The conversation around strategy and innovation starts here. We aim to provide our peers, students, and practitioners with thought leadership on how both new and established firms stay ahead: through generating and sustaining performance differentials over their competitors. We are interested in exploring the appropriate strategy given conditions, and which practices firms use to execute that strategy. We also focus on the study of innovation in different kinds of organizations, including how technology entrepreneurs create new industries and reshape existing ones.

When it comes to understanding strategy, innovation, and entrepreneurship, rigorous, first-class research is key. We strive to attract the strongest faculty and create a vibrant, intellectual environment where they can thrive. We tackle today’s complex and shifting strategy issues through a multi-method, interdisciplinary approach. Our faculty are experts in areas ranging from organizational theory to economics to sociology and produce research from large-sample data as well as original fieldwork including detailed ethnography. We are proud to be part of an eclectic and highly motivated group of researchers and instructors who collectively make waves, take risks, and change the game in their fields.

### RESEARCH FACULTY

**Iain Cockburn, Shipley Professor in Management and Department Chair**

**RESEARCH INTERESTS** Industrial organization, competitive strategy, pharmaceutical and biotechnology industries, economics of technical change, and intellectual property

**EDUCATION** PhD, Harvard University; BSc, Queen Mary College, University of London

**Kira Fabrizio, Associate Professor**

**RESEARCH INTERESTS** Firm strategy and public policy in the areas of innovation, energy, and sustainability

**EDUCATION** PhD and MA, Haas School of Business, University of California, Berkeley; BA, Wesleyan University

**Caroline Flammer, Associate Professor**

**RESEARCH INTERESTS** Competitive strategy, corporate social responsibility, corporate governance, and innovation

**EDUCATION** PhD and MSc, University of St. Gallen

**Jeff Furman, Associate Professor**

**RESEARCH INTERESTS** Innovation and science policy, strategic management of science-based firms, and institutions and knowledge accumulation

**EDUCATION** PhD, MIT; BS and BA, University of Pennsylvania

**Stine Grodal, Associate Professor and Dean's Research Scholar**

**RESEARCH INTERESTS** Categorical dynamics within emerging fields and industries’ and firms’ strategic responses to them

**EDUCATION** PhD, Stanford University; MS and BS, University of Copenhagen

**Esther Leibel, Assistant Professor**

**RESEARCH INTERESTS** Micro-processes behind the development of new fields, markets, and movements, institutional variation, entrepreneurship, sustainable business

**EDUCATION** PhD and MS, NYU; BS, University of Pisa, Italy

**Matt Marx, Associate Professor and Dean's Research Scholar**

**RESEARCH INTERESTS** Emergence and evolution of new organizations, commercialization strategies, non-compete agreements

**EDUCATION** DBA and MBA, Harvard University; SM, Massachusetts Institute of Technology; BS, Stanford University

**Siobhan O'Mahony, Associate Professor, Academic Director, Research & Curriculum; Innovate@BU**

**RESEARCH INTERESTS** Innovation process, design thinking, creative and technical project-based work, open innovation, innovation communities

**EDUCATION** PhD, Stanford University; MPA and BS, Cornell University

**Timothy Simcoe, Associate Professor and Faculty Director, PhD Program**

**RESEARCH INTERESTS** Science and technology policy, intellectual property, corporate strategy, and compatibility standards

**EDUCATION** PhD and MA, University of California, Berkeley; AB, Harvard University

**Rosemarie Ziedonis, Associate Professor**

**RESEARCH INTERESTS** Innovation policy, corporate strategy, intellectual property, entrepreneurship

**EDUCATION** PhD, University of California, Berkeley; BA, University of North Carolina, Chapel Hill
FEATURED PUBLICATIONS


TEACHING FACULTY

<table>
<thead>
<tr>
<th>Master Lecturer</th>
<th>Senior Lecturer</th>
<th>Lecturer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paul McManus</td>
<td>Keith Munsell</td>
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</tbody>
</table>

STRATEGY & ENTREPRENEURSHIP CONCENTRATIONS

Questrom offers tremendous flexibility in the undergraduate and graduate MBA programs, allowing students to customize their degrees. Our department supports two concentrations, one in Strategy and a second in Entrepreneurship, at both the undergraduate and MBA levels.

INNOVATE@BU

The Innovate@BU initiative encourages students, researchers, faculty, staff, and alumni to become drivers of innovation in their own lives, careers, and communities. One of Innovate@BU’s core features is the BUild Lab IDG Capital Student Innovation Center, a collaborative space open to the BU community for meeting and working. Innovate@BU aims to provide experiential learning programs that foster an entrepreneurial mindset, integrate innovation and entrepreneurship to curricula, and connect BU to the greater Boston entrepreneurial ecosystem.

Innovate@BU: www.bu.edu/innovate

TO LEARN MORE, VISIT:

bu.edu/questrom/faculty-research/academic-departments/strategy-innovation

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