

# Industry Emergence & Evolution in an Open World

*SMS Conference Extension*  
Saïd Business School, University of Oxford  
**September 16, 2022**



## EXTENSION ORGANIZERS



**Paolo  
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*UNC  
Chapel Hill*



**Pinar  
Ozcan**

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# Industry Emergence & Evolution in an Open World

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Despite the long-standing roots of industry studies in strategy research, the continuous changes in technologies, markets, and societies have opened up the opportunity and necessity for strategy scholars to appreciate new phenomena about industries, their emergence and evolution.

The extension will open the conversation to new strategic views and approaches. This means appreciating phenomena beyond industry boundaries that impact and are impacted by industry trends, thus including ecosystem and non-market actors. It also means trying to explain phenomena spanning across various levels of analysis, connecting individual and organizational actions to industry trends and societal shifts. Finally, it also means engaging with other fields of science, not only by borrowing analytical tools and frameworks, but also by engaging in a constructive interdisciplinary conversation which can better illuminate phenomena of industry emergence and evolution which have remained under-explored to date. We hope that this extension enables us to explore the boundaries of our knowledge about industry emergence and evolution, identify novel and promising research avenues, and offer implications for strategy formation.

During the extension, we will reflect backward to synthesize strategic management advances about this topic, look at the present to report current working papers, and imagine forward to discuss ideas about the future research opportunities. Thus, the format and agenda includes a combination of panels and paper presentations. In line with the conference theme, we aim to encourage and develop an open, constructive conversation which gives space to different perspectives on the topic, identifying complementarities and points of contact.

The extension will start at 9:00 and end at 18:30 circa. This will be followed by a dinner for all extension participants, ending at 21:30.

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Confirmed panellists\* (in alphabetical order) include:

**Rajshree Agarwal** (University of Maryland)  
**Shaz Ansari** (University of Cambridge)  
**Carmelo Cennamo** (Copenhagen Business School)  
**JP Eggers** (New York University)  
**Nathan Furr** (INSEAD)  
**Annabelle Gawer** (University of Surrey)  
**Michael Jacobides** (London Business School)  
**Rahul Kapoor** (University of Pennsylvania)  
**Michael Lounsbury** (University of Alberta)  
**Ryan Raffaelli** (Harvard University)  
**Davide Ravasi** (University College London)  
**Fernando Suarez** (Northeastern University)  
**Mary Tripsas** (University of California, Santa Barbara)  
**Marc Ventresca** (University of Oxford)

Junior faculty paper presenters\* (in alphabetical order) include:

**Dize Dinckol** (University of Oxford)  
**Jack Fraser** (University of Oxford)  
**Mara Guerra** (ETH Zurich)  
**Doug Hannah** (Boston University)  
**Sandeep Pillai** (Bocconi University)

*\*List includes currently confirmed panellists, and may change.*

## Extension Dinner and Events

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### Dinner at Worcester College

All participants are invited to the extension dinner, which will be held on **Friday 16 September** in Worcester College, Oxford. This will be an opportunity to mix with colleagues old and new in a historic 18<sup>th</sup> century college dining hall.

Dinner is included in the registration fee for all participants. A confirmation link to RSVP will be sent closer to the time, but please save the date.



### Walking Tour of Oxford

To help you make the most of your visit to Oxford, a walking tour has been arranged. The tour will include historic sites such as the Sheldonian Theatre, the Bodleian Library, the Radcliffe Camera, and All Souls College.

The tour will take place during a break on the afternoon of the 16, and is free for all extension participants.



## Accommodation at Worcester College

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### Booking Accommodation

Participants are encouraged to stay in Oxford to make the most of the day. Besides hotels in Oxford, some rooms are available at Worcester College, located 10 minutes walk from the railway station.

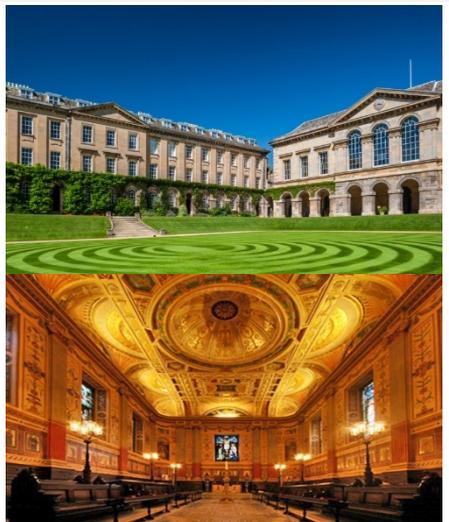
Accommodation is not included in the registration fee and must be booked through the college. Please use the link below and the code 'SMS2022'

[Book Accommodation](#)

### Worcester College

Founded in 1714, Worcester is one of the 39 colleges of the University of Oxford. Colleges form a central part of academic life at Oxford; providing accommodation, meals, and a cross-disciplinary academic community. Colleges are responsible for much of undergraduate teaching.

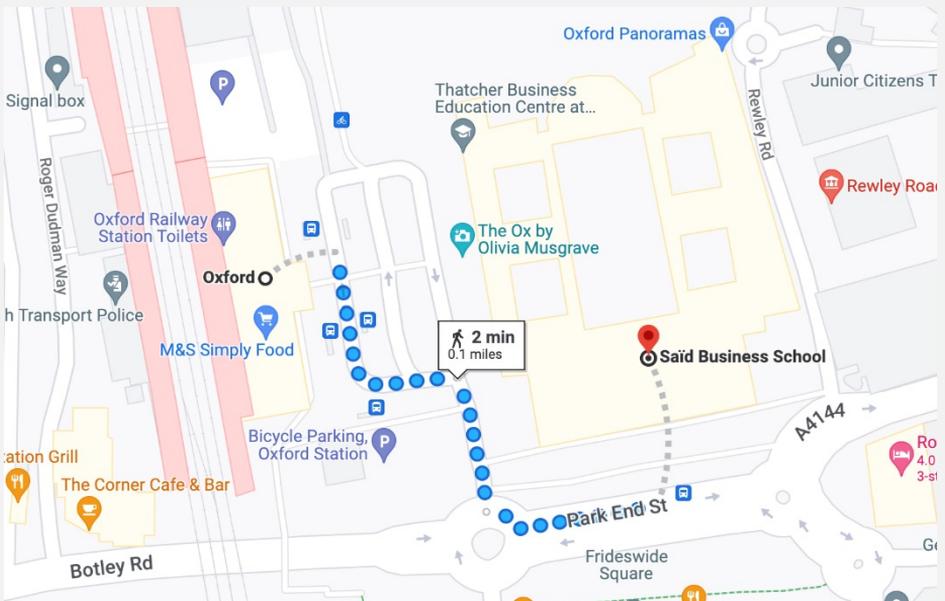
Alumni include: Rupert Murdoch, US Supreme Court Justice Elena Kagan, and actor and activist Emma Watson.



# How to Reach Saïd Business School

Oxford can be reached in approximately 1 hour train ride from central London (Marylebone or Paddington Station).

Saïd Business School is located just outside the Oxford Railway Station.



## Address:

Saïd Business School  
Park End Street,  
Oxford [OX1 1HP](#)



## Useful Links and Contacts

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To register for the extension:



<https://www.strategicmanagement.net/london/extensions/industry-emerg>

To book accommodation at Worcester College:



<https://www.universityrooms.com/en-GB/eventcode?ec=SMS2022&vid=worcesteroxford>

For further information about accommodation at Worcester College:



[www.worc.ox.ac.uk](http://www.worc.ox.ac.uk)



+44 (0)18 6527 8300

For further information about the dinner and events on the day,  
please contact Jack Fraser:



[jack.fraser@sbs.ox.ac.uk](mailto:jack.fraser@sbs.ox.ac.uk)



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