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KITeS  
Knowledge, Internationalization and  
Technology Studies

## New Frontiers in the Economics and Management of Innovation

22-23 March 2012

# Bocconi



Università Commerciale  
Luigi Bocconi

Via Sarfatti 25  
20136 Milano

Room N01  
piazza Sraffa 13

# Thursday 22 March

## 9:00am Welcome Address

**Guido Tabellini** Rector, Università Bocconi

**Introduction to the Conference**

**Franco Malerba** KITeS Università Bocconi

## 9:15am Innovation and Growth

Chairman **Gianmario Verona**

KITeS Università Bocconi

### Innovation, Productivity, and Growth

**Bronwyn Hall** University of California, Berkeley

**Management as a Technology**

**John Van Reenen** London School of Economics

**The Value of Patented Inventions at the**

**Extensive and Intensive Margin**

**Alfonso Gambardella** KITeS Università Bocconi

## 10:45am Coffee break

## 11:15 am Innovation and Industrial Dynamics

Chairman **Marco Giarratana** KITeS Università

Bocconi

### Looming Creative Destruction (or not) in 2.5 Large Sectors

**Tim Bresnahan** Department of Economics, Stanford University

**Technological and Demand Regimes and Industry Evolution**

**Franco Malerba** KITeS Università Bocconi

**Europe's Missing Yollies**

**Reinhilde Veugelers** KU Leuven Universiteit

**The Value and Dangers of Remembrance in Changing Worlds: A model of cognitive and operational memory of organizations**

**Giovanni Dosi** Scuola Superiore Sant'Anna

## 1:15pm Lunch

## 2:15pm Innovation and IPR

Chairman **Salvatore Torrisci** Università di Bologna

### Performance Effects of Resource

**Interdependence: A study of firms' product and process innovations**

**Gautam Ahuja** University of Michigan

**Patent System Design**

**Dietmar Harhoff** Ludwig-Maximilians-Universität München

**Kitchen Confidential? Norms for the use of transferred knowledge in gourmet cuisine**

**Andrew King** Tuck School of Business at Dartmouth

**The Influence of Intellectual Property**

**Protection on the Geography of Trade in**

**Knowledge-Intensive Goods**

**Anita McGahan** Rotman School of Management

## 4:15pm Coffee break

## 4:45pm Scientists and Inventors

Chairman **Alberto Grando** SDA Bocconi School of Management

**Why Don't Women Ask? The gender gap in inventive jobs**

**Myriam Mariani** KITeS Università Bocconi

**Individual Preferences, Organization, and Competition in a Model of R&D Incentive Provision**

**Lorenzo Zirulia** Università di Bologna

**Breakthrough Innovations: Using topic modeling to distinguish the cognitive from the economic**

**Sarah Kaplan** Rotman School of Management

# Friday 23 March

## 9:15am Demand-Based Innovation

Chairman **Emanuela Prandelli** KITeS Università Bocconi

### Peer-to-Peer vs. Marketplace Diffusion: Substitutes and complements

**Eric von Hippel** MIT Sloan School of Management

### The Revolution That Never Arrived: Clinical and genetic paradigms in bio-medical discovery and the R&D productivity paradox

**Michelle Gittelman** Rutgers Business School

### Learning by Supplying

**Juan Alcacer** Harvard Business School

### What Drives Demand-Pull Innovations? An empirical investigation in the computer hardware industry

**Richard Priem** TCU-The Neeley School of Business

## 11:15am Coffee break

## 11:45am Network-Based Innovation

Chairman **Giuseppe Soda** Università Bocconi

### Life after Death? Citations and Social Influence

**Jasijt Singh** INSEAD

### Does Evidence of Network Effects in Cross-Section Support Them?

**Robin Cowan** UNU Merit University of Maastricht

### Unleashing Explorative Potential: Spin-outs as linking contexts of inventors' communities

**Stefano Breschi** KITeS Università Bocconi

## 1:15pm Lunch

## 2:15pm Human-Capital and Innovation

Chairman **Fabrizio Onida** KITeS Università Bocconi

### Real Options Theory, Firm-Specific Capital Investments, and Implications for Innovation

**Joe Mahoney** University of Illinois at Urbana

### Utility Players and Utility Functions: How compensating differentials affect rent appropriation in the NBA

**Russel Coff** Wisconsin School of Business

### Innovation and the Corner Suite

**Rajesh Chandy** London Business School

### Value Creation, Trust, and Value Capture in Economic Transactions

**Claudio Panico** KITeS Università Bocconi

## 4:15pm Coffee break

## 4:45pm Reflections & Wrap-Up

**Stefano Brusoni** Eidgenössische Technische Hochschule Zürich (ETHZ)

**Bronwyn Hall** University of California, Berkeley