

# SEMINAR INVITATION

## TOPIC : "EVEN BETTER THAN THE REAL THING"?:

Electronic Organs and the Paradox of Imitative Technology Products

A seminar on the dilemma of technological imitation: how do entrepreneurs strive to make imitative products "like the real thing" but at the same time accomplish differentiation in the market.

**Abstract:** Imitative products pose a dilemma for their producers. In this paper, Professor Andrew Nelson explores the tension through a qualitative historical investigation of electronic musical organs. Drawing on extensive advertisements and archival materials, Nelson investigates the different positioning strategies of the two imitative pioneers: The Orgatron was a pure imitation, whereas the Hammond was a lesser imitation that attempted to augment the pipe organ. Ironically, the Orgatron's superior imitation limited its success, whereas Hammond's approach enabled it to develop new and more fruitful markets. His study contributes to the literatures on technological imitation, entrepreneurship, and authenticity and categories.



**WEDNESDAY,  
APRIL 10, 2024**

01:00 PM-02:30 PM



**PORCELÆNSHAVEN 18B,  
ROOM 1.18**

Professor Andrew Nelson, **Randall C. Papé Chair in Entrepreneurship and Innovation, and Professor of Management at the University of Oregon.** PhD in Management Science and Engineering from **Stanford University.** Current **Senior Editor** of the *Organization Science*, prior **Associate Editor** of the *Academy of Management Journal (AMJ)*, serving on the editorial boards of **AMJ** and the **Strategic Entrepreneurship Journal.** Award-winning instructor, specializing in technology, entrepreneurship, and organization theory. **Co-author** of "Technology Ventures: From Idea to Enterprise" (5th Edition). Notable for impactful research and contributions to global entrepreneurship education.



### **With Guest Speaker:**

Andrew Nelson, Professor in the Department of Management at the Lundquist College of Business, University of Oregon

*Co-hosted by the Department Business Humanities and Law & the Department of Society and Communication*

**With Co-hosts:** Christina Lubinski & Rasmus Koss Hartmann

### **CONTACT & QUESTIONS**

Email: [vk.bhl@cbs.dk](mailto:vk.bhl@cbs.dk)