

September 2019, Volume 3

# BEHAVIORAL STRATEGY NEWS

THE OFFICIAL NEWSLETTER  
OF THE BEHAVIORAL STRATEGY  
INTEREST GROUP



## GREETINGS FROM THE IG CHAIR

*By William Ocasio*

We are very excited to share with all of you our third newsletter. In this newsletter you can read more about our upcoming program at SMS 2019 in Minneapolis, the weekend sessions and what we have in store for the Behavioral Hangouts! We have also included some tips from locals, so you know what else Minneapolis has to offer.

To get inspired, please check out this tribute to Jim March. What questions do you think Jim would still want us to answer?



### A tribute to Jim March

What is a question that Jim would think we still need to answer?



## IN THIS NEWSLETTER

### WEEKEND SESSIONS

A closer look at Saturday & Sunday morning sessions

### PROGRAM AT SMS 2019

Record breaking number of submissions for Paris

### HANGOUTS

Have fun and network with others in this IG

### MINNEAPOLIS

Sightseeing tips from locals



# A CLOSER LOOK AT OUR WEEKEND SESSIONS AT SMS

*By Sucheta Nadkarni*

## Saturday Morning Workshop:

### **Big Data: Theoretical and Methodological Implications for Strategy Research**

Big data offers new ways of doing research and has radicalized strategic decision-making among organizations. This workshop will focus on the challenges and opportunities of studying big data both as a phenomenon and methodological tools. This highly interactive workshop will start with panelists presenting theoretical directions for big data, showcasing studies using big data methods and highlighting the opportunities for publishing big data research. In the second part, participants can discuss and again personalized feedback on their big data research and interests with panelists in roundtables. The panelists are Julian Clement, John Joseph, Anita McGahan, Zeki Simsek and Dashun Wang.

## Sunday Morning Panel Sessions:

### **Do we have a strategy for behavioral strategy?**

Although “behavioral strategy” has garnered widespread interest, there is little clarity on its scope and boundaries. For behavioral strategy to thrive, scholars need to agree on the meaning of behavioral strategy, and professionally identify with it. In this session, panelists will discuss and debate the scope and meaning of behavioral strategy field through three alternative conceptions. “Small tent” (behavioral economics lens), “midsize tent” (psychological lens) and “large tent” (psychological, sociological, and political lens). The panelists will discuss the pros and cons of each conception and offer ways to integrate the three perspective. The panelists are Craig Crossland, Nicolai Foss, Sucheta Nadkarni and William Ocasio.

### **Attention, Cognition, Behavior, and Strategy Process**

Managerial cognition and the attention-based view are prominent, interrelated perspectives, both in Behavioral Strategy and Strategy Process research. In this session, panelists from both domains will build

on their research trajectories and discuss future research opportunities. This session will discuss the state-of-the-science, provide collective insights from the intersection of these fields and offer future research opportunities, with time allocated for Q&A. The panelists are Catherine Maritan, Maria Rita Micheli, Sucheta Nadkarni, Jeanine Porck, William Ocasio and Murat Tarakci.

### **Thinking and Doing: Toward a Broader Methodological Repertoire for Examining Strategic Practices and Behaviors**

Strategy Practice and Behavioral Strategy research increasingly adopt less conventional methodologies such as discourse analysis, natural experiments, neuroscientific approaches, semiotic analysis, video ethnography, and video-metric approaches to examine consequential but overlooked aspects of strategy-making. In this session, faculty panelists will highlight how we can improve our understanding of strategy practice and micro-foundations of strategy through these alternative methodological approaches. The panelist presentations and interactive discussions with attendees could inspire scholars both in the quantitative and qualitative domains to apply these unconventional tools. The panelists are Stefano Brusoni, Giada Di Stefano, Anne Langley and Soutouris Paroutis.



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



# WHAT'S ON THE PROGRAM FOR SMS MINNEAPOLIS?

*By Nicolai J. Foss*

This is a year of both consolidation and excitement for the Behavioral Strategy IG. First, the consolidation part. At the Paris conference last year, we had a record breaking number of submissions, which may partly be attribute to the "Paris effect" (i.e., the Paris conference had a record-breaking number of submissions overall). This year we are more back to normal. Thus, we had a total of 93 proposals, of which 58 were accepted, making this the second highest number of submissions in the history of our Interest Group.

This year at SMS we will have 10 paper presentation sessions, 4 Common ground sessions, and 3 Sunday sessions. Of these 17 sessions, no less than 6 are joint with other interest groups, specifically, the Strategy Process, Knowledge and Innovation, and Strategy Practice Interest Groups. This suggests that the issues we address in our Interest Group are general, rather than highly specialized ones, making our research efforts complementary to those in other interest groups.

With respect to the excitement dimension, looking at our program, I see a lot of innovation and novelty. Some of that takes place within fairly established behavioral strategy themes.



**Click here for a video about our program**

For example, we have a number of excellent simulations papers that break new ground with respect to understanding adaptation and learning, as well as papers that address the context-dependence of risk preferences in novel ways. More recent themes in behavioral strategy, such as the importance of signaling, reputation, and status for behaviors, are also prominently on display in this year's program. But, there are also a number of new intriguing themes, such as transparency, AI, and algorithms. And, there seems to be an increasing tendency to address extremely topical issues, such as climate change risk and political polarization.

## **Join a lunch table in Minneapolis!**

Look out for the Behavioral Strategy lunch tables in Minneapolis.

You can chat with other members and make new contacts.

Everyone is welcome. Tables will be hosted by:

- Saturday: Craig Crossland & Nicolai Foss
- Sunday: Jeanine Porck & Sucheta Nadkarni
- Monday: Giada Di Stefano & Willie Ocasio

We look forward to having lunch in Minneapolis!



# LET'S HANGOUT IN MINNEAPOLIS!

## Saturday, 5pm-7pm: [Prohibition Sky Bar at Foshay Tower](#)

We'll meet in the Hilton lobby at 5pm and take a short walk to the Foshay Tower. We'll head to the 27th floor to the Prohibition Sky Bar for a 1920s speakeasy experience ("enjoy a cocktail in the clouds"). Join us for some spectacular views, sparkling conversation, new friends, a bite to eat, and a drink or two if you're so inclined. Non-alcoholic drinks will be available. Contact Craig Crossland ([craigcrossland@nd.edu](mailto:craigcrossland@nd.edu)) with any questions. We hope to see you there!

## Sunday, 8.30am-9.30am: Breakfast at [Peace Coffee](#)

Come join us for a casual breakfast at this sustainability-focused café in the AT&T Tower right next to Hilton! Spacious and modernist in décor, the café offers panoramic views of some of Minneapolis' most iconic structures. Come and look for us by the fireplace -- and hang out! Contact Theresa Cho ([tcho@snu.ac.kr](mailto:tcho@snu.ac.kr)) if you plan to join us.

## Monday, 6.30am-7.30am: Run along the Mississippi river

Let's discover another side of Minneapolis with a 5K (3 miles) fun run! We meet in the Hilton lobby at 6.30am and make our way toward the Mississippi river, where we will do the circuit between the Stone Arch Bridge and the Hennepin Bridge. For the long-distance runners: once you are along the river, you can do anywhere between 3 and 20 miles, so come along and we can form groups. Contact Giada Di Stefano ([giada.distefano@unibocconi.it](mailto:giada.distefano@unibocconi.it)) with any questions.

## *Tuesday: 3pm-5 pm: Coffee, Art and maybe local beer*

Want to make sure you get to see some of what Minneapolis has to offer? Join us after the Award luncheon at 3pm for coffee at [Dunn Brothers Coffee](#), a locally owned coffee roaster. After our caffeine fix, we will explore the [Minneapolis Sculpture Garden](#) (free admission). And you might want to check out [local brewery Sisyphus](#) a short walk from the sculpture garden afterwards? Let Jeanine Porck ([jeanine.porck@okstate.edu](mailto:jeanine.porck@okstate.edu)) know if you plan to join.



Please consider joining our volunteer team, to help promote involvement, visibility, and a sense of community among membership of the Behavioral Strategy IG. This is a great way to become more involved, and to develop your network. Get in touch:

**Contact:** [BehavioralStrategyIG@gmail.com](mailto:BehavioralStrategyIG@gmail.com)

**Behavioral Strategy IG Engagement Committee:**

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

## SIGHTSEEING TIPS FROM LOCALS

### Mary Benner

Visit [Eat Street](#) - a stretch of Nicollet Avenue south of downtown (between about 24th and 28th Streets South), where you can find a taste of everything - Vietnamese, Mexican, Chinese, Thai, Malaysian, German, Greek, and more. Favorites are the pho at [Quang](#) or the mango chicken at [Peninsula](#). For dessert, there are donuts from [Glam Doll](#) or churros from [Marissa's Bakery](#).



### Jiao Luo

15-20 minutes' Uber ride away is the other city of the Twin Cities, St. Paul, the state capital of Minnesota. Catch a performance at the [Ordway Center for the Performing Arts](#) at the heart of downtown, featuring stunning old-city architectures. Admire the mansions lining Summit Avenue and tour the grand [James J. Hill House](#); and enjoy good food at some of the hottest restaurants in the twin cities such as [Meritage](#), [In Bloom](#), or [Saint Dinette](#).

### Aseem Kaul

I would have to say my favorite place in the Twin Cities is the [Dakota Jazz Club](#). Located just two blocks from the SMS conference hotel, the Dakota is one of the premier jazz clubs in the country, featuring live music seven days a week from some of the most exciting artists performing today. Whether you dig hard bop, groove to latin swing, thrill to gypsy rhythms, are sentimental about the great American song book, coolly admire post-bop architecture from

an ironic distance, or just like to party New Orleans style, the Dakota does it all. Their martinis are crisp, their gumbo is sultry, and there's a small but statistically significant probability that by the time the encore comes on someone will be dancing in the aisles.

### Evan Rawley

When you come to Minneapolis you should definitely get on a bike--there is a bike sharing system available all over the city--and ride the extensive trails along Mississippi River and around some of the many lakes that dot the area. It is a lovely way to see the city. Make sure you stop in at the [Guthrie Theater](#) to take in the free views of the downtown and waterfront from the cantilevered viewing platform (and to see a show, if you have time). But, no visit is complete without a visit to the [Minneapolis Sculpture Garden](#), which is replete with classic, monumental and whimsical sculptures. Its free and open from 6am to midnight. If you are hungry for food or more art, head across the street to the [Walker Art Center](#) for a top-notch museum and an excellent restaurant.

### Myles Shaver

At that time of year, I'd suggest a river cruise to see the fall colors. Here are two companies that do cruises on the Mississippi River in [Minneapolis](#) and [St. Paul](#). Or - about 40 minutes east - on the [St. Croix River](#) (border of MN and WI).

