

STRATEGY & INNOVATION

OUR MISSION

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.

OUR PHILOSOPHY

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.

OUR RESEARCH INTERESTS

- Corporate and competitive strategy
- Entrepreneurship
- Commercialization strategies
- Diffusion of innovations and new business models
- Disruptive innovation and platform competition
- Dynamics of industry standards
- Corporate social responsibility
- Energy and sustainability
- Entry-timing advantages
- Innovation communities, networks, and fields
- Intellectual property
- Strategic human capital
- Selected industry expertise: the life sciences, information technology, nanotechnology, energy, creative, and sustainability-related industries

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

Caroline Flammer, Associate Professor and Dean's Research Scholar

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

Andrew King, Questrom Professor in Management

RESEARCH INTERESTS Business and the environment, competitive strategy, industry self-regulation, disruptive innovation, critical thinking

EDUCATION PhD, Massachusetts Institute of Technology; MS, University of California, Berkeley; BA, Brown University

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

Raviv Murciano-Goroff, Assistant Professor

RESEARCH INTERESTS Strategic management of technology firms, including the development and evaluation of personnel, data, and innovation policies

EDUCATION PhD, Stanford; MSc, University of Oxford; BA, Harvard University

Siobhan O'Mahony, Feld Family Professor in Innovation and Entrepreneurship and 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

INFORMATION ACCURATE AS OF 9/1/19.

FEATURED PUBLICATIONS

Cockburn, I. M., Lanjouw, J., & Schankerman, M. (2016). Patents and the Global Diffusion of New Drugs. *American Economic Review*, 106(1), 136-164.

Flammer, C., & Bansal, P. (2017). Does a Long-term Orientation Create Value? Evidence from a Regression Discontinuity. *Strategic Management Journal*, 38(2), 1827-1847.

Flammer, C. (2018). Competing for Government Procurement Contracts: The Role of Corporate Social Responsibility. *Strategic Management Journal*, 41(2), 419-424.

Flammer, C. (2019). Corporate Governance and the Rise of Integrating Corporate Social Responsibility Criteria in Executive Compensation: Effectiveness and Implications for Firm Outcomes. *Strategic Management Journal*, 40(7), 1097-1122.

Wang, Y., Jizhen, L., & **Furman, J.** (2017). Firm performance and state innovation funding: Evidence from China's Innofund program. *Research Policy*, 46(6), 1142-1161.

Furman, J., & Teodoridis, F. (forthcoming). Automation, Research Technology, and Researchers' Trajectories: Evidence from Computer Science and Electrical Engineering. *Organization Science*.

Grodal, S., & **O'Mahony, S.** (2017). How does a grand challenge become displaced? Explaining the duality of field mobilization. *Academy of Management Journal*, 60(5), 1801-1827.

Grodal, S. (2018). Field Expansion and Contraction: How Communities Shape Social and Symbolic Boundaries. *Administrative Science Quarterly*, 63(4), 783-818.

Zunino, D., Suarez, F. F., & **Grodal, S.** (2019). Familiarity, Creativity, and the Adoption of Category Labels in Technology Industries. *Organization Science*, 30(1), 169-190.

King, A. A. (2019). Think Critically About the Wisdom of Experts. *MIT Sloan Management Review*, 60(2).

Berchicci, L., Dowell, G., & **King, A. A.** (2017). Environmental Performance and the Market for Corporate Assets. *Strategic Management Journal*, 38(12), 2444-2464.

Leibel, E., Hallett, T., & Bechky, B. (2018). Meaning at the source: the dynamics of field formation in institutional research. *Academy of Management Annals*, 12(1), 154-177.

Ewens, M., & **Marx, M.** (2018). Founder Replacement and Startup Performance. *Review of Financial Studies*, 31(4), 1532-1565.

Marx, M., & Timmermans, B. (2017). Hiring Molecules, Not Atoms: Comobility and Wages. *Organization Science*, 26(6), 1115-1133.

Fleming, L., Greene, H., Li, G., **Marx, M.,** & Yao, D. (2019). Government-funded research increasingly fuels innovation. *Science*, 364(6446), 1139-1141.

Bikard, M., & **Marx, M.** (2019). Bridging Academia and Industry: How Geographic Hubs Connect University Science and Corporate Technology. *Management Science, Articles in Advance*.

Simcoe, T., Shapiro, C., Menell, P., & Graham, S. (2017). Final Report of the Berkeley Center for Law & Technology Patent Damages Workshop. *Texas Intellectual Property Law Journal*, 25(1), 115-142.

Agrawal, A., Rosell, C., & **Simcoe, T.** (forthcoming). Tax Credits and Small Firm R&D Spending. *American Economic Journal*.

Hochberg, Y., Serrano, C., & **Ziedonis, R.** (2018). Patent Collateral, Investor Commitment, and the Market for Venture Lending. *Journal of Financial Economics*, 130(1), 74-94.

TEACHING FACULTY

Master Lecturer

Paul McManus
Keith Munsell

Senior Lecturer

John Kirks
Joseph LiPuma
Ian Mashiter
Greg Stoller

Lecturer

Paul Cosway
Peter Marton

STRATEGY & INNOVATION CONCENTRATIONS

Questrom offers tremendous flexibility in the undergraduate and graduate MBA programs, allowing students to customize their degrees. At the undergraduate level, we support two concentrations, one in strategy and a second in innovation & entrepreneurship. At the graduate level, we offer elective coursework to support careers in strategy consulting, product management, entrepreneurship, and more.

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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