



Call for Participants and Applications
Big Data: Theoretical and Methodological Implications for Strategy Research
sponsored by Behavioral Strategy Interest Group

October 19, 2019, 13:00-16:00
(Lunch provided for all workshop participants: 12:00-13:00)

Workshop Application Deadline: August 7, 2019

The Behavioral Strategy Interest Group is pleased to offer a research-focused workshop, themed ‘Big Data: Theoretical and Methodological Implications for Strategy Research’, at the 2019 Strategic Management Society Annual Conference in Minneapolis, Minnesota. The workshop is open to all students and faculty.

Big data has received considerable attention from researchers, practitioners, policy makers, and popular media. Some consider big data as a new way of doing research that might render the current “smaller” data approaches obsolete, whereas others caution that big data by itself may not result in knowledge advancement rigorously. Research opportunities, challenges, and pitfalls of big data are vigorously debated across many scientific fields. This workshop will focus on both theoretical challenges and opportunities to study big data as a phenomenon as well as the promise of big data as methodological tools to test theories using new forms of datasets and analyses.

This session is designed for 165 minutes (2 hrs 45 mins) of a highly interactive experience among B Corp executives, case discussion leaders (listed below) and PDW participants.

Big data is a complex phenomenon that has implications at the individual level, group level as well as organizational level. At the individual level, big data raises considerable challenges for executives in choosing, interpreting, and sharing information in strategic decisions. Big data could also radically change the interpersonal dynamic in strategic decision-making and impose new forms of contingencies for team dynamic. At the organizational level, creating big data infrastructure requires top managers to put in place appropriate structures, cultures and capabilities that support big data acquisition, storing and diffusion across different parts of the organization. With little established research to guide the specific nature of these complexities, considerable opportunities exist to develop substantive and theoretical insights about these complexities at different levels. Methodologically, adoption of the appropriate approaches to big data analysis as well as unique privacy, ethical, and security issues are all critical to big data studies. Overall, studying, executing and publishing big data studies give rise to several fruitful opportunities but also complex challenges for strategy researchers.

This workshop seeks to explore these theoretical and methodological opportunities and challenges through an interactive discussion that brings together a perspectives across diverse disciplines. This workshop will be divided into two parts: panel discussions and roundtable discussions. The workshop will start with faculty panelists presenting theoretical directions for big data and showcasing studies using big data methods. The panel will highlight the opportunities for publishing big data research in top-tier management journals. In the second part of the session, participants will discuss their research and interests with panelists in roundtables. The roundtables will provide participants the opportunity to gain personalized feedback on their big data research from faculty panelists.

Organizers and Panelists

Julien Clement, *Stanford University*; **John Joseph**, *University of California-Irvine*; **Anita McGahan**, *University of Toronto*; **Sucheta Nadkarni**, *University of Cambridge*; **Zeki Simsek**, *Clemson University*; and **Dashun Wang**, *Northwestern University*

Application Requirement

No application is required for this workshop.

We kindly ask that if you plan to attend the workshop that you register for the workshop by **September 17, 2019**. Registration will open in late August. Saturday Workshops at the Annual Conference are included in the registration for the Annual Conference. Participants in workshops must be registered for the Annual Conference. Walk-ins are welcomed only if space is available.

Workshop Timeline

Late August	Workshop Registration Opens
September 17, 2019	Workshop Participant Registration Deadline
October 19, 2019	Saturday Workshops
October 19-22, 2019	SMS 39 th Annual Conference in Minneapolis

For more information about the Workshops at SMS Annual Conference in Minneapolis or to learn more about the conference, please visit minneapolis.strategicmanagement.net.