

## Wharton Innovation Doctoral Symposium 2018 October 4–6, 2018

### CALL FOR PROPOSALS

**Application Deadline: July 1, 2018**  
Apply [HERE](#)

Dear PhD Student,

We are pleased to invite you to the second annual Wharton Innovation Doctoral Symposium (WINDS), the Wharton School's student-run multi-disciplinary doctoral conference on innovation.

The rationale for WINDS is that innovation, a central theme in business research and a fundamental driver in today's economy, is by its very nature multi-disciplinary. By bringing together doctoral students from different business-related disciplines — such as strategic management, organizational theory, finance, accounting, operations, marketing, economics, and other areas — we hope to offer a platform where innovation scholars from diverse fields can interact and collaborate. Last October the inaugural WINDS took place with a tremendous success, and we look forward to continue growing our community of PhD students passionate about innovation.

WINDS will take place October 4–6, 2018 at the Wharton School's main campus in Philadelphia, PA. The event is organized by the [Mack Innovation Doctoral Association](#) and supported by the [Mack Institute for Innovation Management](#) and the [Wharton Doctoral Office](#). All conference information is available at WINDS' [webpage](#).

Participation is open to PhD students in all business-related disciplines undertaking research on topics related to innovation. Students are invited to apply to one of the following four areas:

1. **Economics and Policy** (including, but not restricted to, industrial organization, intellectual property, science policy, innovation policy, healthcare, economic growth, ...)
2. **Finance and Accounting** (including, but not restricted to, venture capital, private equity, crowdfunding, financial market frictions, corporate finance, corporate governance, ...)
3. **Strategy and Organization** (including, but not restricted to, corporate strategy, competitive strategy, technology strategy, organizational structure, human capital, ...)
4. **Technology, Operations and Marketing** (including, but not restricted to, product development, process management, IT & innovation, market impact of digital platforms, new product adoption & innovation diffusion, consumer behavior in the context of innovative products, ...)

We invite you to apply for WINDS by submitting a 7-page proposal (including text, graphs, and references) summarizing the study you plan to present. The study can be theoretical or empirical, and

there are no constraints in terms of methodology. The proposal should provide a complete overview of the project, including motivation, research question, theory (if available), data (if available), and preliminary results. Please apply through our online [application system](#). The submission deadline is **July 1, 11:59 p.m. EDT**.

Applications will be evaluated through a review process run by senior Wharton PhD students. Results will be announced in mid-August. Selected presenters will receive up to \$200 reimbursement for transportation expenses, as well as full coverage of accommodation and meal costs during the conference. The event has no registration fee for presenters.

While faculty will be present at different stages of the event, discussion will be primarily between students. The goal is to create a risk-free, stimulating, and friendly environment where nascent research can be discussed constructively. Furthermore, we hope this event will engender a multi-disciplinary community of scholars studying innovation around the world.

To capture its multi-disciplinary approach, the event will be organized in the following ways: 1) presenters will be grouped into sessions based on phenomena as opposed to discipline, 2) each presenter will be assigned to a discussant who's working on a similar topic, and 3) while sharing the common interest in innovation, the audience will be diverse in terms of specific topic, discipline, and methodological approach.

We hope you will decide to join our second annual symposium and our vibrant community of students and scholars passionate about innovation. If you have any questions, please do not hesitate to contact the Student Organizing Committee at [windsteam@wharton.upenn.edu](mailto:windsteam@wharton.upenn.edu).

We look forward to seeing you in Philadelphia in October 2018!

WINDS Student Organizing Committee

Qingqing Chen [qingch@wharton.upenn.edu](mailto:qingch@wharton.upenn.edu)

Jaeho Choi [jbchoi@wharton.upenn.edu](mailto:jbchoi@wharton.upenn.edu)

Tong Liu [tongl@wharton.upenn.edu](mailto:tongl@wharton.upenn.edu)

Bowen Lou [bowenlou@wharton.upenn.edu](mailto:bowenlou@wharton.upenn.edu)

Mauricio Medeiros [medj@wharton.upenn.edu](mailto:medj@wharton.upenn.edu)

Alex Miller [alexmiller@wharton.upenn.edu](mailto:alexmiller@wharton.upenn.edu)

Lisa Tang [xitang@wharton.upenn.edu](mailto:xitang@wharton.upenn.edu)