

BEHAVIORAL STRATEGY NEWS

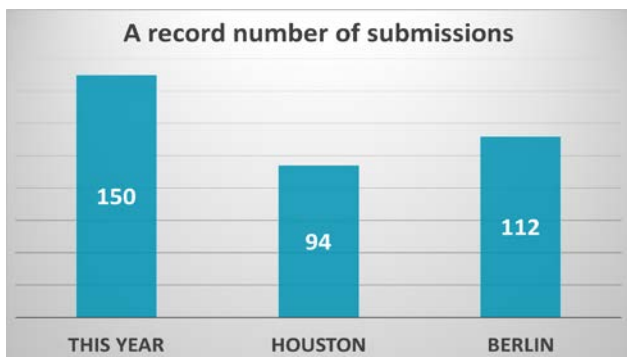
By Violina Rindova



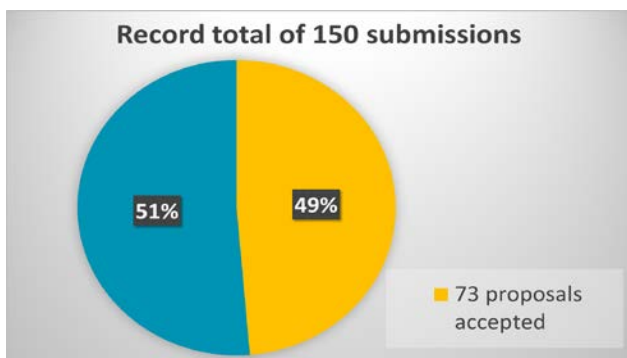
OUR EXCITING PROGRAM AT SMS 2018 IN PARIS

By William Ocasio

This is a unique year for the Behavioral Strategy IG! We had a record breaking number of submissions for our conference in Paris. In fact, the Behavioral Strategy IG was the second largest in number of submissions, after the Entrepreneurship & Strategy IG. We had 60% more submissions than for Houston and 34% more than for Berlin, which was our previous record.



We had a total of 150 proposals, of which 73 were accepted. This is more competitive than in the past given overall growth in the number of SMS submissions.



This year at SMS we will have 12 paper presentation sessions, 6 Common ground sessions and 3 paper sessions in joint tracks with the Knowledge and Innovation IG, the Strategic Leadership IG, and Governance IG. We also have one joint Common Ground session, also with the Strategic Leadership IG and Governance IG.



[Click here for a video about our program](#)

TREND IN THE SUBMISSIONS

Looking at our program, I see three interesting trends in Behavioral Strategy. First, increasing interest in performance consequences of strategic behaviors. Second, an increased reliance on experimental methods. Third, increasing influence of more macro topics in behavioral strategy such as status, language and communication, and institutions.

Our program reflects the big tent of behavioral strategy, beyond psychology and behavioral economics, towards increasing interest in bringing in organizational theory, sociology, and communications to provide us a deeper and richer understanding how strategic behavior works, and its consequences, not only at the level of individuals but at more macro levels: networks, corporations, and institutions.



A CLOSER LOOK AT OUR WEEKEND SESSIONS IN PARIS

Saturday Morning Workshop:

Experimenting with Experiments? An Experiment Development Workshop

This exciting workshop seeks to pull back the curtain on experimental methods, by allowing participants to benefit from the successes and failures of strategy scholars who regularly use this approach in their research. During the first hour of the workshop, participants will listen to panelist presentations, while, the next two hours of the workshop will be devoted to roundtable discussions during which participants will receive feedback on proposed experiments. The workshop is organized by Libby Weber, UC Irvine, with the participation of Stefan Billinger, Timothy Devinney, Daniella Laureiro-Martinez, and Geoff Kistruck.

Signaling Theory: Economic and Behavioral Perspectives

Management and organizational research using signaling theory has gained momentum in recent years, incorporating in the study of signals a wide range of information cues, various forms of symbolic communications and representations that do not conform to the definition of signals from an information economics perspective. While this broader use has enabled the study of a more holistic range of communications, it has come at the cost of precision on understanding what constitutes signals and how they work and why. The goal of the session is to discuss signaling theory from a behavioral perspective, reviewing diverse array of management research and highlighting avenues for future work. The panelists are Ivana Naumovska, Brian Connelly, David Gomulya, Margarethe Wiersema, and Maurizio Zollo. Panel session with the Corporate Strategy IG.

Motivational foundations for strategy research

This panel brings together leading scholars in the area of behavioral strategy and stakeholder strategy to discuss recent advances about motivational foundations for strategy research. While behavioral strategy aims to provide psychological underpinnings for our leading theories in strategic management, it has somewhat neglected motivational assumptions so far. In contrast, stakeholder strategists have borrowed from different fields outside of management in order to propose more realistic motivational assumptions. The panelists will present new developments and/or discuss opportunities for future research. The panelists are Doug Bosse, Flore Bridoux, Rodolphe Durand, and Nicolai Foss. Panel session with the Stakeholder Strategy IG.

By Nicolai Foss



[Click here for a video about these sessions](#)

Sunday Morning Panel Sessions:

The Boundaries of Behavioral Strategy

Here, we want to foster debate on the boundaries of behavioral strategy. The term behavioral strategy is widely used to describe many types of research. However, it is often applied to studies that are actually organizational behavior, behavioral economics or strategic decision making research. The consequence of this mislabeling is that the subfield of behavioral strategy may become perceived as a pale imitation of these other well-defined and well-executed fields, rather than a strong field with a unique contribution. Thus, it is not only important to discuss what behavioral strategy is, but also what behavioral strategy is not. Panelists are Jay Barney, Jackson Nickerson, Giada Di Stefano, and Libby Weber.



NEW AT THIS SMS: THE BEHAVIORAL HANGOUTS

The Behavioral Strategy IG is starting a new series of casual social events, the ***Behavioral Hangouts***. Please join us for a light walk, a morning run, or drink! feel free to share this invitation with any friends. We look forward to seeing you at our Behavioral Hangouts!

Saturday Sept. 22, 3PM-5PM: *Behavioral Strategy Walk*

Join us for a five-mile walk covering the must-see sights including Le Jardin du Luxembourg, Cathedrale Notre-Dame and Pont Neuf. No need to book. Just come and join us at the Lobby of the Marriott at 2:50 PM. Contact Daniel Gamache (dgamache@uga.edu) with any questions.

Sunday Sept. 23, 7:45PM-9PM: *Behavioral Strategy Drink*

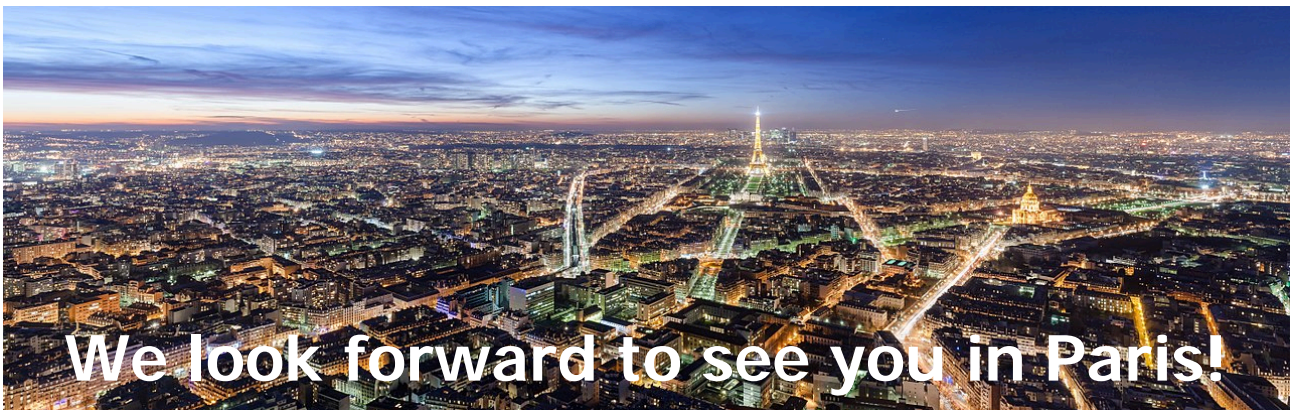
After the SMS Business Meeting, meet us for a drink at the Marriot Lobby at 7:35 PM. We will then walk to a nearby bar for an informal chat, drinks, and maybe some food! If you are interested, please contact Daniella Laureiro (dlaureiro@ethz.ch) so she can book the right number of places.

Monday Sept. 24, 8:30 AM: *Behavioral Strategy Breakfast*

Bonjour! Would you like to join us for a breakfast to start the week? We will meet at the R'Yves restaurant of the Marriot hotel at 8:30 a.m. If you are interested, please contact Anastasiya Zavyalova (aaz3@rice.edu) so she can book the right number of places.

Tuesday Sept. 25, 6:30 AM: *Behavioral Strategy Runs*

Say goodbye to the Ville Lumiere with a nice morning jog! All levels welcome. We meet in the Lobby of the Marriott at 6.30 AM and form groups. Contact Giada Di Stefano (di-stefano@hec.fr) with any questions and if you want to lead one of the groups (5K slow, 5K fast, 10K slow, 10K fast).



We look forward to see you in Paris!

If you have questions about the Behavioral Strategy Interest Group

Contact: BehavioralStrategyIG@gmail.com

www.strategicmanagement.net/ig-behavioral-strategy/overview

Behavioral Strategy IG Engagement Committee:

Daniel Gamache, Giada Di Stefano, Jeanine Porck,
Krishna Kumar Balaraman, and Peter Bryant.