Digital Disruption and Empowered End-Users

Mack Institute Spring Conference 2016

The Wharton School

Organized by Saikat Chaudhuri and Scott Snyder
Who We Are

Our Mission, Major Roles, and Faculty Leadership
The Mack Institute’s mission is to promote thought leadership on innovation management and its application on campus and beyond.
## STAKEHOLDER IMPACT

### Research Impact

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty/PhD Funding in FY 2016-2017</td>
<td></td>
<td>$209,000.00</td>
</tr>
<tr>
<td>Projects funded in FY 2015-2016</td>
<td></td>
<td>26</td>
</tr>
<tr>
<td>Estimated total funding (since 2001)</td>
<td></td>
<td>$3.4 million</td>
</tr>
<tr>
<td>Total projects funded (since 2001)</td>
<td></td>
<td>438</td>
</tr>
<tr>
<td>Total number of working papers, scholarly articles, and books/book chapters (since 2001)</td>
<td></td>
<td>537</td>
</tr>
</tbody>
</table>

### Impact on Managerial Practice

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of conferences (since 2001)</td>
<td></td>
<td>54</td>
</tr>
<tr>
<td>Approximate total number of unique attendees (since 2001)</td>
<td></td>
<td>2050</td>
</tr>
</tbody>
</table>

### Student Impact

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrollment in faculty-taught courses in 2015</td>
<td></td>
<td>1228</td>
</tr>
<tr>
<td>MOOC enrollment in 2015</td>
<td></td>
<td>142661</td>
</tr>
<tr>
<td>Students in sponsored clubs/events in 2015</td>
<td></td>
<td>2433</td>
</tr>
<tr>
<td>Students in Mack programs (CIP, Y-Prize) in 2015</td>
<td></td>
<td>574</td>
</tr>
</tbody>
</table>
OUR MAJOR ROLES

Serve as a hub for innovation management, connecting industry leaders, researchers, and students

Cultivate thought leadership by funding scholarly research in innovation management

Expand student engagement opportunities and enable innovation across the university

Provide research-based guidance through conferences, workshops, and publications
What We Study

Research Priorities and Publications
The activities of the Mack Institute are guided by the research priorities we have jointly developed with our corporate partners, signaling issues for us to study and topics for our knowledge-building events.
Research Priorities

What new forms of organization and business models are enabled by advances in technology and enhanced globalization?

How do best practice firms act on opportunities and threats sooner than their rivals?

How do emerging technology-based industries differ from established industries? How do they emerge and evolve?

What explains patterns of competitive entry, shakeout, and survival in these industries?

What distinguishes growth leaders from laggards?

How do winning firms bring their innovations to market ahead of their rivals?

What strategies and tools can help assess and contain risk?

How do firms make wise bets on long-term innovation projects when prospects are distant and uncertain?

What is the right balance of risk and return in innovation portfolios? How should resources be allocated and projects be prioritized and selected?
Research Programs

Each year, the Mack Institute funds research by Wharton faculty and PhD students on topics related to innovation management.

In 2015, the Mack Institute sponsored 31 faculty and PhD research fellowships with a total of $252,000.00 in funding.

Explore all recent projects at mackinstitute.wharton.upenn.edu/research
**Books by Faculty**

*Innovation Prowess* by George S. Day

*Strategy from the Outside In* by George S. Day and Christine Moorman

*Innovation Tournaments* by Karl Ulrich and Christian Terwiesch

**PUBLISHED ARTICLES**

“The External Knowledge Sourcing Process in Multinational Corporations”  
*Strategic Management Journal*, Forthcoming


“Managerial Compensation and Corporate Spinoffs”  
*Strategic Management Journal*, September 2015
Ways to Engage

Partnership and Ongoing Programs
Current Corporate Partners

Ansell
ca technologies
Colgate-Palmolive
Cisco
Eurolife ERB
FedEx
Haier
Huawei
Johnson & Johnson
MAS
Merck
NASA
NISSAN
NSSC
TE Connectivity
verizon
Partnership benefits

As we get to know partners and better understand their needs, we can provide benefits that align with their interests.
New and Ongoing Programs

**Researchers**
- Research Funding
- Program on Vehicle & Mobility Innovation
- Wharton Technology & Innovation Conference
- Mack Innovation Doctoral Association
- Working Paper Series
- Research Assistance

**Students**
- Courses taught by faculty directors

**Corporate Partners**
- Bi-annual industry conferences
- Partner Roundtable Events
- Technical Workshops

**Mack Talks**
- Shows on Sirius Radio 111

**Collaborative Innovation Program**

**Penn Wharton Commercialization Workshop**

**Case Competitions and Challenges**
- Alumni Affiliates
- Y-Prize Competition
- Student research fellowships
- Student initiative sponsorship
Engage with Us Online

Visit our site for our latest news, publications, events, and research updates:

http://mackinstitution.wharton.upenn.edu

Follow us on Facebook, Twitter, YouTube, and LinkedIn
# Conference Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
</tr>
</thead>
</table>
| 9:15 a.m.–10:00 a.m. | DIGITAL DISRUPTION & EMPOWERED END-USERS  
OVERCOMING BIASES IN YOUR INNOVATION MODEL |
| 10:00 a.m.–11:00 a.m.| DIGITIZED HEALTHCARE                                      |
| 11:00 a.m.–11:15 a.m.| BREAK                                                      |
| 11:15 a.m.–12:15 p.m.| NEW BUSINESS MODELS IN RETAIL                              |
| 12:15 p.m.–1:15 p.m. | LUNCH & NETWORKING                                         |
| 1:15 p.m.–2:45 p.m.  | WORKSHOP: FACILITATING DIGITIZATION                        |
| 2:45 p.m.–3:00 p.m.  | BREAK                                                      |
| 3:00 p.m.–4:00 p.m.  | RETHINKING TRANSPORTATION                                 |
| 4:00 p.m.–4:15 p.m.  | CLOSING REMARKS                                           |

Speaker bios available at:  
[mackinstitute.wharton.upenn.edu/spring-conference-2016](mackinstitute.wharton.upenn.edu/spring-conference-2016)