

## Schedule for Special Conference on Corporate Strategy and Resource Redeployment

*1-3 November 2015, Strasbourg*

### **Sunday, November 1**

#### **19:00 DINNER**

Gurtlerhoft (across the street from Kammerzell)  
13 Place de la Cathédrale, 03 88 75 00 75  
[www.gurtlerhoft.fr/](http://www.gurtlerhoft.fr/)

### **Monday, November 2**

9:00 Welcome and Introduction: Thomas Ebbesen (Director of USIAS); co-hosts Tim Folta, Connie Helfat, and Samina Karim

#### **SESSION 1: RESOURCE REDEPLOYMENT AND FIRM SCOPE**

9:45 *Product turnover: Simultaneous product market entry and exit*  
Douglas J. Miller (Rutgers University) and Hsiao-shan Yang (University of Illinois)  
Discussion facilitator: Will Mitchell (University of Toronto)

10:30 COFFEE BREAK

11:00 *Resource redeployment through exit and entry: An empirical study on emerging and shifting threats of substitution*  
Gwendolyn K. Lee (University of Florida) and Srikanth Paruchuri (Pennsylvania State University). Discussion facilitator: Doug Miller (Rutgers University)

11:45 *Two dimensions of reconfiguration: The impact of activity addition and subtraction on firm scope and turnover*  
Joel Blit (University of Waterloo), Christopher C. Liu (University of Toronto), and Will Mitchell (University of Toronto). Discussion facilitator: Gwen Lee (University of Florida)

**12:30 LUNCH**

## **SESSION 2: EXTERNAL MARKETS AS AN ALTERNATIVE TO INTERNAL REDEPLOYMENT**

13:45 *Resource redeployment across firm boundaries: The roles of firm capabilities and market factors*

Patia J. McGrath (University of Pennsylvania) and Harbir Singh (University of Pennsylvania). Discussion facilitator: Thomas Klueter (University of Navarra)

14:30 *Unleashing Inventions: How Do Firms Link Technologies to Applications in the Market for Technology?*

Gary Dushnitsky (London Business School) and Thomas Klueter (University of Navarra)  
Discussion facilitator: Harbir Singh (University of Pennsylvania)

15:15 COFFEE BREAK

15:45 *Synergy, redeployment, and business models*

Gautam Ahuja (University of Michigan) and Elena Novelli (City University London)  
Discussion facilitator: Doug Hannah (University of Texas)

16:30 *Resource redeployment in business ecosystems*

Doug Hannah (University of Texas), Robert Bremner (Stanford University), and Kathy Eisenhardt (Stanford University)  
Discussion facilitator: Gautam Ahuja (University of Michigan)

**18:30 Hotel lobby; walk to wine tasting at Cave Historique des Hospices de Strasbourg (1, Place de l'Hôpital)**

**20:30 Dinner at Maison Kammerzell (Place de la Cathédrale)**

## **Tuesday, November 3**

### **SESSION 3: BEHAVIORAL THEORY AND RESOURCE REDEPLOYMENT**

- 8:30 *Corporate diversification, learning and adaptation to radical, competence-destroying changes: The role of corporate exploitation and exploration*  
Xavier Castañer (University of Lausanne). Discussion facilitator: Dovev Lavie (Israel Institute of Technology).
- 9:15 *Resource reconfiguration: Learning from performance feedback*  
Ari Dothan (IDC Herzliya) and Dovev Lavie (Israel Institute of Technology)  
Discussion facilitator: Xavier Castañer (University of Lausanne)

10:00 COFFEE BREAK

### **SESSION 4: SYNTHESIZING RESOURCE REDEPLOYMENT**

- 10:30 *The hare and the fast tortoise: Dynamic resource reconfiguration and the pursuit of new growth opportunities by Yahoo and Google (1995-2007)*  
Violina P. Rindova (University of Texas), Luis L. Martins (University of Texas), and Adrian Yeow (SIM University Singapore). Discussion facilitator: Jay Anand (Ohio State University)
- 11:15 *The relationship between slack and firm performance revisited*  
Josep M<sup>a</sup> Argilés-Bosch (Ohio State University), Josep Garcia-Blandón (Institut Quimic de Sarria), and Mónica Martínez-Blasco (Universitat Ramon Llull)  
Discussion Facilitator: Luis Martins (University of Texas)
- 12:00 *Resource characteristics and redeployment strategies: Towards a theoretical synthesis*  
Jaideep Anand (Ohio State University), Hyunseob Kim (Ohio State University), and Shaohua Lu (Ohio State University). Discussion Facilitator: Josep M<sup>a</sup> Argilés-Bosch (Ohio State University)

**12:45-2:00 CONCLUDING SESSION** – Lunch box will be provided

## **PRACTICAL INFORMATION**

### **Contact information:**

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Monique Flasaquier: + 33(0)667084579 or [flasaquier@unistra.fr](mailto:flasaquier@unistra.fr)

### **Conference Hotel:**

Hotel Maison Rouge  
4 Rue des Francs Bourgeois  
67000 Strasbourg  
phone: +33 (0)3 88 32 08 60  
Web site: [www.maison-rouge.com](http://www.maison-rouge.com)

### **Directions from the Strasbourg Entzheim Airport to the hotel:**

- You can either take a taxi, or
- Take a 10 minute train to the Strasbourg train station for 2.5 euro (or 4,20 euros including the tram connection, Tram+TER ticket)

### **Directions to the hotel from the train station:**

Note: Lufthansa buses from Francfort also stop at the station:

- You can either take a taxi, or
- It is a 15mn's walk, or
- There is a tram from the station to the hotel: line A or D; stop called Homme de Fer. The hotel is some 50 m away just beyond the department store called Galeries Lafayette. You will need to purchase a tram ticket at the stop for 1.60 euro (unless you have bought a "combined" Tram + TER ticket at the airport).

### **Directions to the conference venue from the hotel**

**The conference venue is on the main floor of Maison interuniversitaire des sciences de l'Homme - Alsace (MISHA)**

5 allée du Général Rouvillois - CS 50008  
67083 Strasbourg Cedex

The best way is to take the tram at Homme de Fer (line C or E). Get off at the stop Observatoire. The meeting takes place at MISHA just across the street on the gas station side.

Tram tickets will be made available to the participants at the hotel desk with some further information on Strasbourg.

## **AUTHOR PARTICIPATION LIST**

1. Timothy B. Folta (University of Connecticut)
2. Constance Helfat (Dartmouth University)
3. Samina Karim (Northeastern University)
4. Josep M<sup>a</sup> Argilés-Bosch (University of Barcelona)
5. Josep Garcia-Blandón ([Institut Quimic de Sarria](#))
6. Christopher C. Liu (University of Toronto)
7. Gwendolyn K. Lee (University of Florida)
8. Srikanth Paruchuri (Pennsylvania State University)
9. Luis L. Martins (University of Texas)
10. Douglas J. Miller (Rutgers University)
11. Hsiao-shan Yang (University of Illinois)
12. Patia J. McGrath (University of Pennsylvania)
13. Harbir Singh (University of Pennsylvania)
14. Thomas Klueter (University of Navarra)
15. Jaideep Anand (Ohio State University)
16. Hyunseob Kim (Ohio State University)
17. Gautam Ahuja (University of Michigan)
18. Elena Novelli (City University London)
19. Doug Hannah (University of Texas)
20. Dovev Lavie (Technion – Israel Institute of Technology)
21. Xavier Castañer (University of Lausanne)
22. Will Mitchell (University of Toronto)

## **ADDITIONAL AUTHORS:**

23. Joel Blit (University of Waterloo)
24. Robert Bremner (Stanford University)
25. Katherine Eisenhardt (Stanford University)
26. Ari Dothan (IDC Herzliya)
27. Adrian Yeow (SIM University Singapore)
28. Gary Dushnitsky (London Business School)
29. Mónica Martínez-Blasco (Universitat Ramon Llull)
30. Violina P. Rindova (University of Texas)
31. Shaohua Lu (Ohio State University)

## SIGHTSEEING

If you have time, there are a number of interesting places (listed below) to visit in and around Strasbourg. Feel free to also visit the Tourist Office, Place de la Cathedral, on the left facing the Cathedral: <http://www.otstrasbourg.fr/en/>

### In Strasbourg

- The Cathedral, which celebrates its 1000th anniversary and its surroundings
- BATORAMA: Guided tours of Strasbourg on river boats. Next to the Cathedral, board one of the river boats to embark on a 70 minutes discovery tour through Strasbourg, an historical city and home to the European Parliament. <http://www.batorama.com/>
- The old district called Petite France with its typical streets and houses
- The Palais des Rohan, very close to the Cathedral
- The Musée de l'oeuvre Notre Dame, with houses original pieces from the Cathedral and shows an exhibition on "The gothic revolution"
- The surrounding old district
- The museums:
  - Musée historique (historical museum of the city of Strasbourg)
  - Musée alsacien (Alsatian museum: typical furniture and local traditions)
  - Musée Tomi Ungerer (or caricature museum)
- The European district, with the building of the Council of Europe, the European Parliament, the European Court of Human rights, etc...

### Outside Strasbourg

- For those who have time to go out of Strasbourg, don't miss the Wine Route (<http://www.route-des-vins-alsace.com/en>): The best way is to rent a car and you can stop in any of the small typical villages and the bigger towns like Colmar (<http://www.ot-colmar.fr/en/prepare>), and its famous Musée Unterlinden with the celebrated Issenheim altarpiece) visit cellars and taste wine...
- For those who prefer nature, Alsace is one the regions in Europe with the highest number of fortified castles (<http://www.chateauxfortsalsace.com>) and a dense net of hiking trails.