that a person has done a variety of behaviors showing strong creativity, the results on the CreMP are that the paintings are more likely to be judged as creative when that person's face is briefly flashed before (compared to other faces that the participant knows nothing about). They have also shown an effect of gender

stereotyping: Participants had stronger implicit creativity reactions to a male face versus a female face, even when the same creative behaviors were presented about both individuals. Two graduate students, Joshua Katz and Thomas Mann are pursuing dissertations directly related to this work.

A second important research outcome that came from our theme project is bringing the expertise in natural language processing techniques from Cornell's Faculty of Computing and Information Science to the social sciences. Several research projects that were incubated in our theme project are taking advantage of novel methodologies for mining text and applying these methodologies to study innovation and risk in legal language, and data licensing agreements. These projects are ongoing and likely to be expanded into other domains.

As our publication list reveals, all of the team members were able to pursue their individual research agendas – both individually, in collaboration with doctoral students and external co-authors, and in collaboration with theme project affiliates -- with the generous support and collegial environment within ISS. We are thankful for this opportunity.



Cornell University
Institute for the Social Sciences

Creativity, Innovation, & Entrepreneurship
Affiliated Departments and Programs

May 25, 2016

Almost 100 Cornell faculty members, students and staff are affiliate members of the Creativity, Innovation, & Entrepreneurship project. Coming from over 40 different departments and programs, the project's affiliates facilitate cutting edge, collaborative research and cosponsor innovative events.

Departments and Schools

Anthropology
Applied Microeconomics
City and Regional Planning
Communication
Cornell Law School
Design and Environmental Analysis
Dyson School of Applied Economics and Management
Economics
Fiber Science and Apparel Design
Government
Hotel School
Human Resource Studies, ILR
Information Science
International Agriculture and Rural Development
Johnson Graduate School of Management
Labor Economics
Natural Resources
Organizational Behavior, ILR
Policy Analysis and Management
Psychology
Science and Technology Studies
Sociology

Centers, Labs, Initiatives, and Networks

A.D. White Professors-at-Large Program
Automaticity Lab
Blackstone LaunchPad
Center for the Study of Economy and Society
Center for Technology Licensing
Cornell Angel Network
Cornell Entrepreneur Network
Cornell Institute for Public Affairs
Cornell Silicon Valley
eLab
Entrepreneurship@Cornell
Entrepreneurship@Dyson
Entrepreneurial Leadership Initiative
ExPo Lab
Harvey Kinzelberg Enterprise Engineering Program
Industrial Organization Workshop
ISS' Networks Project
Johnson Entrepreneurship and Innovation Institute
McGovern Family Center for Venture Development in the Life Sciences
Pillsbury Institute for Hospitality Entrepreneurship
PopShop
Tier (The Innovation & Entrepreneurship Research Initiative)



Cornell University
Institute for the Social Sciences

APPENDIX

Creativity, Innovation, and Entrepreneurship Project
Activity Compilation 2013-2016

(Revised June 1, 2016)

Engagement

Student Grant Awards	page 1
Courses	pages 2-3
Special Events & Workshops	page 4
Seminars & Outside Speakers	pages 5-7
Co-Sponsor List	page 8

Products

Funding & Awards	page 9
Publications	pages 10-13
Video Archive	page 14

Student Grants

The ISS' Entrepreneurship Theme Project awarded 14 student research grants during their term.

Arkangel Cordero Aburto, Johnson Graduate School of Management

Leviathan's Lost Grip: Informal Political Institutional Actors and Multinational Enterprise (MNE) Entry Rates

Jae B. Cho, City and Regional Planning, AAP

Social Capital and Regional Entrepreneurial Activity

Ryan Coles, Organizational Behavior, ILR

Conflict, Change, and Entrepreneurship in the Middle East

Fedor Dokshin, Sociology

Fuel for Debate: Spatial and Ideological Dynamics of Political Mobilization for and against Hydraulic Fracturing

Jing-Mao Ho, Sociology

Statistics and Nation-state Building: A Longitudinal, Cross-national Analysis, 1800-2013

Josh Henry Katz, Organizational Behavior, ILR

Ease of Implicit Revision Predicts Creativity

Ningzi Li, Sociology

Management Models in China's Economic Miracle

Yisook Lim, Organizational Behavior, ILR

Who is My Partner? Gender, Family, and Entrepreneurial Teams

Enongo Lumumba-Kasongo, Science and Technology Studies

From Ithaca to Goma: Hip Hop and the Coproduction of Production Values

James Macmillen, City and Regional Planning

Urban Futurity and the Preservation of Detroit Sound

Thomas Mann, Psychology

The Implicit Evaluation of Creativity

Owen Marshall, Science and Technology Studies

Abdullah Shahid, Sociology

Product and Information Innovations in Financial Markets: Role of Lawyers

Joon Woo Sohn, Organizational Behavior, ILR

How do Entrepreneurs Become Investors?

Courses

During the 2013-2016 term of the Creativity, Innovation and Entrepreneurship project, ISS' Faculty Fellows taught over 35 different courses that were topically or methodologically related to the project. Of note is a seminar on the themes of the project led by Diane Burton during Fall 2014 that featured Cornell and visiting faculty speakers: Interdisciplinary Doctoral Research Seminar/Creativity, Innovation and Entrepreneurship Seminar (ILRID 9400).

Basic Social Problems I (on Theorizing and Social Theory) (SOC 5010): Richard Swedberg– Fall 2015

Business Management and Organization (AEM 2220):Aija Leiponen– Fall 2015

Business Organizations (LAW 6131): Charles Whitehead – Fall 2013

Classical Theory (SOC 3750): Richard Swedberg – Spring 2015, Fall 2015

Commercializing University Technology (NBA 6520): Wesley Sine – Fall 2013, Fall 2014

Competing with Social Networks (NBA 5970): Olga Khessina– Spring 2014, Fall 2015

Contemporary Sociological Theory (SOC 3190): David Strang – Fall 2014

Controversies in Science, Technology and Medicine: What They Are and How to Study Them (STS 4041): Trevor Pinch – Spring 2016

Deals: The Economic Structure of Transactions and Contracting (LAW 6292): Charles Whitehead – Fall 2013

Digital Business Strategy (AEM 3220): Aija Leiponen – Fall 2013, Fall 2014, Fall 2015

Entrepreneurial Strategy for Technology Ventures (AEM 4380): Michael Roach – Spring 2015, Spring 2016

Entrepreneurs and Entrepreneurial Organizations (ILRHR 6611): Diane Burton – Spring 2014, Spring 2015

Event History Analysis (SOC 6660): David Strang – Spring 2015

Executing Successful Corporate Strategy (NBA 5290): Olga Khessina – Spring 2014

Family Business (NBA 5820): Wesley Sine – Fall 2014

Global Innovation and Technology Commercialization (NBA 6180): Wesley Sine – Spring 2015, Spring 2016

Goals, Needs, and Desires (PSYCH 4840): Melissa Ferguson – Spring 2014, Spring 2015, Spring 2016

Inside Technology (STS 6321): Trevor Pinch – Spring 2014, Fall 2015

Interdisciplinary Doctoral Research Seminar/Creativity, Innovation and Entrepreneurship Seminar (ILRID 9400): Diane Burton – Fall 2014

Introduction to Economic Sociology (SOC 2190): Richard Swedberg – Spring 2014

Introduction to Organizations and Management (ILRID 1700): Diane Burton – Fall 2013, Fall 2014, Fall 2015

Introduction to Organizational Behavior (ILROB 1220): Olga Khessina – Spring 2015, Spring 2016

Introduction to Transactional Lawyering (LAW 6572): Charles Whitehead – Spring 2016

Managing for Creativity (ILROB 4260): Jack Goncalo – Fall 2013, Fall 2014, Fall 2015

Managing and Leading in Organizations (NCC 5540) – Olga Khessina – Spring 2014, Fall 2014

Agile Innovation and Financial Technology (NBA 6029): Wesley Sine – Fall 2015, Fall 2016

Agile Innovation and Data Science (NBA 6029): Wesley Sine – Spring 2015

Organizational Research (SOC 5400): David Strang – Spring 2014

Research on Innovation Special Topics in AEM (AEM 6940): Aija Leiponen – Fall 2013

Research Methods in HR/SHRM (ILRHR 9630): Diane Burton – Spring 2016

Securities Regulation (LAW 6821): Charles Whitehead – Spring 2014, Spring 2015, Spring 2016

Social Cognition (PSYCH 3800):Melissa Ferguson– Fall 2015

Social Influence and Persuasion (ILROB 2240): Jack Goncalo – Fall 2013, Fall 2014, Fall 2015

Sociology of Diffusion (SOC 6420): David Strang – Fall 2014

Strategy and Innovation (AEM 4370): Aija Leiponen – Fall 2013

Technology Strategy (AEM 4390): Michael Roach – Spring 2015, Spring 2016

What Is Science? An Introduction to the Social Studies of Science and Technology (SOC 2100/STS 2011): Trevor Pinch – Fall 2014

Special Events and Workshops

The ISS Entrepreneurship Project hosted two project lectures and a groundbreaking workshop in NYC, simulcast live, that focused on generating and exchanging ideas about the practical ways people are creative and can become more creative in the arts and the social sciences. Convened by CIE Team members Trevor Pinch and Richard Swedberg, the workshop addressed the interdependence and interaction between the arts and the social sciences.

Wednesday, April 9, 2014

Creativity, Innovation, and Entrepreneurship Kick-Off Lecture
4:30 – 6:00 PM.; 423 ILR Conference Center

Saturday, April 18, 2015

Artists and Social Scientists: Doing Things Together
9:00 AM – 5:45 PM; ILR Conference Center, New York City
This workshop

March 11, 2016

Creativity, Innovation, and Entrepreneurship Research Presentations and Capstone Event
11:00 AM-6:00 PM
423 ILR Conference Center

Seminar Series & Co-organized Lectures

The ISS Entrepreneurship Project hosted 17 seminars and events, engaging 13 other units across campus in co-sponsorship.

Thursday, October 31, 2013

Everyone an Entrepreneur? Recognizing the Gap between the Veneration of Entrepreneurship and the Reality of Its Costs

Howard Aldrich, University of North Carolina

Co-sponsors: Center for the Study of Economy and Society, and Department of Sociology

Monday, April 7, 2014

Entrepreneurship in the Middle East

Christopher M. Schroeder, author of *Startup Rising: the Entrepreneurial Revolution Remaking the Middle East*.

Co-sponsors: Entrepreneurship@Cornell and Entrepreneurship and Innovation Institute at Johnson

Tuesday, April 8, 2014

Startup Rising: The Entrepreneurial Revolution Remaking the Middle East

Christopher M. Schroeder

Co-sponsors: Arab Student Association, and ILR School

September 11, 2014

Doctoral Workshop on Creativity, Innovation & Entrepreneurship

Duncan Watts, Principal Researcher, Microsoft Research, NYC, and Andrew D. White Professor-at-Large, Cornell

Co-sponsor: ISS' Networks Project, A.D. White Professors-at-Large Program Office

Monday, October 27, 2014

Taking the Leap: The Determinants of Entrepreneurs Hiring Their First Employee

Rob Fairlie, University of California, Santa Cruz

Co-sponsor: Labor Economics Workshop

Thursday, November 20, 2014

On the Nature of Investor Gut Feel

Laura Huang, Management Department, Wharton School, University of Pennsylvania

Monday, March 9, 2015

Intellectual Property Rights, Protection, Ownership and Innovation: Evidence from China

Josh Lerner, Professor of Investment Banking and Unit Head, Entrepreneurial Management, Harvard Business School

Co-sponsor: Dyson School of Applied Economics and Management

Monday, March 9, 2015

Empirical Research on Entrepreneurship and Innovation: Doctoral Student Workshop

Josh Lerner, Professor of Investment Banking and Unit Head, Entrepreneurial Management,
Harvard Business School

Wednesday, March 11, 2015

The Ethics of Innovation Hype: Reflections on Nikola Tesla's Career

W. Bernard Carlson, Professor and Chair, Science Technology and Society, University of
Virginia

Co-sponsors: Science and Technology Studies, Bovay Program in History and Ethics of
Engineering.

Tuesday, March 24, 2015

*How Culture Influences Group and Organizational Performance in Himalayan Expeditions and
High-Technology Firms*

[Jenny Chatman](#), UC Berkeley

Co-sponsor: JGSM Management & Organizations/ILR OB

Tuesday, April 7, 2015

Labor of Love: A Brief History of a Creativity Research Program

Teresa M. Amabile, Harvard Business School

Co-sponsor: ILR OB Lab

Wednesday, April 15, 2015

Permission to Exist

Joshua Gans, University of Toronto

Co-sponsors: Applied Microeconomics Department, and Industrial Organization Workshop

October 20, 2015

Til Death Do Us Part

Nazanin Eftekhari, Ph.D. Fellow, Department of Business and Management, Aalborg University,
Denmark

November 23, 2015

*Who Works for Whom? Worker Sorting in a Model of Entrepreneurship with Heterogeneous
Labor Markets*

Henry Hyatt, Center for Economic Studies, US Census Bureau

Co-sponsor: Labor Economics Workshop Series

November 23, 2015

Using Census Data to Study Entrepreneurship: A Workshop for Doctoral Students

Henry Hyatt, Center for Economic Studies, US Census Bureau

March 11, 2016

*Wrestling Rhinoceros Beetles, Cross Dressing Buildings and Other Adventures in BiodiverCity
AKA What is Creative Agency: Do We Have Any and Where and When Can We Exercise it?*

Natalie Jerimejenko, New York University

March 23, 2016

A Day in the Life of a Senior Advisor at the White House

Stephanie Santoso, Senior Advisor for Making, White House Office of Science and Technology Policy

March 23, 2016

Creating a Nation of Makers: Leverage Policy to Mobilize support for the Maker Community, Innovation and Entrepreneurship at the White House

Stephanie Santoso, Senior Advisor for Making, White House Office of Science and Technology Policy

List of Co-Sponsors

Academic Colleges and Departments

- Sociology Department
- Economics Department
- ILR School
- Dyson School of Applied Economics and Management
- Science and Technology Studies Department

Seminar Series

- Applied Microeconomics Seminar
- Industrial Organization Workshop
- JGSM/ILR Joint Organizational Behavior Seminar
- Labor Economics Workshop

Centers, Institutes and Programs

- A.D. White Professors-at-Large Program
- Bovay Program in History and Ethics of Engineering
- Entrepreneurship@Cornell
- ILR Organizational Behavior Laboratory
- Institute for the Social Sciences Networks Project
- Johnson Graduate School of Management Entrepreneurship and Innovation Institute

Student Groups

- Arab Student Association

Funding and Awards

Faculty fellows and graduate students of the Creativity, Innovation and Entrepreneurship project have received \$2 million in external funding and fellowship awards since the start of their project's term.

Cho, Jae Beum. "Social Capital, the Missing Link: Three Essays on the Importance of Social Processes in Entrepreneurial Ecosystems," Dissertation Fellowship, Kauffman Foundation, 2016.

Ferguson, Melissa. "How National Cues Increase Prejudice among Intra-national Racial Groups: Testing Behavioral Implications, Boundaries, and Mechanisms," National Science Foundation, 2013-2015, \$272,828.00

Ferguson, Melissa. "The Casual Role of Implicit Evaluation in Self-Regulation," National Institutes of Health, National Institute on Aging, 2013-2015, \$160,000

Leiponen, Aija. "Impact of ICT on European Businesses," European Institute of Innovation and Technology, Information and Communication Technology Labs, 2013, £71,169/\$109,832

Leiponen, Aija. "Catalysing Economic Growth – Releasing the Value of Big Data," Engineering and Physical Sciences Research Council (UK), 2013-2015, £915,681/\$1,412,895

Publications

Faculty Fellows of the ISS' Creativity, Innovation and Entrepreneurship project have produced over 50 publications during their term and have additional works in press.

2016

Burton, M.D., Sørensen, J.B., and Dobrev, S. "A Careers Perspective on Entrepreneurship." *Entrepreneurship Theory and Practice*. Volume 40(2). 2016.

Burton, M.D., Cohen, L., and Lounsbury, M. (eds.). "The Structuring of Work in Organizations." Volume in *Research in the Sociology of Organizations* series. New York: Elsevier. 2016.

Khessina, O. and Reis, S. "The Limits of Reflected Glory: The Beneficial and Harmful Effects of Product Name Similarity in the U.S. Network TV Program Industry, 1944–2003." *Organization Science*. 2016.

2015

Burton, M.D. and Ferguson A. J. "Misfit and Milestones: Structural Elaboration and Capability Reinforcement in the Evolution of Entrepreneurial Top Management Teams." *Academy of Management*. 2015

Cone, J. and Ferguson, M. J. "He Did What? The Role of Diagnosticity in Revising Implicit Evaluations." *Journal of Personality and Social Psychology*, 108, 37-57. 2015

Duguid, M.M. and Goncalo, J.A. "Squeezed in the Middle: The Middle Status Trade Creativity for Focus." *Journal of Personality and Social Psychology*. 2015.

Goncalo, J.A., Vincent, L.C., and Krause, V. "The Liberating Consequences of Creative Work: How a Creative Outlet Lifts the Physical Burden of Secrecy." *Journal of Experimental Social Psychology*. 2015.

Goncalo, J.A., Chatman, J.A., Duguid, M.M., and Kennedy, J.A. "Creativity from Constraint? How Political Correctness Influences Creativity in Mixed Sex Work Groups." *Administrative Science Quarterly*. 2015.

Mann, T. and Ferguson, M. J. "Can We Undo Our First Impressions? The Role of Reinterpretation in Reversing Implicit Evaluations." *Journal of Personality and Social Psychology*," 108, 823-849. 2015.

Mann, T., Cone, J., and Ferguson, M. J. "Social-Psychological Evidence for the Effective Updating of Implicit Attitudes." *Behavioral and Brain Sciences*, 38, 32-33. 2015.

Pinch, T. "Between Technology and Music: Distributed Creativity and Liminal Spaces in the Early History of Electronic Music Synthesizers," in Raghu Garud, Barbara Simpson, Ann

Langley and Haridimos Tsoukas, *The Emergence of Novelty in Organizations*, 129-156, Oxford and New York: Oxford University Press, 2015.

Pinch, T. "Moments in the Valuation of Sound: the Early History of Synthesizers," in Ariane Berthoin Antal, Michael Hutter, and David Stark (Eds.), *Moments of Valuation: Exploring Sites of Dissonance*, pp. 15-36, New York and Oxford: Oxford University Press, 2015.

Strang, D., David, R.J., and Akhlaghpour, S. "Coevolution in Management Fashion: an Agent-Based Model of Consultant-Driven Innovation." *American Journal of Sociology*, 120: 1-39, 2015.

Strang, D. and Siler, K. "Revising as Reframing: Original Submissions vs Published Papers," in *Administrative Science Quarterly*, 2005-2009. " *Sociological Theory* 32:1-26, 2015.

Verhaal, C., Khessina, O.M., and Dobrev, S.D. "Oppositional Product Names, Organizational Identities, and Product Appeal." In press, *Organization Science* 26(5):1466-1484. 2015.
<http://dx.doi.org/10.1287/orsc.2015.1000>

Whitehead, C. "Size Matters: Commercial Banks and the Capital Markets." *Ohio State Law Journal*. 2015.

Whitehead, C. and Sepe, S. "Paying for Risk: Bankers, Compensation, and Competition." *Cornell Law Review*. 2015.

Whitehead, C. and Sepe, S. "Rethinking Chutes: Incentives, Investments, and Innovation." *Boston University Law Review*. 2015.

2014

Bar, T. and Leiponen, A. "Committees and Networking in Standard Setting." *Journal of Economics and Management Strategy* 23(1): 1-23 (lead article), 2014.

Critcher, C. R., and Ferguson, M. J. "The Cost of Keeping it Hidden: Decomposing Concealment Reveals What Makes it Depleting." *Journal of Experimental Psychology: General*, 143:721-735, 2014.

Ferguson, M. J., Carter, T. J., and Hassin, R. R. "Commentary on the Attempt to Replicate the Effect of the American Flag on increased Republican Attitudes. *Social Psychology*." 45, 301-302. 2014.

Ferguson, M. J. and Mann, T. "Effects of Evaluation: An Example of Robust 'Social' Priming." *Social Cognition*, 32, 33-46. 2014.

Ferguson, M. J., Mann, T. C., and Wojnowicz, M. "Rethinking Duality: Criticisms and Ways Forward," invited chapter in J. Sherman, B. Gawronski, & Y. Trope (Eds.), *Dual Process Theories of the Social Mind*, pp. 578-594, Guilford Press 2014.

Leiponen, A. and Mitchell, W. "Innovation, Intellectual Property and Strategic Management." *Virtual Special Issue Introduction*. DOI: 10.1002/smj.2282. 2014.

Pinch, T and Jarzabkowski, P. "Sociomateriality is 'the New Black': Accomplishing Repurposing, Reinscribing and Repairing in Context." *Management*, 16(5), 579-59. 2014.

Sauermann, H. and Roach, M. "Not All Scientists Pay to be Scientists: PhDs' Preferences for Publishing in Industrial Employment." *Research Policy*, 43(1), 32-47. 2014.

Swedberg, R. "The Art of Social Theory." *Princeton University Press*. 2014.

Swedberg, R. "Theorizing in the Social Sciences: The Context of Discovery." *Stanford: Stanford University Press*. 2014.

Strang, D., and Patterson, K. "Asymmetries in Experiential and Vicarious Learning: Lessons from the Hiring and Firing of Baseball Managers." *Sociological Science*, 1: 178-98, 2014.

Bogdan Vasi, I., Strang, D., and van den Rijt, A. "Tea and Sympathy: The Tea Party Movement and Republican Pre-Commitment to Radical Conservatism in the 2011 Debt Limit Crisis." *Mobilization*, 19: 1-22, 2014.

Whitehead, C, Litov, L.P., and Sepe, S.M. "Lawyers and Fools: Lawyer-Directors in Public Corporations." *Georgetown Law Journal*, 2014.

2013

David, R., Sine, W., and Haveman, H. "Institutional Change, Form Entrepreneurship, and the Legitimation of New Organizational Forms." *Organization Science*, 2013.

Delcamp, H. and Leiponen, A. "Innovating Standards Through Informal Consortia: The Case of Wireless Telecommunications." NBER Working Paper #18179. *International Journal for Industrial Organization* special issue on Standards, Patents, and Innovation. 2013.

Ferguson, M. J., and Cone, J. "The Mind in Motivation: A Social Cognitive Perspective on the Role of Consciousness in Goal Pursuit," invited chapter in D. Carlston's (Ed.) *Handbook of Social Cognition*, pp. 476-496, Oxford University Press, 2013.

Fukukura, J., Helzer, E., and Ferguson, M. J. "Prospection By Any Other Name? A Reply to Seligmen et al." *Perspectives on Psychological Science*, 8(2): 146-150, 2013.

Fukukura, J., Ferguson, M. J., and Fujita, K. "Psychological Distance Can Improve Decision Making Under Information Overload via Gist Memory." *Journal of Experimental Psychology: General*, 142:658-665, 2013.

Kim, S.H., Vincent, L.C. and Goncalo, J.A. "Outside Advantage: Can Social Rejection Fuel Creative Thought?" *Journal of Experimental Psychology: General*, 143 (3):605-611, 2013.

Koutroumpis, P. and Leiponen, A. "Understanding the Value of (Big) Data." *Proceeding of the IEEE International Conference on Big Data*, 2013.

Leiponen A. "Intellectual Property Rights, Standards, and Innovation," Ch. 20 in *Oxford Handbook of Innovation Management*. M. Dodgson, D. Gann, and N. Phillips (Eds.). Oxford University Press, 2013.

Pinch, T. and Darr, A. "Performing Markets: Sales Work, Materiality and the Local Constitution of Social Obligation." *Organization Studies*, 34, 2013, 1587-1600.

Pinch, T. "Tacit Knowledge and Realism and Constructivism in the Writings of Harry Collins." *Philosophia Scientiae*, 17, 41-54, 2013.

Pinch, T, Bruni A, and Schubert, C. "Technological Dense Environments: What For? What Next?" *Technocienza*, 4, (2) 147-172, 2013.

Roach, M. and Cohen, W. "Lens or Prism? An Assessment of Patent Citations as a Measure of Knowledge Flows from Public Research." *Management Science*, 59(2), 504-525. 2013.

Sauermann, H. and Roach, M. "Increasing Web Survey Response Rates in Innovation Research: An Experimental Study of Static and Dynamic Contact Design Features." *Research Policy*, 42 (1), 273-286. 2013.

Strang, D., "Boomerang Diffusion at a Global Bank: National Culture and a Total Quality Initiative," in G.S. Drori, M.A. Hollerer, and P. Walgenbach, eds., *Global Themes and Local Variations in Organization and Management: Perspectives on Globalization*, pp. 107-18, Routledge, 2013.

Swedberg, R. "The Financial Crisis in the U.S. 2008-2009: Losing and Restoring Confidence." *Socio-Economic Review*, 11,3:501-24, 2013.

Swedberg, R. "Foreword," in Jocelyn Pixley and G.C. Harcourt (eds.), *Financial Crises and the Nature of Capitalist Money*, London: Palgrave Macmillan, 2013.

Swedberg, R. "Message from the Chair: History of Sociology as the Working Memory of Sociology (Part 2)," *Timelines, Newsletter of the ASA History of Sociology Section*, 21:1-2, 16, 2013.

Swedberg, R. "Joseph Schumpeter" in David Teece and Mie Augier (eds.), *Palgrave Dictionary of Strategic Management*, 2013.

Vincent, L.C., Emich, K. and Goncalo, J.A. "Stretching the Moral Gray Zone: Positive Affect, Moral Disengagement and Dishonesty." *Psychological Science*, 24 (4):595-599, 2013.

Whitehead, C. "Symposium- Law, Innovation, and Entrepreneurship Articles." *Cornell Law Review*, 2013.

Video Archive

The ISS' Creativity, Innovation, and Entrepreneurship Project documented a number of research presentations given by the team and guest speakers. They are posted on the web in a permanent [archive](#), giving the general public access to information delivered at project events.



**Creativity, Innovation, and Entrepreneurship
Research Subprojects
May 2, 2016**

Intersectional Projects

Goncalo, Jack; Krause, Verena; and Khessina, Olga. (Equal contributors.)

Reversing the Equation: What are the Consequences of Creativity and Innovation?

Abstract: The growing literatures on creativity and innovation are each premised on the same important assumption that has gone unquestioned: Creativity and innovation are outcomes that are almost inherently positive. Decades of research on creativity in organizations has been motivated by the assumption that creative ideas can be implemented to realize innovations that will inevitably increase profit, strengthen competitive advantage and ensure firm survival. The unquestioned assumption that creativity and innovation have positive downstream consequences has constrained existing research by forcing a myopic focus on these outcomes as dependent variables. Thus, in a significant departure from the existing literature, we turn the tables to conceptualize creativity and innovation as independent variables that can have a sweeping and frequently negative impact on a wide range of other important outcomes. We conclude by calling for a new stream of research to more soberly evaluate the psychological and organizational consequences and expected gains from creativity and innovation.

Wes Sine, Jack Goncalo, and Wayne Johnson.

Innovation Hacks: Creativity Norms, Social Capital, and Network Effects in Team Hackathon Competitions

Abstract: The hackathon, a form of innovation competition, is a growing social phenomenon among millennials as well as a useful product development tool for an increasing number of companies. Diverse individuals come together for a day or a weekend to generate the next great product or concept for a startup company. The idea that anyone can innovate- any employee or member of society- is fast becoming a social truth. But how can this ethic best be harnessed for useful innovation within organizations? Which makes individuals and teams successful in the context of explicit empowerment to innovate? This study examines the effects of innovation and practicality treatments and creativity norms on 170 teams- comprised of 900 individuals- participating in eight hackathon competitions. Additionally, the study examines the impact that social networks and social capital have on individual and team performance in hackathon competitions.

Goncalo, Jack; Roach, Michael; Katz, Josh; and Vincent, Lynne.

The Entrepreneurial Identity and Creativity.

Swedberg, Richard.

Theorizing or Theory as a Creative, Innovative and Entrepreneurial Project.

Abstract: The focus in these articles is to find ways to teach theory in such a way that students themselves will be able to theorize in a creative way; and also to increase the knowledge of what measures to take, in order to construct a creative theory.

Creativity Projects

Cone, Jeremy; Katz, Josh; Ferguson, Melissa; and Goncalo, Jack.

Ease of Implicit Revision Predicts Creativity.

Abstract: In this line of studies, we are examining whether the ease of implicit revision predicts creativity. We measure the degree to which people implicitly update their impressions of other people and use that as a proxy for implicit open-mindedness. We then test whether that individual difference predicts divergent thinking and creative problem-solving.

Goncalo, J.A.; Deri, S., Krause, V.; and Tadmor, C.

Divine Inhibition: Thinking About God Stifles Creative Thought.

Goncalo, J.A. and Moore, O.

Bias in the Evaluation of Creative Ideas.

Katz, Josh.

The Creativity Curse: When Attempts at Improvement Have Psychological Cost.

Khessina, Olga; Verhaal, Cameron; and Dobrev, Stanislav.

Emotional Engagement of Audiences in the U.S Craft Beer Market 1996-2012.

Abstract A name is a central feature of any product, yet it is not well understood how names affect product growth – a key factor in a firm’s success on the market. Product growth happens in a number of different ways: growth in product sales, growth in product variety, growth in a product’s reputation. In this paper we focus on growth in the number of products that are emotionally appealing to consumers, because this emotional engagement may be an antecedent to many other types of product growth. We use product names to explain the growth of emotionally charged products. Specifically, we argue that names that evoke positive emotions in customers foster audience engagement with products with such names and increase those products’ appeal. One unexpected outcome of this process is the spillover of emotional engagement of consumers to other products in a firm’s portfolio, including those that do not have positively charged names. We predict that firms with products that have names that elicit positive emotions will experience a higher rate of growth of products that create a positive emotional response in consumers, regardless of whether these products have positive names or not. We find support to these ideas in the analysis of all consumer reviews of all U.S. craft beers listed on BeerAdvocate.com, 1996-2012.

Lumumba-Kasongo, Enongo

From Ithaca to Goma: Hip Hop and the Coproduction of Production Values.

Abstract: This research topic focuses on the politics of what the author refers to as “community studios” – fixed and mobile sites that exist to provide “underserved” communities with access to free and low cost professional music recording equipment, services, and education. The author is very interested in the ways that the institutional status of such spaces as both studios and community resources informs the norms and daily technical practices of engineers, producers, and local artists as well as the ways it informs their assumptions about certain creative production values like fidelity and quality.

Macmillen, James and Pinch, Trevor.

Urban Futurity and the Preservation of Detroit Sound.

Abstract: This research brings together work on American urbanism with the sound studies literature. Detroit is the birthplace of two world-famous musical genres, Motown and Techno, yet preserving this rich creative legacy has been a difficult task amidst severe economic decline. Through interview and ethnographic material, we trace how efforts to conserve Detroit’s sonic heritage engage with wider conversations about the city’s postindustrial future.

Mann, Thomas; Katz, Josh; Ferguson, Melissa; and Goncalo, Jack.

The Implicit Evaluation of Creativity.

Abstract: Do some ideas just feel more creative and worthwhile when a creative person proposes them? Where do our spontaneous impressions of the creativity of a person or idea come from, and how much do these reactions add momentum to a new innovation? The success of entrepreneurs surely depends on the first impressions consumers have of them and their products. Research suggests that such impressions can shape the later reactions of decision makers at explicit and automatic levels, both of which can uniquely predict behavior. In this ISS-funded research, we seek to understand how exposure to entrepreneurs and their products can lead to automatic impressions of creativity, which may impact subsequent interest in new innovations from the same entrepreneur. Additionally, we are interested in how automatic reactions to entrepreneurs and innovations change over time as one learns more information about both, and how these automatic reactions might differ in interesting and important ways from our more explicit, conscious judgments.

Mann, T.C.; Katz, J.; Ferguson, M. J.; and Goncalo, J.

Implicitly Creative: The Rapid Formation of Implicit Trait Impressions Beyond Positivity and Negativity.

Abstract: In this line of studies we are testing how and under what conditions people form implicit judgments about the creativity of other people. There is virtually no work on the formation of implicit creativity and we developed an implicit measure to capture these kinds of judgments. We are also going to be testing the degree to which people are able to update their implicit impressions of others' creativity. What does it take for people to change their implicit mind about the creativity of another target person, and maybe it depends on factors such as the social or racial groups to which the target person belongs. In all of this work, we make the distinction between implicit creativity and implicit positivity.

Mueller, J.S.; Goncalo, J.A; and Kannan-Narasimhan, R.

A Matching Hypothesis of Idea Evaluation: The Quirky Hair Effect.

Swedberg, Richard; Pinch, Trevor; and Burton, Diane.

Artists and Social Scientists Doing Things Together. (April 2015 NYC Workshop)

Swedberg, Richard.

Literature and Social Science or What Can Social Scientists Learn from Literary Authors?

Abstract: This article project is focused around three authors who also tried to do social science (Jack London, Anton Chekhov and August Strindberg).

Entrepreneurship Projects

Diane Burton (Cornell University), Rob Fairlie (UC Santa Cruz), and Don Siegel (University at Albany, SUNY)
The Labor Market and Human Resource Management Implications of Entrepreneurship (Special Issue)

Abstract: The ILR Review seeks papers for a conference and subsequent special issue devoted to improving our understanding of the labor market and human resource management implications of entrepreneurship.

Entrepreneurship is a topic of growing interest to academics and policymakers, but labor and employment relations scholars have been slower than those in other fields to focus on this topic. The purpose of this conference and special issue is to advance our understanding of how entrepreneurial firms affect human resource management and related labor market outcomes.

Burton, Diane, and Lee, Jae Eun.

Nonprofit Executive Compensation by Funding Cohort.

Cho, Jae B. and Burton, M. Diane.

Entrepreneurship, Social Capital, and Cities.

Abstract: Accounting for roughly two-thirds of all new jobs, entrepreneurship is a burgeoning topic in planning scholarship, especially within the context of current economic and policy conditions. Yet regional rates of entrepreneurship vary quite significantly for the continental U.S., which concerns policy makers and planners to consider the question of why entrepreneurship rates differ at the regional level. Using data from the Kauffman Index of Entrepreneurial Activity and other census data to measure regional rates of entrepreneurship and creative data sources to measure social capital at the regional level, the hypothesis that community social embeddedness positively affects entrepreneurship rates is tested. The goal is to suggest feasible economic development strategies that foster entrepreneurship at the regional level.

Coles, Ryan; Rich, Loren; and Sine, Wesley.

Revisiting Schumpeter in the Middle East: Understanding the Conditions Associated with Variation in the Assumption of Entrepreneurial Risk

Abstract: Data translated on 9568 firms from Jordan. Preliminary analyses indicate an advantage of family funded firms over firms funded by loans in being able to survive the conflict spillovers from the Iraq war and the Syrian civil wars. Further analysis will involve the creation of new variables to indicate the proximity of each firm to the borders of conflict countries so that we can better tease out the effects of these conflicts on entrepreneurship in the Levant.

Cordero, Arkangel, Khessina Olga, and Sine, Wesley.

Leviathan's Lost Grip: Informal Political Institutional Actors and Multinational Enterprise (MNE) Entry Rates.

Abstract: This study posits that inadequate provision of public order constitutes an extreme type of formal institutional failure, one that is often filled by informal political actors. The study develops a theoretical framework on how government failure to impose public order, and the ensuing competitive dynamics among informal political actors seeking to exercise this role, affect multinational enterprise location strategy. The framework is tested in the context of multinational enterprises entering into Mexico in the period 2000 to 2006. The empirical results support the theoretical predictions. The findings are relevant for the theory and practice of international business, current research on the impact of subnational institutions on organizations, and neo-institutional theory.

Cordero, Arkangel and Sine, Wesley.

The Ecological Dynamics between International and Local Entrepreneurship.

Abstract: This study explores the evolving influence of international entrepreneurship on local, i.e. host-country, entrepreneurial activity. Specifically, we explore the conditions under which international

entrepreneurship leads to knowledge spillovers in the regions where these companies decide to locate. We analyze how the number and mix of multinationals entering a particular location affect local entrepreneurial activity. One mechanism through which the number and mix of multinationals entering a region affect local entrepreneurial activity is through supply chain links. However, multinational entrepreneurship also promotes local entrepreneurial activity through technological and managerial knowledge spill-over effects. Local employees leave the multinational for a number of reasons. Some start new ventures to provide locally sourced goods and services to the multinational. Others, leave with technological know-how to start competing or complementary new ventures. Yet others leave with managerial knowledge that enables them to start new ventures even in unrelated industries. In this paper, we explore under what conditions the number and mix of multinationals entering a particular region, along with employee turnover rates within the multinationals, lead to increased entrepreneurial activity in the host-country.

Khessina, Olga, Reis, Samira and Verhaal, Cameron

Legitimation Revisited: Contradictory Reactions by Producers and Customers to Encounters with Members of a Socially Stigmatized Product Community

Abstract: We revisit the theory of density-dependent legitimation and propose that in order to fully understand how new organizational populations become taken-for-granted, it is important to study factors that drive entrepreneurial entries into an emerging population not only by firms, but also by their customers. We focus on online industrial communities built around a socially stigmatized product and theorize that firm entries and customer entries into such populations are driven by the same forces but in contradictory ways. Specifically, density of firms with high GoM should increase entry rates by firms but decrease entry rates by customers, whereas density of firms with low GoM should decrease entry rates by firms but increase entry rates by customers. We find preliminary support to our theorizing in the event count analyses of firm entry rates and customer entry rates into Weedmaps.com – a marijuana-based community – from its inception in 2008 through 2014.

Khessina, Olga and Lim, Yisook (graduate student affiliate)

Regional Religious Identity and Entrepreneurship Rates in the U.S. Biotherapeutics Industry

Abstract: We investigate the effects of religious beliefs of residents of a region on the probability that entrepreneurs will choose the region to start their new venture. We develop arguments that in high technology markets entrepreneurs tend to avoid regions with a large religious population and found preliminary evidence that supports this theorizing in the U.S. biotherapeutics industry, 1976-2004.

Lim, Yisook

Who is My Partner? Gender, Family, and Entrepreneurial Teams.

Abstract: Family firms, namely those that are owned and managed by families, contribute significantly to both developed and developing economies; they account for a majority of businesses worldwide. In spite of their importance in economies, however, family firms have been relatively under-examined and is still in the debate in the entrepreneurship literature. Notwithstanding their importance in reality, the relative ignorance in previous literature limits our complete understanding of entrepreneurship. As a response to these calls, my research will link family firms to the study of entrepreneurship by investigating the formation process of family entrepreneurial teams and their distinctive behavioral characteristics.

Roach, Michael, and Burton, Diane.

The Founding Team of University Spinouts.

Abstract: This subproject studies the gestation and path of ideas from university labs to new entrepreneurial endeavors and firms. It focuses in particular on relationships and how closely tied the idea originator is to the resulting endeavor and firm by using invention disclosure mechanism and technology licensing. One hypothesis being tested is that if the idea originator is too close or too distant from the firm that the firm may be less

successful than a moderate degree of closeness. Publications and patents will help determine how developed the idea has become.

Sohn, Joon W. and Burton, Diane.

How Do Entrepreneurs Become Investors?

Abstract: Although many entrepreneurs engage in investing activities, either as venture capitalists or as angel investors, literature on entrepreneurship has overlooked why these entrepreneurs choose to expand their careers as investors. Using an extensive alumni survey, we attempt to demonstrate what led entrepreneurs to expand their career boundaries by engaging in different types of investing (venture capital versus angel investor).

Innovation Projects

Cordero, Arkangel and Sine, Wesley.

Born Under Fire: Political Imprinting and New Venture Survival.

Abstract: In this study we develop and empirically test the concept of political imprinting. Stinchcombe's concept of imprinting, the process whereby organizations develop and later retain characteristics that reflect the environment prevalent during their founding phase, has been used to explain a variety of organizational outcomes. Environmental conditions at founding have been shown to affect organizational internal procedures, strategy, change, and survival. However, the majority of this research has focused on economic founding conditions while paying less attention to other elements of the social environment. This study extends Swaminathan's canonical trial-by-fire model to include political environmental factors as important predictors of organizational experiential learning and subsequent survival. Specifically, we propose that adverse political environmental conditions at founding can become a source of competitive advantage for new ventures. We emphasize the role of political experiential learning and the competitive advantage it provides upon the onset of future political instability. We argue that organizations founded in environments where political savviness is necessary are more likely to become imprinted with capabilities that allow them to better survive subsequent political change. The study contributes to the existing literature on imprinting by developing the concept of political imprinting and demonstrating its impact on new venture survival.

Dokshin, Fedor.

Fuel for Debate: Spatial and Ideological Dynamics of Political Mobilization for and against Hydraulic Fracturing.

Abstract: Examines diffusion via the sources and consequences of popular mobilization against emerging technologies. Recent research increasingly recognizes the important role social movements play in shaping the emergence of new industries. Particularly, this research focuses on the opposition movement to hydraulic fracturing technology, which is behind an unfolding drilling boom in the United States. Using statistical methods and text analytic techniques, this research examines the changing character of opposition, with special focus on the shifting spatial and ideological bases of opposition.

Fleron, Lou Jean; Connelly, Megan; Gleeson, Shannon; Besharov, Marya; Applegate, Ronald; Burton, Diane; and Magavern, Sam.

Advancing High Road Student Research – Social Sector Studies in Action

Abstract: High Road Fellowship research students in the ILR School will be given increased opportunities to translate policy to better inform community and economic development practices for community partners in Buffalo, New York.

Ho, Jing-Mao.

Statistics and Nation-state Building: A Longitudinal, Cross-national Analysis, 1800-2013.

Khessina, O.

Entry Mode and Technological Change in the Worldwide Optical Disk Drive Industry.

Abstract: The literature has established that firms entering an industry de novo (entrepreneurial start-up) have significant performance and survival disadvantages compared to de alio firms (diversification away from another industry). In this paper, we propose that differences in organizational form identity, previous experience, and structural flexibility between de novo and de alio firms at the time of entry have imprinting effects on their technological behavior and bring de novo firms one important benefit; they can introduce technological changes in their products at a higher rate than de alio firms. We find empirical support for this prediction in the event count analysis of introductions of all new products with performance at the technological frontier by all firms that participated in the worldwide optical disk drive industry, 1983-1999.

Khessina, Olga; Yu, G.J.; and Burton, M. D.

The Role of Exploration in Firm Survival in the Worldwide Optical Library Market, 1990-1998.

Abstract: We investigate how a firm's involvement in exploration activities affects its survival chances. We predict that while the main effect of exploration on organizational longevity is beneficial, the extent of these survival benefits will significantly vary across different organizational types. Firms that are structurally inert and firms that have resources that can be used as a buffer in difficult times will derive greater survival benefits from exploration than firms that are structurally flexible and lack slack resources that can be used as a buffer. The event history analysis of disbanding rates of all firms that participated in the worldwide optical library market from 1990 through 1998 supports these predictions.

Khessina, O; and Reis, S.

The Role of Names in Product Demography of Technological Niches in the Worldwide Optical Disk Drive Industry.

Abstract: Organization and strategy scholars have long recognized that the performance of firms and their products depends on how well companies mitigate competition. We develop a theory explaining how organizations can engage customers by means of their products' names to reduce the harmful effect of competition. We suggest that producer engagement through product naming has both immediate and ecological effects on product survival in a niche and theorize about three underlying processes. First, producers may increase survival chances of their products by giving them names that customers find helpful for initial product categorization. Second, the viability of products in a focal niche should increase with the density of products that engage consumers through naming. Finally, product market fate may depend not only on the prevalent naming practices in the focal niche, but also on naming practices in competing niches. Thus, our theory suggests that (1) producer engagement through product naming may have an important effect on product demography in market niches, and (2) producer engagement does not happen in a vacuum and its ultimate effect depends on actions of other firms both in a focal and in competing niches. We find support to our theorizing in the experiment and in the event-history analysis of all CD-drive products shipped by all producers in the worldwide optical disk drive (ODD) industry, 1983-1999.

Leiponen, Aija; Koutroumpis, Pantelis, Imperial College London; and Thomas, Llewellyn, Imperial College London.

Data as Intellectual Property: How it is Traded and How it Differs as a Tradeable Commodity

Abstract: The IP Licensing project is collecting data about license agreements for different types of intellectual property. There is a long-standing research stream in innovation and organization studies analyzing the antecedents and implications of contracts, including contracts for transferring rights to intellectual property. Due to the nature of IP, much of its trade takes place via licensing rather than transfer of ownership. However, extant research has focused primarily on licensing of inventions (patents) whereas there has been tremendous growth in digital data assets (big data) and associated trade in data in recent years. The goal of this research is to illuminate how IP in the form of data is traded and how data differs as a tradeable commodity from other forms of IP.

Pinch, Trevor.

Moog Archive Project.

Abstract: Following up on the book *Analog Days*, which describes the innovation of the synthesizer by inventor Robert Moog.

Shahid, Abdullah; Strang, David; Whitehead, Charles; Dokshin, Fedor; and Burton, Diane.

Imitation and Innovation in Legal Language.

Shahid, Abdullah and Hasan, Rajib.

Delayed Price Discovery in Capital Markets: The Role of Limited Attention of Information Intermediaries.

Abstract: The paper examines the role of limited attention of experts (sell-side analysts) in discovery of stock price. Particularly, we test competing test hypotheses and distracting events hypotheses of limited attention. Our results support a strong role of competing task hypotheses for the role of experts' limited attention in stock price discovery and diffusion.

Shahid, Abdullah.

Innovation of Finance in Islam.

Abstract: Examines how Islamic finance emerged around the world.

Shahid, Abdullah.

Dynamics of Investor Activism in the US Capital Markets.

Abstract: Examines investor activism in the US markets to understand its role in innovation and price discovery.

Strang, David and Li, Ningzi

Management Models in China's Economic Miracle.

Abstract: Global attention to business management has been moving from western contexts to eastern ones because of economic development in Asian countries. In this trend of diffusion, scholars have noticed the unfitness between management theories based on western contexts and realities in eastern countries. Particular management models, such Keiretsu in Japan and Chaebol in Korea, have been widely studied as a result. In this project, we want to investigate the creation, establishment, and diffusion of particular management models in China's rapid economic growth. We are now looking at state shareholding in large companies and network building in business groups as well as the evolution and possible innovation of these models in institutional changes.

Strang, David; Bero, Lisa; Dokshin, Fedor; Lee, Kirby; Mukherjee, Satyam; Siler, Kyle; and Uzzi, Brian.

Peer Review as a Transformative Process: Organization Science and Medical Science.

Abstract: Examines changes in scientific manuscripts in the course of peer review as a means of understanding how scholars creatively shape each other's work.

Strang, David; Hasan, Rajib; and Shahid, Abdullah.

Analyst Status and Share Price.

Abstract: Examines the impact of financial (sell side) analysts on innovation and price discovery.

Whitehead, Charles

Technology's Promise: Block Chains and Capital Markets.

Abstract: The article describes the role of technology in addressing questions of systemic risk, using block chains as one means to enhance disclosure and market efficiency.