

## 8<sup>th</sup> Annual Wharton Innovation Doctoral Symposium March 7<sup>th</sup> – 8<sup>th</sup>, 2025

### CALL FOR PROPOSALS

**Application Deadline: Tuesday, December 24, 2024**  
**Apply [HERE](#)**

Dear PhD Students,

We are pleased to invite you to the eight annual Wharton Innovation Doctoral Symposium ([WINDS](#)), The Wharton School's student-run multi-disciplinary doctoral conference on innovation. WINDS is organized around the core idea that innovation, a central theme in business research and a fundamental driver in today's economy, is 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 seven years with tremendous success, and we look forward to further uniting and growing the community of PhD students who are passionate about innovation.

The eight annual WINDS conference will take place in person from March 7<sup>th</sup> to 8<sup>th</sup>, 2025. The event is organized by the [Mack Innovation Doctoral Association \(MIDAS\)](#) 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. We receive many submissions. Please, adhere to the following guidelines. **Any submission that does not meet the stated requirements will be desk-rejected.**

- Submit a proposal summarizing the study you plan to present. Your complete proposal must

be no more than ten (10) pages, inclusive of text, graphs, tables, references, and appendices (if any).

- 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 Tuesday, **December 24<sup>th</sup>, 2024 at 11:59 p.m. EDT.**

Applications will be evaluated through a rigorous double-blind review process<sup>1</sup>. Results will be announced in late January. Full coverage of accommodation (two nights between March 7 and 8) will be provided to selected presenters (hotel reservations will be made by Wharton). The presenters will also receive reimbursement for transportation expenses in the range of \$500 - \$900, depending on travel distance and required transportation mode, etc. The event has no registration fee for presenters.

Because we strongly encourage a multi-disciplinary approach, the event will be organized as follows: presenters will be grouped into sessions based on phenomena as opposed to discipline. Then each presenter will be assigned to a discussant who's working on a similar topic. We expect a diverse audience, both in terms of topic/discipline, and methodological approach.

We hope you will decide to join our eight annual symposium and our vibrant community of 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 person in March 2025!

WINDS Student Organizing Committee

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<sup>1</sup> If you have any questions, contact us at [windsteam@wharton.upenn.edu](mailto:windsteam@wharton.upenn.edu).