

7th Annual Wharton Innovation Doctoral Symposium March 15th – 16th, 2024

CALL FOR PROPOSALS

Application Deadline: Sunday, December 24, 2023
Apply [HERE](#)

Dear PhD Students,

We are pleased to invite you to the seventh annual Wharton Innovation Doctoral Symposium ([WINDS](#)), The Wharton School's student-run multi-disciplinary doctoral conference on innovation. In 2023, we revitalized the symposium as an in-person event post-pandemic, and we are thrilled to announce that the 2024 WINDS will convene in person again to foster enriched discussions and intellectual interactions among our esteemed attendees.

WINDS is organized around the core idea 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 six years with tremendous success, and we look forward to further uniting and growing the community of PhD students who are passionate about innovation.

The seventh annual WINDS conference will take place in person from March 15th to 16th, 2024. The event is organized by the [Mack Innovation Doctoral Association](#) and supported by the [Mack Institute for Innovation Management](#) and [Wharton Doctoral Office](#). 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, and economic growth)
2. **Finance and Accounting** (including, but not restricted to, venture capital, private equity, crowdfunding, financial market frictions, corporate finance, and corporate governance)
3. **Strategy and Organization** (including, but not restricted to, corporate strategy, entrepreneurial strategy, technology strategy, organizational structure, and 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, and 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. All methodologies are welcome. The proposal should provide a complete overview of the project, including motivation/context, research question, theory (if applicable), and data/empirical strategy (if applicable). We welcome early-stage work, but at a minimum, your proposal must include some preliminary empirical or theoretical results and a description of future work to be completed. Please apply through our [online application system](#). The submission deadline is Sunday, **December 24th, 2023 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. Full coverage of accommodation (two nights between March 14 and 16) will be provided to selected presenters (hotel reservations will be made by Wharton). The presenters will also receive up to \$500 reimbursement for transportation expenses, depending on the distance and required transportation methods, etc. The event has no registration fee for presenters.

While faculty may be present at different stages of the event, the 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 topic, discipline, and methodological approach.

We hope you will decide to join our seventh 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 in person in March 2024!

WINDS Student Organizing Committee

Jaeho Kim (President; Management) kjaeho@wharton.upenn.edu
Brittany Mallory (Management) bmallory@wharton.upenn.edu
Sathyanarayan Vijayakumar (Management) sathyav@wharton.upenn.edu
Vinay Subramanian (Management) vinaysub@wharton.upenn.edu
Berry Wang (Operations, Information, and Decisions) zwangcj@upenn.edu
Henrique Laurino Dos Santos (Marketing) hlauri@wharton.upenn.edu