# WORKSHOP ON FIELD EXPERIMENTS IN STRATEGY, INNOVATION, AND ENTREPRENEURSHIP

The Bullpen | Duke I&E  
215 Morris St, Durham, NC 27701  
January 27th and 28th, 2020

## TENTATIVE AGENDA  
Version: November 22, 2019

### Conference Information & Papers

<table>
<thead>
<tr>
<th>Monday, January 27th</th>
<th>Time</th>
<th>Event</th>
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<tr>
<td>8:00 to 9:00 am</td>
<td>Breakfast</td>
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<tr>
<td>9:00 am to 9:15 am</td>
<td>Welcome and Introductions</td>
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### Incentives for Innovation

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| 9:15 to 9:40 am | The Effects of Prize Structures on Innovative Performance: Evidence from a Randomized Experiment.  
Authors: Josh Graff-Zivin (UCSD) and Elizabeth Lyons (UCSD) |
| 9:40 to 10:05 am | Managerial recognition as an incentive for innovation platform engagement: A field experiment and interview study at NASA  
Authors: Jana Gallus (UCLA), Olivia S. Jung (HBS) and Karim R. Lakhani (HBS) |
| 10:05 to 10:15 am | Discussion by Iwan Barankay (Wharton) |
| 10:15 to 10:25 am | Open discussion then 10m break |

### Evaluating Innovative Ideas

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<tr>
<td>10:35 am to 11:00 am</td>
<td>Blinded by the Person: Field Experimental Evidence from</td>
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| 11:00 am to 11:25 am | Idea Evaluation in a Multinational Company  
Authors: Linus Dahlander (ESMT) et al.  
Evaluating science: Does additional information cause agreement?  
Authors: Mathijs De Vaan (Berkeley) et al. |
| 11:25 am to 11:35 am | Discussion by Dashun Wang (Northwestern) |
| 11:35 am to 11:45 pm | Open discussion |
| 11:45 pm to 1:15 pm | Lunch  
Catered lunch at the Duke I&E Bullpen |
| 1:15 pm to 2:30 pm | Experiments and the “big” questions  
Panel discussion: Wesley Cohen (Duke), Alfonso Gambardella (Bocconi) and Albert Bravo-Biosca (NESTA)  
Moderator: Karim Lakhani (HBS) |
| 2:30 pm to 2:40 pm | Break |
| 2:40 pm to 3:05 pm | Design and Policy  
Experimental Organization Design  
Authors: Melissa Valentine (Stanford) |
3:05 pm to 3:30 pm  From Theory to Practice: Field Experimental Evidence on Early Exposure of Engineering Majors to Professional Work

Authors: Matthew Marx (BU) and Kevin Boudreau (Northeastern)

3:30 pm to 3:55 pm  What's the problem? How crowdsourcing contributes to identifying scientific research questions

Authors: Susanne Beck, Tiare-Maria Brasseur, Marion Kristin Poetz (CBS) and Henry Sauermann (ESMT)

3:55 pm to 4:10 pm  Discussion by Sharique Hasan (Duke)

4:10 pm to 4:20 pm  Open discussion then 15m break

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**Experiments and Machine Learning**

4:35 pm to 5:00 pm  Biased Programmers? Or Biased Data?: A Field Experiment in Operationalizing AI Ethics

Authors: Bo Cowgill (Columbia) and Fabrizio Dell'Acqua (Columbia)

5:00 pm to 5:25 pm  Efficient Discovery of Heterogeneous Treatment Effects in Randomized Experiments via Anomalous Pattern Detection

Authors: Edward McFowland III (Minnesota), Sriram Somanchi (Notre Dame), Daniel B. Neill (NYU)

5:25 pm to 5:35 pm  Discussion by Alexander Oettl (GeorgiaTech)

5:35 pm to 5:45 pm  Open discussion

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**Dinner**

7 pm to 9:00 pm  Dinner and Drinks in Downtown Durham, restaurant TBA.
Tuesday, January 28th

8:00 am to 9:00 am  Breakfast

Experimentation in Firms

9:00 am to 9:25 am  The Negative Consequences of Loss-Framing in Performance Incentive Contracts

Presenter: Charlotte Blank (Maritz) with Lamar Pierce (Wash U) and Alex Rees-Jones (Cornell)

9:25 am to 9:50 am  From Experiments to Experimentation at Yelp

Presenter: Rohan Katyal (Yelp)

Break for 10m

Gender and Performance

10:00 am to 10:25 am  "Getting their Hands Dirty: How Female Managers Motivate Female Worker Productivity through Subordinate Scut Work"

Authors: Aruna Ranganathan (Stanford) and Ranjitha Shivaram (Stanford)

10:25 am to 10:50 am  Gender-Based Preferences for Tech? Field Evidence from an Internet-of-Things Platform

Authors: Nilam Kaushik (IIM-B) and Kevin Boudreau (Northeastern)

10:50 to 11:00 am  Discussion by TBD

11:00 to 11:10 am  Open discussion then 10m break

Entrepreneurship

11:20 am to 11:45 am  Does management training help entrepreneurs grow new ventures?

Authors: Reddi Kotha (SMU) Yimin Lin (SMU) Anne-Valerie Ohlsson-Corboz (Duke Corporate Education) and Bala Vissa
11:45 am to 12:10 am  
*The Impact of Role Models on Nascent Entrepreneurs*  
Authors: Dan Fehder (USC) and Fiona Murray (MIT), Yuly Fuentes-Medel (MIT)

12:10 pm to 12:20 pm  
Discussion by Thomas Asteboro (HEC-Paris)

12:20 pm to 12:30 pm  
Open discussion  then 10m break

**Building our community, publishing, and norms**

12:40 pm to 2:00 pm  
*Catered lunch at the Duke I&E Bullpen*
Logistics

Hotel
Preferred rates starting at $179.00/night have been secured at The Durham Hotel until Monday, January 6, 2020. Click Here (https://res.windsurfercrs.com/ibe/details.aspx?propertyid=15842&nights=1&checkin=01/26/2020&group=200126FIEL) for reservations, enter your stay dates between Sunday, January 26 – Tuesday, January 28, 2020, select your room type and a confirmation will be sent to you upon completion of your reservation, or contact the hotel directly at 919-768-8830 and request a reservation under Field Experiments Workshop room block.

Conference venue
The conference will be held at the “Bullpen” the main venue of the Duke Entrepreneurship & Innovation Initiative. The Bullpen is a 6-minute walk from The Durham Hotel and is near several restaurants and bars.

Airport
The nearest airport to Duke is RDU which is a 20-minute taxi ride to the Durham Hotel.
Organizer contact information
Sharique Hasan  sharique.hasan@duke.edu
Karim Lakhani  karim@hbs.edu
Vish Krishnan  vkrishnan@ucsd.edu