

DRUID 2024 Professional Development Workshop (PDW) Proposal
Using Experiments to Study Entrepreneurs and Organizations
June 13, 2024 – 9:00 – 12:00

ORGANIZERS

Mehdi Ibn Brahim, SKEMA Business School
Thorsten Wahle, SKEMA Business School

AIM AND MOTIVATION

Scholars have traditionally relied on experiments in various disciplines. In strategy and innovation research, experiments serve as a powerful tool to examine and establish causal relationships, and uncover underlying mechanisms. By isolating aspects of organizational decision making, experiments offer an opportunity for researchers to observe behavior in a controlled environment, and derive actionable conclusions. More recently, scholars have also relied on experiments as complements to other approaches. Whether conducted in a laboratory, online, or in the field, experiments offer valuable insights.

Experiments can make strategy and innovation research more rigorous but also serve as an impetus to examine new relationships using observational data. By systematically manipulating variables while keeping other conditions constant, experiments provide a structured framework for testing hypotheses and theories, thereby contributing to the advancement of knowledge in these fields. They also offer a mean to mitigate biases that may arise from observational studies or anecdotal evidence, fostering a more objective understanding of complex phenomena. This methodological rigor not only enhances the validity of research findings but also fosters confidence among practitioners and policymakers in utilizing evidence-based management strategies and entrepreneurial practices.

The objective of this PDW is to open a conversation and facilitate exchange among the DRUID community in which both those using experiments and those interested in the use of experiments can share and discuss their views. Running an experiment being a first step of a lengthy process, we also aim to give insights on how to navigate the review process and take an experiment from the lab to a journal. We hope that this PDW will spur a discussion on the best practices in experimental studies, what challenges experimentalists frequently face, and how to tackle them.

OVERVIEW OF THE PDW

The PDW aims to attract a maximum of 50 participants and will be composed of three major parts. In the first, the organizers will give a general overview of the use of experiments in strategy and innovation studies research. Our aim is twofold: We want to argue for the use of experiments to study such organizational questions, and provide participants with an idea of how to design and run experiments in their own research.

The second part will showcase four working papers involving experimental approaches and addressing cutting edge research questions. The four projects involve laboratory and field experiments at the individual level as well as team-based scenarios. Presenters will share their own experiences on the implementation of experimental studies, highlighting the challenges they encountered and how they addressed them. Participants will gain practical insights into experimental research design, data collection methods, and analysis techniques across various contexts. Presenters will engage in discussions with attendees, which we hope will promote an exchange of ideas and best practices. This session aims to inspire participants by demonstrating the versatility and effectiveness of experimental approaches in addressing a wide range of research questions in the fields of management and entrepreneurship. Additionally, it will provide valuable guidance on navigating potential pitfalls and maximizing the impact of experimental studies in academic and policy settings.

Finally, the third part of the PDW aims to give an editorial perspective. This part will be led by Olenka Kacperczyk, who has published work involving experiments in various settings; and has held several editorial positions in leading journals. She recently served as guest editor on the Organization Science special issue on experiments, which has featured 24 articles relying on experiments as a main methodological approach. The objective of this part is also to be more interactive, giving the authors useful tips on how to prepare a paper for submission and how to navigate the review process. The next section presents the program of the PDW.

PROGRAM

PART 1: Introduction to Experiments

9:00 – 9:15: *The Use of Experiments in Strategy and Innovation Studies.* **Mehdi Ibn Brahim** (SKEMA business School) & **Thorsten Wahle** (SKEMA Business School)

PART 2: Experiments in Practice

Moderators: Mehdi Ibn Brahim and Thorsten Wahle

9:15 – 9:30: *Do Scientific Entrepreneurs Invest Financial Resources Differently? Evidence From Two RCTs.* **Chiara Spina** (INSEAD) – Co-authored with Daniele Battaglia

9:30 – 9:40: Q&A

9:40 – 9:55: *Divergent Aspirations in Joint Search.* **Jerry Guo** (Frankfurt School of Finance and Management) – Co-authored with Thorsten Wahle

9:55 – 10:05: Q&A

10:05 – 10:15: Coffee Break

10:15 – 10:30: *The Effect of Goal Conflicts on Organizational Routines: Insights from a Lab Experiment.* **Jutta Stumpf-Wollersheim** (Technische Universität Bergakademie Freiberg) – Co-authored with Tim Kanis, Markus Becker, and José Arrieta

10:30 – 10:40: Q&A

10:40 – 10:55: *The genesis of team familiarity: an experimental investigation.* **Cédric Gutierrez** (Bocconi University) – Co-authored with Giada Di Stefano, Thorsten Grohsjean, and Clara Depalma

10:55 – 11:05: Q&A

11:05 – 11:15: Coffee Break

PART 3: Editorial Perspective

Moderators: Mehdi Ibn Brahim and Thorsten Wahle

11:15 – 11:35: *From the Lab to a Journal.* **Olenka Kacperczyk** (London Business School)

11:35 – 12:00: General Q&A

ORGANIZERS BIO

Mehdi Ibn Brahim is a Ph.D Student in Strategic Management and Entrepreneurship at SKEMA Business School and Université Cote d'Azur. His research lies at the intersection of entrepreneurship and strategic human capital. More specifically, he primarily relies on experiments and registry data from Portugal and Denmark to explore the supply-side and the demand-side dynamics of the entrepreneurial labor market.

Thorsten Wahle is an Assistant Professor at SKEMA Business School. Mostly using experiments, he studies how organizational structure affects learning behavior and outcomes, and how decision makers can learn from different types of failure. Thorsten received his PhD from the Università della Svizzera italiana and during that time, was a visiting student at NYU Stern School of Business. Before joining SKEMA, he worked as an Assistant Professor at the Alliance Manchester Business School and at LMU Munich. He is also involved in running the Masterclass series of the Experimental Organization Science community.

SPEAKERS BIO

Olenka Kacperczyk is a Professor of Strategy and Entrepreneurship at London Business School. Olenka's research focuses on entrepreneurship and examines (a) why individuals sometimes give up their jobs and become entrepreneurs and (b) how people's movements into entrepreneurship affect social inequality, workplace segregation, and income distribution. Olenka currently serves as an Associate Editor at Administrative Science Quarterly. She has previously served as an Associate Editor at Organization Science, Strategic Management Journal, and Management Science. She served as a guest editor for the Organization Science special issue on experiments.

Chiara Spina Chiara Spina is an Assistant Professor of Entrepreneurship and Family Enterprise at INSEAD. She investigates the impact of cutting-edge practices on firm growth through field experiments. Her commitment to advancing knowledge has resulted in over 1,000,000\$ in funding from entities like the UK government, the Italian Ministry of Education, and the European Union, used to conduct field experiments with over 2,000 entrepreneurs. The impact of her work has been recognized by multiple awards (including the 2021 DRUID Best Paper Award). Her research has been published in top-tier journals such as Management Science and the Strategic Management Journal. Chiara holds a Ph.D. from Bocconi University (cum laude) and honors in both her BSc and MSc from the University of Milan.

Jerry Guo is an Assistant Professor of Strategy at Frankfurt School of Finance & Management. Primarily relying on experiments, his research focuses on organizational learning through two lenses. In one stream of research, he examines how the structure of work influences learning outcomes. In this stream, he studies organizational routines and adaptability, transactive memory systems, and small team communication networks. In a second stream of research, He examines how personnel mobility can contribute to knowledge transfer. Previously, he was an Assistant Professor of Management at Aarhus University. He earned a PhD in Organizational Behavior & Theory at the Tepper School of Business, Carnegie Mellon University.

Jutta Stumpf-Wollersheim holds the Chair for International Management and Corporate Strategy at the Technische Universität Bergakademie Freiberg. She obtained her PhD degree from the Frankfurt School of Finance & Management. Subsequently, she has been a postdoc at the Technische Universität München and a member of the Young Scholars Program of the Bavarian Academy of Humanities and Sciences (Junges Kolleg der Bayerischen Akademie der Wissenschaften). Her research interests include organizational routines and digitalization.

Cedric Gutierrez is an Assistant Professor at Bocconi University who specializes in the behavioral aspects of strategic decision-making. His research primarily focuses on how economic preferences influence entrepreneurial dynamics and incentive systems. In one research stream, Cédric investigates the effects of temporal preferences and attitudes toward uncertainty on decisions related to entrepreneurial entry and investments in new ventures. Another area of his work applies behavioral theories, with a particular emphasis on social comparison theories, to explore how compensation structures influence individual behaviors and performance within organizations. His scholarly contributions have been published in journals such as *Management Science*, *Organization Science*, the *Strategic Management Journal*, *Strategic Organization*, and the *Journal of Risk and Uncertainty*, and have been recognized with awards at the Academy of Management and INFORMS conferences. Additionally, Cédric serves on the editorial review board of the *Strategic Management Journal*, *Organization Science*, and *Strategy Science*.