

# Wharton Innovation Doctoral Symposium 2022

March 4 - 5, 2022

All sessions of WINDS 2022 will be held virtually via the following [Zoom link](#).

Each session has 3 presenters and lasts 105 minutes: 30 minutes per presenter (20 minutes presentation, 8 minutes discussion, 7 minutes Q&A).

## AGENDA

### Friday, March 4

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9:45 a.m.–10:00 a.m. **Welcome & Introduction**

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10:00 a.m.–11:45 a.m. **Session 1: "Innovation in Industries"**

**"The Real Effects of Accounting on Innovation: Evidence from ASC 606"**

Furkan Cetin, Kellogg School of Management

Discussant: Julian Giessing

**"Technology Disclosure Restrictions, Structural Holes, and Firms' Influence in an Innovation Ecosystem"**

Qingqing Chen, Wharton School

Discussant: Sukhun Kang

**"Shush! Opening innovation without revealing it: how linguistic openness moderates the relationship between alliances and R&D outcomes in the pharmaceutical industry"**

Jingning Ao, University of Pittsburgh

Discussant: Leo Schmallenbach

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11:45 a.m.–12:00 p.m. **Coffee Break**

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12:00 p.m. – 1:00 p.m. **Faculty Lunch Panel:**

**Lori Rosenkopf (Wharton School, University of Pennsylvania)**

**Lynn Wu (Wharton School, University of Pennsylvania)**

**Daniel Keum (Columbia Business School)**

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1:00 p.m. – 1:15 p.m. **Coffee Break**

1:15 p.m. – 3:00 p.m. **Session 2: "Innovation in the Digital Age"**

**"Epistemic Plasticity and Innovation in Data-driven Organizational Cultures"**

Ryan Allen, Harvard Business School  
Discussant: Jingning Ao

**"How the Pitch Persuades: Machine Learning Methods in the Study of Startup Pitches"**

Bekhzod Khoshimov, UW-Madison  
Discussant: Malika Korganbekova

**"Shortcuts to Innovation: Evidence from Structural Biology"**

Soomi Kim, MIT Sloan  
Discussant: Qingqing Chen

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**Saturday, March 5**

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10:00 a.m.–11:45 a.m. **Session 3: "Optimizing Innovation"**

**"Knowledge recombination in teams with female versus male stars"**

Leo Schmallenbach, University of Mannheim  
Discussant: Ryan Allen

**"New product launch, product recommendations and multi-armed bandits for optimal marketing mix"**

Malika Korganbekova, Kellogg School of Management  
Discussant: Sanghyun Park

**"Optimizing Rating Systems for Innovation"**

Sherry He, UCLA  
Discussant: Furkan Cetin

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11:45 a.m.–12:00 p.m. **Coffee Break**

12:00 p.m.–1:45 p.m. **Session 4: "Innovation and Search"**

**"Are startups the better VCs? Evidence from startups investing in other startups."**

Julian Giessing, Politecnico di Milano  
Discussant: Bekhzod Khoshimov

**"Co-evolutionary Lock-in in Crowdsourcing: Selection Consistency Reduces Sourcing Variety"**

Sanghyun Park, INSEAD  
Discussant: Sherry He

**"Objects May Be Closer Than They Appear: The Role of Scientific Maps in Organizational Search"**

Sukhun Kang, London Business School  
Discussant: Soomi Kim

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1:45 p.m.–2:00 p.m. **Closing: Feedback and Awards**