

5th Annual Wharton Innovation Doctoral Symposium March 4th – 5th, 2022

CALL FOR PROPOSALS

Application Deadline: Friday, December 24, 2021
Apply [HERE](#)

Dear PhD Students,

We are pleased to invite you to the fifth annual Wharton Innovation Doctoral Symposium (WINDS), the Wharton School's student-run multi-disciplinary doctoral conference on innovation. In response to the disruption caused by the COVID-19 pandemic, and after reviewing how WINDS can better serve PhD students, the fifth annual WINDS conference will be held virtually in March 2022.

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 accounting, economics, finance, marketing, operations, organizational theory, strategic management, and other areas — we hope to offer a platform where innovation scholars from diverse fields can interact and collaborate. WINDS has taken place over the last four years with tremendous success, and we look forward to further uniting and growing the community of PhD students passionate about innovation.

The fifth annual WINDS conference will take place virtually from March 4th to 5th, 2022. The event is organized by the [Mack Innovation Doctoral Association](#) and supported by the [Mack Institute for Innovation Management](#), the [Wharton Doctoral Office](#), and the [Graduate and Professional Student Assembly](#) of University of Pennsylvania. All conference information is available on WINDS' [webpage](#). PhD students in all business-related disciplines undertaking research on topics related to innovation are welcome to submit proposals. 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 Friday, **December 24th, 2021 at 11:59 p.m. EDT.**

Applications will be evaluated through a review process run by senior Wharton PhD students. Results will be announced in late January. The event has no registration fee for presenters.

While faculty may 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 fifth 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.

We look forward to seeing you virtually in March 2022!

WINDS Student Organizing Committee