

Program for Copenhagen Conference on Strategic Management 2007  
“Innovation in Corporate Strategy Development”



**Copenhagen  
Business School**  
HANDELSHØJSKOLEN



**CCSM 2007 Executive Event**

Tuesday, December 11<sup>th</sup> 2007, Venue: Sp202

- 09:30-09:50      **Conference Registration**  
*Coffee*
- 09:50-10:00      **Opening Remarks and Introduction**  
**Torben Juul Andersen**, Professor, Copenhagen Business School  
**Stephen Brugger**, Executive Director, AmCham Denmark
- 10:00-10:35      **Keynote Speaker #1**  
*"Let Chaos Reign, then Rein in Chaos - Repeatedly: Managing Strategic Dynamics for Corporate Longevity"*  
**Robert Burgelman**, Professor, Stanford University Business School
- 10:35-11:10      **Keynote Speaker #2**  
*"The Need for Strategic Agility: How to Induce Strategic Renewal and Rebuild Corporate Strategies"*  
**Yves Doz**, Professor, INSEAD
- 11:10-11:55      **Panel Discussion**  
Facilitator: Jannick B. Pedersen, Managing Director, FranklinCovey - nordic approach
- 11:55-12:00      **Closing Remarks**
- 12:00-13:00      **Networking Lunch**

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**CCSM 2007 Research paper/interactive sessions**

Tuesday, December 11<sup>th</sup> 2007, Venue: Sps08

13:00-14:30

**Paper Session #1**

*“Innovation, entrepreneurship and resources”*

Session Chair: John A. Mathews

1. **Chang Hoon Oh:** *“Markets, Resources, and Their Interplay: A Multi-Level Random Coefficient Model Approach”*.
2. **Tammy L. Madsen, Michael J. Leiblein:** *“Resource Stocks, Innovation and Persistent Heterogeneity”*.
3. **Shahzad Ansari, Pieter Krop:** *“Incumbent Performance in the Face of a Radical Innovation: Towards a Framework for Incumbent Challenger Dynamics”*.
4. **John A. Mathews:** *“Is entrepreneurship a resource?”*

14:30-14:45

*Coffee break*

14:45-16:00

**Panel Session #1**

*“Innovation resource heterogeneity and competitive advantage”*

Panelists: Nils Stieglitz; Kirsten Foss; Tammy L. Madsen

Session Chair: Nicolai Juul Foss

16:00-16:15

*Coffee break*

16:15-17:45

**Interactive Session #1**

*“The complexity of organizational responses”*

Session Chair: Kirsten Foss

1. **Anders Pehrsson:** *“Customer access, competitive certainty and interactions: performance effects in two strategy contexts”*.
2. **Nils Stieglitz, Thorbjørn Knudsen:** *“Taming the antagonistic forces of exploration and exploitation in organizational search”*.
3. **Bent Dreyer, Arne Dulsrud, Kjell Grønhaug, John Isaksen:** *“Do fluctuations in input impact industry structure”*.
4. **Tobias Kretschmer, Michal Grajek:** *“Critical Mass”*.
5. **Efthimios Poulis, Paul Jackson:** *“Matching External with Internal Complexity”*.
6. **Paul Trott, Thomas Maddocks, Colin Wheeler:** *“Identifying core competences for diversification in a small UK manufacturing firm”*.

19:00-21:00

**Conference dinner at Restaurant Frederiks Have (see attached map)**

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**CCSM 2007 Research paper/interactive sessions**

Wednesday, December 12<sup>th</sup> 2007, Venue: Sps08

08:30-10:00

**Paper Session #2**

*“The Dynamic of Strategy making”*

Session Chair: Torben Andersen

1. **Markus Becker, Francesco Zirpoli:** *“From Product Architecture to Templates: A New Paradigm for Organizing Innovation”*.
2. **Thomas Hutzschenreuter, Ingo Kleindienst:** *“The Dynamics of Managerial Discretion: a longitudinal Case Study of Daimler”*.
3. **Torben Andersen, Bo Bernhard Nielsen:** *“Responsive Strategy Making”*.

10:00-10:15

*Coffee break*

10:15-11:30

**Panel Session #2**

*“Knowledge Governance in Multinational Enterprise”*

Panelists: Torben Pedersen; Thomas Hult, Stephen Tallman

Session Chair: Bent Petersen

11:30-11:45

*Coffee break*

11:45-13:15

**Interactive Session #2**

*“Managing Environmental Change”*

Session Chair: Bent Petersen

1. **Alexander Fink, Andreas Siebe, Benjamin Hollmann:** *“From scenarios to consequences”*.
2. **Kirsikka Pohjala:** *“Strategy Creation and Deployment: a Case Study on Global-Local Dimension”*.
3. **Bella Butler:** *“Coping with a Turbulent Environment: Strategic Planning versus Strategic Improvisation”*.
4. **Markus Becker, Thorbjørn Knudsen, Nils Stieglitz:** *“Managing Radical and Incremental Change: Organizational Search in Changing Environments”*.

13:15-14:00

**Lunch at FUHU Faculty Club**