



CALL FOR PROPOSALS

Startup and Restart Strategies



CONFERENCE PROGRAM CO-CHAIRS

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At the heels of the recent financial crises, nations and corporations seek policies and strategies that drive innovation, entrepreneurship and growth. Policy makers, business practitioners and academics attempt to uncover the strategies and best practices that can revitalize the economy. Old strategies are revisited while new strategies are evaluated in an effort to restart the economy and leave the crisis behind. Startup firms are formed with the aim of introducing innovative solutions while established firms attempt to leverage their market access. In this pursuit for entrepreneurial drivers, nations and corporations seek to cooperate and coordinate their policies and strategies in order to recover and reengage in business development. Startup and restart strategies are needed to cope with these challenges and opportunities. How can corporations facilitate innovation and harness an entrepreneurial spirit? How can startup firms in various parts of the world achieve leadership positions in international markets? How can startup firms organize their operations and establish supportive infrastructures of investors, business partners, suppliers and customers that enable them to enhance efficiency and performance? What common challenges do developing countries face in nurturing multinational corporations? What business practices support innovation and enhance firms' positions in international markets? What roles do interfirm cooperation and coordination serve in the economic development of corporations and nations? These important questions have captured the attention of strategy scholars and business practitioners interested in capitalizing on the opportunities that await countries and corporations beyond the economic recovery.

This special SMS conference in Tel Aviv, Israel, will bring together academics, practitioners, and consultants in an effort to contemplate how entrepreneurs, corporations and nations can leverage cooperation and coordination in order to revitalize their operations, initiate growth, and bring innovation to international markets. The conference theme "*Startup and Restart Strategies*" underscores both the challenges and opportunities that startup firms and corporations face when seeking to foster innovation, commercialization and global market reach following a period of economic setback. The conference seeks to explore ideas and deliver cutting-edge knowledge in areas of organization, collaboration, entrepreneurship, and international business that shed light on this phenomenon. The Tel Aviv special SMS conference calls for relevant conceptual and empirical contributions from various parts of the world that can facilitate conversation and scholarly debate, and inform academic thought and practice.

The conference combines four competitive tracks with plenary keynote sessions, a practice track, a doctoral consortium and academic development workshops that together promote the theme of startup and restart strategies. The competitive tracks align broadly with the domains of the Competitive Strategy, Corporate Strategy, Global Strategy, Knowledge and Innovation, Entrepreneurship and Strategy, and Cooperative Strategies interest groups of SMS.

Theme A: Coordination within Organizations

Track Chair: Julian Birkinshaw, *London Business School*

This track focuses on corporate governance, organizational design, and interaction among organizational units that can facilitate productivity and competitiveness when pursuing startup and restart strategies. Accordingly, we invite proposals that address questions such as: (1) How can alternative governance approaches promote knowledge exchange and coordination among business units? (2) What forms of organization foster exploration and corporate growth? (3) How can firms cope with competitive pressures and enhance their competitiveness? (4) How can firms coordinate value chain activities to promote commercialization and product distribution? (5) How can firms enhance performance by fostering ambidextrous organizations that balance exploration and exploitation?

Theme B: Cooperation across Organizations

Track Chair: Lori Rosenkopf, *University of Pennsylvania*

This track focuses on relational mechanisms as well as on the antecedents and consequences of inter-firm alliances, networks and other inter-organizational arrangements. Accordingly, we invite proposals that address questions such as: (1) How do firms and other institutions engage in collaborative innovation? (2) How can startup firms and established corporations exchange knowledge and cooperate in various value chain activities? (3) How can nations and corporations facilitate cooperation within and across industry boundaries? (4) How do interorganizational networks evolve and contribute to organizational learning over time? (5) What relational capabilities and inter-organizational processes foster cooperation and commercialization?

Theme C: Innovation and Entrepreneurial Organizations

Track Chair: Alfonso Gambardella, *Bocconi University*

This track focuses on learning, developing and transferring knowledge that spurs innovation and corporate development via entrepreneurial and intra-preneurial processes. Related questions include themes such as: (1) How can nations and corporations facilitate innovation and entrepreneurship? (2) How can startup firms successfully transition from idea through invention to commercialization? (3) What learning processes generate new and innovative knowledge assets? (4) How can firms and individuals encourage entrepreneurial and intra-preneurial initiatives? (5) What organizational processes and practices support innovation and commercialization?

Theme D: Managing International Organizations

Track Chairs: Myles Shaver, *University of Minnesota*

This track focuses on globalization, geo-politics, and regional pressures that shape foreign direct investment, international corporations, and cross-border expansion. Related questions include: (1) How can start-up firms reach international markets? (2) What unique challenges do startup firms face when internationalizing and competing against multinational corporations? (3) What cross-national differences in government policies, national infrastructure, and corporate culture account for variance in innovation trajectories? (4) How can startup firms manage international expansion and organize their international operations? (5) How do startup firms differ from multinational corporations in foreign expansion and international diversification?

SUBMISSION GUIDELINES AND REQUIREMENTS

Proposals (5-7 pages, for paper and panel sessions) relating to the conference theme are invited. Only original, unpublished work is sought.

Deadline for Submission of Proposals: September 3, 2013

To learn more about the
SMS Special Conference in Tel Aviv and the
submission process, please visit:
telaviv.strategicmanagement.net

Timeline:

- September 3, 2013** Submission Deadline for Proposals
- September 10, 2013** Co-Author Confirmation Deadline
- Late October, 2013** Notifications of Program Review Committee Decisions
- December 3, 2013** Early Registration and Presenter Registration Deadline
- March 9-11, 2014** SMS Special Conference Tel Aviv

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The Society is probably best known through the Strategic Management Journal (SMJ) published by John Wiley & Sons. This Class A journal has become the leading scholarly publication in the field of Strategic Management and is consistently rated one of the top publications in the management area. In 2007 the Society launched the Strategic Entrepreneurship Journal (SEJ) and in 2010 the Global Strategy Journal (GSJ). The intent is for these new quarterly publications to soon also become Class A journals and to promote the development and dissemination of advances in the field by maintaining the highest standards of intellectual thought combined with practical relevance, just as their sister publication SMJ has done for many years.



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