

## MELISSA A. SCHILLING

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### *Current Position*

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2009-Present    *John Herzog Family Professor of Management*  
*Director of Technology & Innovation area of Fubon Center*  
New York University, Stern School of Business

2018-Present    *Deputy Department Chair for Management Department*  
*Director of Technology & Innovation Area of Fubon Center*

2018 – Present    *Advisory Board Member*  
Zeta Energy  
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### *Positions Held*

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2010-2011      *Visiting Professor of Strategy and Innovation*  
INSEAD, Fontainebleau France

2004-2009      *Associate Professor of Management with Tenure*  
New York University, Stern School of Business

2001-2004      *Assistant Professor of Management*  
New York University, Stern School of Business  
Primary instructor for graduate and undergraduate courses in strategic management, and technology and innovation management.

1997-2001      *Assistant Professor of Management Policy*  
Boston University, School of Management  
Primary instructor for undergraduate classes in strategic management, strategic management of technology, and graduate classes in social issues in management.

### *Education*

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1997              UNIVERSITY OF WASHINGTON, GRADUATE SCHOOL OF BUSINESS  
Doctorate of Philosophy, Strategic Management, October, 1997  
*Minors:* Economics, Environmental Studies, Research Methods  
*Dissertation:* "Technology Adoption, Dominant Design and New Product Development: A Model of Technological Lock Out and Empirical Test" *Chair:* Charles Hill

1990              UNIVERSITY OF COLORADO, BOULDER

Bachelor of Science degree in Business Administration  
*Majors:* Marketing, Finance, and Biology

***Honors, Grants and Awards***

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- 2022 Winner of the Sumantra Ghoshal Award for Rigour and Relevance in the Study of Management
- 2022 Selected for Thinkers50 Radar Class of 2022
- 2018 Winner of the Leadership in Technology Management prize, Portland International Center for Management of Engineering and Technology (PICMET)
- 2017 Finalist for Best Paper Prize, Strategic Management Society Conference
- 2012 Winner of Best Paper in ***Management Science*** and ***Organization Science*** for 2007: “Interfirm collaboration networks: The impact of large-scale network structure on innovation.”
- 2004-2006 Kauffman Foundation Grant, \$338,703  
Co-Principal Investigator with William Baumol and Edward Wolff  
“Education for Entrepreneurial Invention Versus Education for Incremental Innovation”
- 2003-2008 National Science Foundation CAREER Grant, \$405,000  
“Technological Innovation and Knowledge Creation”
- 2000 Broderick prize for excellence in research, Boston University
- 2000 Nominated for Best Paper Prize, Academy of Management Conference
- 1999 Nominated for Best Paper Prize, Strategic Management Society Conference
- 1999 \$10,000 Research Grant, Systems Research Center, Boston University
- 1996 Outstanding Teaching Award, Doctoral Business Program, University of Washington
- 1996 Evert McCabe Endowed Fellowship, Doctoral Business Program, University of Washington
- 1996 Robert & Bonnie Slettedahl Endowed Fellowship, Doctoral Business Program, University of Washington
- 1995 Research Grant, Program for Entrepreneurship and Innovation, University of Washington
- 1994 Research Assistantship, Program for Entrepreneurship and Innovation, University of Washington

***Published and Forthcoming Journal Publications***

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- Kretschmer, T, Leiponen, A, Schilling, M & Vasudeva, G. 2022. Platform ecosystems as metaorganizations: Implications for platform strategies. *Strategic Management Journal*, 43: 405-424.
- 2022: In the “Top Ten Most Downloaded Papers” published in *Strategic Management Journal* between January 1, 2019 and December 31, 2020.
- Lanzolla, G, Lorenz, A, Miron-Spektor, E, Schilling, M, Solinas, G & Tucci, CL. 2021. Digital transformation: What is new if anything: Emerging patterns and management research. *Academy of Management Discoveries*, 6(3):341-350.
- Rietveld, J & Schilling, MA. 2021. Platform competition: A systematic and interdisciplinary review of the literature. *Journal of Management*, 47:1528-1563.
- Kneeland, MK, Schilling, MA & Aharonson, B. 2020. Exploring Uncharted Territory: Knowledge Search Processes in the Origination of Outlier Innovations. *Organization Science*, 31: 535-557. (Finalist for the 2017 *Strategic Management Society* conference Best Paper Prize.)
- Rietveld, J, Schilling, MA, & Bellavitis, C. 2019. Platform strategy: Managing ecosystem value through selective promotion of complements. *Organization Science*, 30: 1232–1251
- Schilling, MA. 2018. The cognitive foundations of visionary strategy. *Strategy Science*, 3:335-342.
- Schilling, MA. 2018. Potential sources of value in mergers and their indicators. *Antitrust Bulletin*, 63(2): 183-197
- Van de Ven, A, Adner, R, Barley, S, Dougherty, D, Fountain, J., Hargadon, A, Kamlet, M, Karlin, B, & Schilling, MA. 2017. Increasing benefits and reducing costs to society of technological innovation. *Behavioral Science and Policy Journal*, 3(1):94-103.
- Schilling, M.A. 2016. Unraveling Alzheimer’s: Making Sense of the Relationship between Diabetes and Alzheimer’s Disease. *Journal of Alzheimer’s Disease*, 51:961-977.
- Aharonson, B. & Schilling, M.A. 2016. Mapping the technological landscape: Measuring technology distance, technological footprints, and technology evolution. *Research Policy*, 45: 81-96.
- Schilling, M.A. 2015. Technology shocks, technological collaboration, and innovation outcomes. *Organization Science*, 26:668-686.
- Schilling, M.A. 2015. Towards dynamic efficiency: Innovation and its implications for antitrust. *Antitrust Bulletin*, 60 (3):191-207.

- Schilling, M.A. & Fang, C. 2014. When hubs forget, lie, and play favorites: Interpersonal network structure, information distortion, and organizational learning. *Strategic Management Journal*, 35:974-994.
- Schilling, M.A. & Green, E. 2011. Recombinant search and breakthrough idea generation: An analysis of high impact papers in the social sciences. *Research Policy*, 40:1321-1331.
- Arikan, A. & Schilling, M.A. 2011. Structure and governance in industrial districts: Implications for competitive advantage. *Journal of Management Studies*, 48: 772–803.
- Fang, C., Lee, J. & Schilling, M.A. 2010. Balancing exploration and exploitation through structural design: advantage of the semi-isolated subgroup structure in organizational learning. *Organization Science*, 21:625-642.
- Schilling, M.A. 2009. Understanding the alliance data. *Strategic Management Journal*, 30:233-260.
- Schilling, M.A. & Esmundo, M. 2009. Technology s-curves in renewable energy alternatives: Analysis and implications for industry and government. *Energy Policy*, 37:1767-1781.
- Baumol, W.J., Schilling, M.A., & Wolff, E.N. 2009. The superstar entrepreneurs and inventors: How were they educated? *Journal of Economics and Management Strategy*, 18:711-728.
- Reprinted in Hellman, T. & Stern. S. 2009 (Eds) *Entrepreneurship: Strategy and Structure*. National Bureau of Economic Research.
- Rosenkopf, L. & Schilling, M.A. 2007. Comparing alliance structure across industries: Observations and explanations. *Strategic Entrepreneurship Journal*, 1:191-209.
- Sahaym, A., Steensma, H.K. & Schilling, M.A. 2007. The influence of information technology on the use of loosely-coupled organizational forms: An industry-level analysis. *Organization Science*, 18:865-880.
- Schilling, M.A. & Phelps, C. 2007. Interfirm collaboration networks: The impact of large-scale network structure on firm innovation, *Management Science*, 53: 1113-1126.
- Schilling, M.A. 2005. A small-world network model of cognitive insight. *Creativity Research Journal*, 17(2&3):131-154.
- Reprinted in Schnettler, S. (Ed), 2012. *Small world research*. Thousand Oaks, CA: Sage Publications.
- Schilling, M.A. & Paparone, C. 2005. Modularity: An application of general systems theory to military force development. *Defense Acquisitions Review*, 12:279-293.

- Schilling, M.A. 2003 Technological leapfrogging: Lessons from the U.S. videogame industry. *California Management Review*, 45(3):6-32
- Schilling, M.A., Vidal, P., Ployhart, R. & Marangoni, A. 2003. Learning by doing *something else*: Variation, relatedness, and organizational learning. *Management Science*, 49:39-56.
- Schilling, M.A. & Steensma, K. 2002. Disentangling the theories on firm boundaries: A path model and empirical test. *Organization Science*, 13: 387-401.
- Schilling, M.A. 2002. Technology success and failure in winner-take-all markets: Testing a model of technological lock out. *Academy of Management Journal*, 45: 387-398.
- Schilling, M.A. & Steensma, K. 2001. The use of modular organizational forms: An industry level analysis. *Academy of Management Journal*, 44: 1149-1169.
- Translated as a research brief in the *Academy of Management Executive*, 16 (2): 166-168.
- Schilling, M.A. 2000. Towards a general modular systems theory and its application to inter-firm product modularity. *Academy of Management Review*, Vol 25:312-334.
- Reprinted in Garud, R., Langlois, D., & Kumaraswamy, A. (eds) *Managing in the Modular Age: Architectures, Networks and Organizations*. 2002. Oxford, England: Blackwell Publishers
- Schilling, M. A. 2000. Decades ahead of her time: Advancing stakeholder theory through the ideas of Mary Parker Follett. *Journal of Management History*, 6 (5):224-242.
- Schilling, M.A. 1999. Winning the standards race: Building installed base and the availability of complementary goods. *European Management Journal*, 17:265-274.
- Schilling, M.A. 1998. Technological lock out: An integrative model of the economic and strategic factors driving technology success and failure. *Academy of Management Review*, Vol 23:267-284.
- Schilling, M.A. and Hill, C.W.L. 1998. Managing the new product development process: Strategic imperatives. *Academy of Management Executive*, 12(3):67-81.
- Reprinted in Shukla, P.K. (ed) *Production and Operations Management*, Annual Editions. Connecticut: Dushkin/McGraw-Hill.
- Reprinted in *IEEE Engineering Management Review*, 26(4):55-68.
- Schilling, M.A. and Schultz, M. 1998. Improving the organization of environmental management: Ecosystem management, external interdependencies, and agency structures. *Public Productivity and Management Review*, Vol 21(3):293-308.

### ***Works Under Revision or Review***

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Schilling, MA & Kneeland, MK. 2024. Unusual discoveries from unusual vantage points. Reject and resubmit at ***Strategic Management Journal***.

Schilling, MA & Rietveld, J. 2024. Synchronization strategy: Temporal agglomeration and syncopation in new product launches. Project underway.

Schilling, MA. 2019. When platform ecosystems will dominate other organizational forms: A causal examination. Project underway.

Bersano, G., Vandenbranden, N. & Schilling, MA. 2019. Using technology trajectories to predict the future of renewable energy. Project underway.

Schilling, MA & Rietveld, J. 2019. To the beat of the same drum: Causal factors in strategic synchronization. Under revision.

Schilling, M.A. & Phelps, C. Small-World Networks and Knowledge Creation: Implications for Multiple Levels of Analysis. Under revision.

### ***Books and Book Chapters***

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Hill, C.W.L. & Schilling, M.A. 2024 ***Strategic Management, An Integrated Approach***, 14th Ed. Cengage Publishers.

Schilling, MA. 2023. ***Strategic Management of Technological Innovation***, 7<sup>th</sup> edition. Boston: McGraw Hill.

Schilling, MA. 2020. ***Strategic Management of Technological Innovation***, 6<sup>th</sup> edition. Boston: McGraw Hill.

Hill, C.W.L., Schilling, M.A. & Jones, G. 2019. ***Strategic Management, An Integrated Approach***, 13th Ed. Cengage Publishers.

Schilling, MA. 2018. ***Quirky: The Remarkable Story of the Traits, Foibles, and Genius of Breakthrough Innovators who Changed the World***. New York: Public Affairs. Translations in Italian, Turkish, Polish, Chinese, Vietnamese, and Japanese.

***Overcoming the Barriers to Electric Vehicle Deployment***. 2015. National Academies Press. (Authored as a committee.)

Hill, C.W.L., Schilling, M.A. & Jones, G. 2015. ***Strategic Management, An Integrated Approach***, 12th Ed. Cengage Publishers.

- Schilling, M.A. 2016. *Strategic Management of Technological Innovation, 5<sup>th</sup> edition*. Boston: McGraw Hill. In English, Spanish, Korean, Chinese (long form and short form), Italian, and Greek.
- Hill, C.W.L., Jones, G. & Schilling, M.A. 2013. *Strategic Management, An Integrated Approach*, 11th Ed. Cengage Publishers.
- Schilling, M.A. 2013. *Strategic Management of Technological Innovation, 4<sup>th</sup> edition*. Boston: McGraw Hill. In English, Spanish, Korean, Chinese (long form and short form), Italian, and French.
- Schilling, M.A. 2012. Innovation Networks. *Palgrave Encyclopedia of Strategic Management*.
- Schilling, M.A. 2010. *Strategic Management of Technological Innovation, 3<sup>rd</sup> edition*. Boston: McGraw Hill. In English, Spanish, Korean, Chinese (long form and short form), Italian, and French.
- Schilling, M.A. 2011. To protect or to diffuse? Appropriability, architectural control, and the rise of a dominant design, in A. Gawer's *Platforms, markets, and innovation*. Edward Elgar Publishing.
- Schilling, M.A. 2008. *Strategic Management of Technological Innovation, 2<sup>nd</sup> edition*. Boston: McGraw Hill.
- Translated versions in Italian, Spanish, Chinese (short and long form), and Korean
- Schilling, M.A. & Phelps, C. 2007. Interfirm collaboration networks: The impact of network structure on rates of innovation, pp. 100-134 in E. Sheshinski, and R.J. Strom, and W.J. Baumol (Eds) *Entrepreneurship, Innovation and the Growth Mechanism of the Free-Market Economies*. Princeton, NJ: Princeton University Press.
- Baumol, W. & Schilling, M.A. 2006. Entrepreneurship. *New Palgrave: A Dictionary of Economics, 2<sup>nd</sup> Edition*. Hampshire, United Kingdom: Palgrave Macmillan.
- Schilling, M.A. 2005. *Strategic Management of Technological Innovation*. Boston: McGraw Hill.
- Translated versions in Italian, French, Chinese (short and long form), and Korean.
- Schilling, M.A. 2005. Game not over: Competitive dynamics in the video game industry, in J. Lampel, J. Shamsie and T. Lant (Eds) *The business of culture: Strategic perspectives on entertainment & media*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Schilling, M.A., Johng, J., Kang, Y.J., Sul, J., Takanashi, M. 2005. Honda Insight: Development and Launch of a Hybrid Electric Vehicle, in Sharma, S. & Starik, M. (Eds) *New Perspectives and Horizons in Sustainability Research*. Sheffield: Greenleaf Publishing.

Schilling, M.A. 2002. Modularity in multiple disciplines. In Garud, R., Langlois, R., & Kumaraswamy, A. (eds) *Managing in the Modular Age: Architectures, Networks and Organizations*. Oxford, England: Blackwell Publishers, pg. 203-214

Schilling, M.A. 2002. Intraorganizational technology, in Baum, J. (ed) *Companion to Organizations*. Oxford, England: Blackwell Publishers, pg. 158-181.

Schilling, M.A. & Vasco, C.E. 2000. Product and process technological change and the adoption of modular organizational forms. In Bresser, R., Hitt, M., Nixon, R. & Heuskel, D., (eds) *Winning strategies in a deconstructing world*. Sussex, England: John Wiley & Sons, pg. 25-50.

### ***Selected Other Articles***

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Schilling, MA. 2018. What many entrepreneurs wish they had known earlier. *Startup Nation*, March 20.

Schilling, MA. 2018. Is it inappropriate for Elon Musk to pursue his idealistic goals at Tesla? No, and here's why. *Inc.* March 22.

Schilling, MA. 2018. How to partner with outside innovators in healthcare. *Harvard Business Review*. March 6.

Schilling, MA. 2018. Elon Musk fires back at Harvard psychologist Steven Pinker about the future of artificial intelligence. *Inc.*, February 28<sup>th</sup>.

Schilling, MA. 2018. Why women are rarely serial innovators. *Wall Street Journal*, February 2.

Schilling, MA. 2018. Want more Elon Musks? We may need to rethink standardized education. *LinkedIn Weekend Essay*, Feb. 16.

Schilling, MA. 2018. Embrace weirdness and creativity may flourish. the *Globe and Mail*, February 9<sup>th</sup>.

Schilling, MA. 2018. Unleash your inner Elon. *Entrepreneur*, February 13<sup>th</sup>.

Schilling, MA. 2018. Why brainstorming ideas kill breakthrough ideas (and what to do instead). *Inc.* February 9<sup>th</sup>.

Schilling, MA. 2018. The trait that made Elon Musk and Steve Jobs fearless – and how to cultivate it. *Inc.* January 17<sup>th</sup>.

Schilling, MA. 2018. Elon Musk's new pay deal is his latest high-risk, high ideals move. *MarketWatch*, January 28<sup>th</sup>.

Schilling, MA. 2017. What's your best innovation bet? *Harvard Business Review*, July-August.



Schilling, M.A. 2015. Two problems with generic drug substitution. Op Ed, CNBC, June 23<sup>rd</sup>:  
<https://www.cnbc.com/2015/06/23/generic-drugs-hidden-costs-commentary.html>

Schilling, M.A. 2004. Review of How Breakthroughs Happen: The Surprising Truth about how Companies Innovate. *Administrative Science Quarterly*, 49:485-487.

### ***Conference Proceedings***

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Kim, Y., Lee, J. & Schilling, M.A. 2008. New product introduction in lead markets. **2008 Academy of Management Best Paper Proceedings**.

Schilling, M.A. & Phelps, C. 2005. Alliance networks and knowledge creation: The impact of small-world connectivity on firm innovation. **2005 Academy of Management Best Paper Proceedings**.

Schilling, M.A. 2003. Factors driving the adoption of increasingly modular organizational forms. *American Association for Artificial Intelligence Spring Symposium*, Technical Report SS-03-02.

Schilling, M.A., Marangoni, A., Vidal, P. & Rajan, M. 2000. Learning by doing *something else*: The impact of task variation on organizational learning curves. **2000 Academy of Management Best Paper Proceedings**.

Schilling, M.A. and Schultz, M. 1994. Ecosystem management and organization structure, *Association of Management Conference Proceedings*, August.

### ***Cases***

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Schilling, MA. 2023. Jose Cuervo: The making of a legendary tequila. In Hill, C.W.L.& Schilling, *Strategic Management, An Integrated Approach*, 14th Ed. Cengage Publishers.

Schilling, MA. 2023. Failure to launch at Uber Elevate. In Hill, C.W.L.& Schilling, *Strategic Management, An Integrated Approach*, 14th Ed. Cengage Publishers.

Schilling, MA. 2023. Upside Foods: Changing the world with cultivated meat. In Hill, C.W.L.& Schilling, *Strategic Management, An Integrated Approach*, 14th Ed. Cengage Publishers.

Schilling, MA. 2023. Zeta Energy: The collaboration decision. In Hill, C.W.L.& Schilling, *Strategic Management, An Integrated Approach*, 14th Ed. Cengage Publishers.

Schilling, MA. 2023. Vertical integration at SpaceX. In Hill, C.W.L.& Schilling, *Strategic Management, An Integrated Approach*, 14th Ed. Cengage Publishers.

Schilling, MA. 2023. Tesla Inc, 2022. In Hill, C.W.L. & Schilling, M.A. *Strategic Management, An Integrated Approach*, 14th Ed. Cengage Publishers.

- Schilling, M.A. 2019. Innovating in India: The Chotukool project. In Hill, C.W.L., Schilling, M.A. & Jones, G. *Strategic Management, An Integrated Approach*, 13th Ed. Cengage Publishers.
- Schilling, M.A. 2019. SpaceX: Disrupting the Space Industry. In Hill, C.W.L., Schilling, M.A. & Jones, G. *Strategic Management, An Integrated Approach*, 13th Ed. Cengage Publishers.
- Schilling, M.A. 2019. Alibaba: The rise of a platform giant. In Hill, C.W.L., Schilling, M.A. & Jones, G. *Strategic Management, An Integrated Approach*, 13th Ed. Cengage Publishers.
- Schilling, M.A. Tesla in 2018. In Hill, C.W.L., Schilling, M.A. & Jones, G. *Strategic Management, An Integrated Approach*, 13th Ed. Cengage Publishers.
- Schilling, M.A. 2019. Trader Joe's in 2018. In Hill, C.W.L., Schilling, M.A. & Jones, G. *Strategic Management, An Integrated Approach*, 13th Ed. Cengage Publishers.
- Schilling, M.A. 2015. The Heinz Kraft Merger. In Hill, C.W.L., Schilling, M.A. & Jones, G. *Strategic Management, An Integrated Approach*, 12th Ed. Cengage Publishers.
- Schilling, M.A. 2015. Trader Joe's. In Hill, C.W.L., Schilling, M.A. & Jones, G. *Strategic Management, An Integrated Approach*, 12th Ed. Cengage Publishers.
- Schilling, M.A. 2015. Ending HIV? Sangamo Biosciences and Gene Editing. In Hill, C.W.L., Schilling, M.A. & Jones, G. *Strategic Management, An Integrated Approach*, 12th Ed. Cengage Publishers.
- Schilling, M.A. Genzyme, 2015. In Hill, C.W.L., Schilling, M.A. & Jones, G. *Strategic Management, An Integrated Approach*, 12th Ed. Cengage Publishers.
- Schilling, M.A. & Scott, N. 2015. The Tata Group, 2015. In Hill, C.W.L., Schilling, M.A. & Jones, G. *Strategic Management, An Integrated Approach*, 12th Ed. Cengage Publishers.
- Schilling, M.A. 2013. Tesla Motors. In Hill, C.W.L., Jones, G. & Schilling, M.A. *Strategic Management, An Integrated Approach*, 11th Ed. Cengage Publishers.
- Schilling, M.A. 2013. Starbucks, 2013. In Hill, C.W.L., Jones, G. & Schilling, M.A. *Strategic Management, An Integrated Approach*, 11th Ed. Cengage Publishers.
- Schilling, M.A. 2013. Genzyme's focus on orphan drugs. In Hill, C.W.L., Jones, G. & Schilling, M.A. *Strategic Management, An Integrated Approach*, 11th Ed. Cengage Publishers.
- Schilling, M.A. 2013. Getting an inside look: Given Imaging's camera pill. In Hill, C.W.L., Jones, G. & Schilling, M.A. *Strategic Management, An Integrated Approach*, 11th Ed. Cengage Publishers.

- Schilling, M.A. 2013. Skullcandy. In Hill, C.W.L., Jones, G. & Schilling, M.A. ***Strategic Management, An Integrated Approach***, 11th Ed. Cengage Publishers.
- Schilling, M.A. & Scott, N. 2013. Tata Group, 2013. In Hill, C.W.L., Jones, G. & Schilling, M.A. ***Strategic Management, An Integrated Approach***, 11th Ed. Cengage Publishers.
- Schilling, M.A. 2011. Game on! Competitive dynamics in the global video game industry. INSEAD case series.
- Davis, T., Davis, D., Moodie, S. & Schilling, M.A. 2007. Honda and hybrid electric vehicles. In Hill, C.W.L. and Jones, G. ***Strategic Management, An Integrated Approach***, 7th Ed. Boston, MA: Houghton Mifflin
- Schilling, M.A., Kittner, J. & Karl, S. 2003. Microsoft's Xbox. In A. Thompson & A. Strickland's ***Strategic Management***, 13th Edition. New York: McGraw Hill.
- Schilling, M.A., Bevier, S., Beaupierre, C., Libarikian, V., & Ekesi, R. 2003. Treo: Handspring's last stand? In Hill, C.W.L. and Jones, G. ***Strategic Management, An Integrated Approach***, 6th Ed. Boston, MA: Houghton Mifflin. Also available through McGraw Hill's Primis Online.
- Angga-Prana, S., Ji, M. & Schilling, M.A. 2003. Iridium: Communication for the new millenium, in Hill, C.W.L. and Jones, G. ***Strategic Management, An Integrated Approach***, 6th Ed. Boston, MA: Houghton Mifflin. Also available through ***McGraw Hill's Primis Online***.
- Tjahyadikarta, P. & Schilling, M.A. 2002. Palm economy. In Hitt, M., Hoskisson, R. and Ireland, R.D., ***Strategic Management, Competitiveness and Globalization***, Fifth Edition. Minneapolis/St. Paul: West Publishing.
- Brooks, S., Schilling, M.A. & Scrofani, J. 2002. Monsanto: Better living through genetic engineering? In Hitt, M., Hoskisson, R. and Ireland, R.D., ***Strategic Management, Competitiveness and Globalization***, Fifth Edition. Minneapolis/St. Paul: West Publishing. Also available through ***McGraw Hill's Primis Online***.
- Chiu, R., Chou, C. & Schilling, M.A. 2001. Sony Playstation2: Just another competitor? In Hitt, M., Hoskisson, R. and Ireland, R.D., ***Strategic Management, Competitiveness and Globalization***, Fifth Edition. Minneapolis/St. Paul: West Publishing.
- Palacio, J., Schilling, M.A. & Shiotani, H. 2001. Shrinking the standard: Sony Corp. and the MiniDisc. ***Boston University Teaching Case #2001-03***.
- Essner, D., Liao, P. & Schilling, M. A. 2001. Sun Microsystems: Establishing the Java standard. ***Boston University Teaching Case # 2001-02***.
- Schilling, M.A. 2000. The PDA Industry, 2000. ***Boston University Teaching Case # 2001-06***.

Schilling, M.A., Eng, A. & Velasquez, M. 2000. Madd Snowboards. In Hitt, M., Ireland, D. & Hoskisson, B. ***Strategic management: Competitiveness and globalization***, fourth edition. St. Paul, MN: West Publishing

Schilling, M. A. and Kotha, S. 1998. Starbucks Corporation: Entry into Japan, in Hitt, M., Ireland, R.D., and Hoskisson, R. ***Strategic Management, Competitiveness and Globalization***, Minneapolis/St. Paul: West Publishing.

Reprinted in ***Cases for Contemporary Strategy Analysis*** by Grant, R. E. & Neupert, K. E. Second Edition, Blackwell Publishers, 1999.

Schilling, M.A. 1996. Starbucks: Still Perking? in Hill, C.W.L. and Jones, G. ***Strategic Management, An Integrated Approach***, 4th Ed. Boston, MA: Houghton Mifflin

Schilling, M.A. 1994. Starbucks: Taking the Espresso Lane to Profits, in Hill, C.W.L. and Jones, G. ***Strategic Management, An Integrated Approach***, 3rd Ed. Boston, MA: Houghton Mifflin.

### ***Conference Presentations***

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Schilling, MA 2024. Creating more value with platform ecosystems. ***2<sup>nd</sup> European Digital Platform Summit***, London, June.

Schilling, MA 2024. Platform ecosystems as centralization or decentralization. ***Decentralization in Organizations*** Conference, Zurich, June.

Schilling, MA 2023. Innovation in Space. ***Academy of Management Conference***, Boston.

Schilling, MA. 2023. Platform Governance and Reorganization, Discussant. ***Decentralization in Organizations Conference***, London, June.

Schilling, MA 2022. Thinking strategically about network effects. Presented at the ***Academy of Management Conference***, Seattle, August.

Schilling, MA 2022. The Past, Present and Future of Research on Distant Search. Presented at ***Academy of Management Conference***, Seattle, August.

Schilling, MA 2022. Getting lucky. Presented at ***Academy of Management Conference***, Seattle, August.

Schilling, MA 2022. Measurement Bias in Search: Avenues for Future Research. Presented at ***Academy of Management Conference***, Seattle, August.

Schilling, MA 2022. Experiential learning: Opportunities, pitfalls & recommendations. Presented at ***Academy of Management Conference***, Seattle, August.

- Schilling, MA 2022. Does the adoption of digital tools help to address inequality in entrepreneurship? Discussant presentation at *Academy of Management Conference*, Seattle, August.
- Schilling, MA 2022. Networks and innovation: A research odyssey with lessons learned. *LBS Sumantra Ghoshal Conference*, London, May.
- Schilling, MA. 2021. Pursuing a meaningful academic career: 10 lessons. Keynote speaker at doctoral consortium, *Academy of Management Conference*, Virtual, August.
- Schilling, MA 2021. Batteries, electrification, platforms and data: How convergence in new technologies will change the world. **Stern Faculty Insights Session**, March.
- Schilling, MA 2020. How to design your organization's innovation trajectory (Keynote). **CPA Australia Virtual Congress**.
- Schilling, MA. 2020 Panelist for Celebrating Baldwin & Clark's Design Rules. **Organizational Design Conference Webinar**.
- Schilling, MA. 2020. Fostering Breakthrough Innovation (Keynote). **CLO Spring Virtual Symposium**.
- Schilling, MA. 2020. Alliance Networks versus Platform Ecosystems. **SMS Virtual Panel Presentation on Networks and Ecosystems**.
- Schilling, MA. 2020. Where do breakthrough ideas come from? **Stern Innovation Conference**, New York.
- Schilling, MA. 2020. Interview with Jihoon Rim. **Stern Fubon Center Fireside Chat Series**, New York.
- Schilling, MA. 2019. Exploring the Microfoundations of Forward-Looking Strategy. **Academy of Management Conference**, Boston.
- Schilling, MA. 2019. Using Computational Models in Behavioral Strategy Research. *Academy of Management Conference*, Boston.
- Schilling, MA. 2019. Pathways to Innovation: Lessons from Multiple Discoveries and Inventions. *Academy of Management Conference*, Boston.
- Schilling, MA. 2019. Where breakthrough ideas come from. *Stanford Meta-Science Conference*, Palo Alto.
- Schilling, MA. 2019. A star is born. **Fubon Digital Innovation Conference**, New York.

- Schilling, MA. 2018. Harnessing open innovation in a platform ecosystem. Keynote at **World Open Innovation Conference**, San Francisco.
- Schilling, MA. 2018. Platform ecosystems: Antecedents, trade-offs, and strategic implications. **Academy of Management Conference**, Chicago.
- Schilling, MA. 2018. Digitalization: Using first principles to understand how (and where) it will change the world. **Academy of Management Conference**, Chicago.
- Schilling, MA. 2018. Breakthrough innovators who changed the world. Keynote at **Digital Leadership Academy**, new York.
- Schilling, MA. 2018. Breakthrough innovators who changed the world. Keynote at **Semicon West**, Silicon Valley.
- Schilling, MA. 2018. Quirky: The remarkable story of the traits, foibles, and genius of breakthrough innovators who changed the world, Keynote at **R&D Management Conference**, Milan.
- Schilling, MA. 2017. Potential sources of value in mergers and their indicators. **American Antitrust Symposium**, November, Washington DC.
- Schilling, MA. 2017. Strategies for platform ecosystems. Presented at **Strategic Management Society**, October, Houston.
- Schilling, MA. 2017. The governance of data in the age of the internet of things. Presented at **Strategic Management Society**, October, Houston.
- Schilling, MA. 2017. The cognitive foundations of visionary strategy. Presented at the **Strategy Science Special Issue conference** held at Apple, September, Mountain View.
- Schilling, MA. 2017. What makes a breakthrough innovator? Presented at **SciFoo**, at Google complex in Mountain View, August.
- Schilling, MA. 2017. Lead firms as ecosystem orchestrators. Presented at the **Academy of Management**, August.
- Schilling, MA. 2017. Platform ecosystems: The road ahead. Presented at the **Academy of Management**, August.
- Schilling, MA. & King, M. 2017. Exploring uncharted territory: The origination and success of outlier patents. Presented at the **Winter Strategy Conference**, Park City Utah.
- Rietveld, J, Schilling, MA, Bellavitus, C. 2017. Reload and relaunch: Creating and capturing value in platform ecosystems. Presented at the **Vienna Strategy Conference**, June.

Rietveld, J, Schilling, MA, Bellavitus, C. 2017. Reload and relaunch: Creating and capturing value in platform ecosystems. Presented at the ***Ghoshal Conference***, London, May.

Schilling, MA. 2016. Thinking Differently: The Making of a Serial Breakthrough Innovator. Presented in the ***Stern CIRI Seminar***, November.

Schilling, MA & Rietveld, J 2016. Platform synchronization: Temporal agglomeration economies coordination and competition. Presented at the ***West Coast Research Symposium***, Seattle.

Schilling, MA. 2016. Theories of innovation: Novel, non-obvious and useful? Presented at the ***Academy of Management Conference***, Anaheim.

Reitveld, J & Schilling, MA 2016. Reload and relaunch: Strategic governance of platform ecosystems. Presented at the ***Academy of Management Conference***, Anaheim.

Reitveld, J & Schilling, MA. 2016. Reload and Relaunch: Strategic governance of platform ecosystems. Presented at the ***Platform Strategy Research Symposium***. June.

Schilling, MA & King, M. 2016. “Exploring uncharted territory: An analysis of the origination and success of outlier patents” ***Organization Science Winter Conference***. February.

Schilling, M.A. 2015. Neuroscience in social science. Presented at the ***NSF Knowledge Conference***.

Schilling, M.A. 2015. Platform synchronization: Temporal agglomeration economies in coordination and competition. Presented at the ***Academy of Management Conference***, Vancouver.

Schilling, MA. 2015. Making the transition to managerially relevant research. Panel participant, ***Ghoshal Conference, London Business School***.

Schilling, M.A. 2014. Networks of Creativity: The iterative determination of interpersonal and cognitive networks. Presented at the ***Academy of Management Conference***.

Schilling, M.A. 2014. Multilevel Networks: Different levels, different stories (a cautionary tale). Presented at the ***Academy of Management Conference***.

Schilling, M.A. 2014. Strategy, innovation, and long-run efficiency. Presented at the ***American Antitrust Institute Conference***.

Schilling, M.A. 2014. Heterodox thinking and creativity: A causal model and implications. Presented at the ***Carnegie School of Organizational Learning Conference***.

Schilling, M.A. 2014. Wellsprings of creativity: How structure and culture foster innovators and innovation, Keynote presented FIBE Conference at ***Norwegian School of Economics***.

- Schilling, M.A. 2013. Creating and capturing value in changing ecosystems. Presented at the *Academy of Management Conference*, 2013.
- Schilling, M.A. 2013. Creativity, Scientific Discovery, and Innovation. Presented at the *Academy of Management Conference*, 2013.
- Schilling, M.A. 2013. Discussant at the *Wharton Technology Conference*, Philadelphia.
- Schilling, M.A. 2012. Discussant at the *INSEAD Conference on Network Evolution 3.0*, Fontainebleau.
- Schilling, M.A. 2012. Common Ground: Open innovation research. Facilitator at the *Strategic Management Society Conference*, Prague.
- Schilling, M.A. 2012. Research methods in cooperative strategies. Presented at the *Strategic Management Society Conference*, Prague.
- Schilling, M.A. & Phelps, C. 2012. "Intefirm collaboration networks: The impact of large-scale network structure on innovation," Best Paper in Management Science/Organization Science 2007 acceptance, *INFORMS Conference*, Pheonix.
- Schilling, M.A. 2012. The pleasures and perils of single industry research. Panelist at *Academy of Management Conference*, Boston.
- Schilling, M.A. 2012. The dynamics of value migration: Patterns of profit shifts and their causes. Discussant, *Academy of Management Conference*, Boston.
- Schilling, M.A. 2012. Technology shocks and technological collaboration. Keynote presented at the *Druid Conference*, Copenhagen.
- Schilling, M.A. 2011. TIM Junior Faculty Consortium, Panelist. *Academy of Management Conference*, San Antonio.
- Schilling, M.A. 2011. Lessons from teaching executives. Presented at the *Strategic Management Society Conference*, Miami.
- Schilling, M.A. 2011. Open Innovation: How CERN bridges global institutions. Presented at the *Strategic Management Society Conference*, Miami.
- Schilling, M.A. & Fang, C. 2011. When hubs forget, lie and play favorites: Interpersonal network structure, information distortion, and organizational learning. Presented at the *Strategic Management Society*, Miami.
- Schilling, M.A. 2010. Simulation in organization theory, Discussant. *Academy of Management Conference*, Montreal.



- Schilling, M.A. 2010. Competitive dynamics in platform-based markets, Session Chair. *Academy of Management Conference*, Montreal.
- Schilling, M.A. & Fang, C. 2010. When hubs forget, lie and play favorites: Interpersonal network structure, information distortion, and organizational learning. Presented at the *Sumantra Ghoshal Conference, London Business School*, London.
- Schilling, M.A. 2010. Recombinant search and breakthrough idea generation: An analysis of high impact papers in the social sciences. Presented at the *Winter Strategy Conference*, Utah.
- Schilling, M.A. 2010. Technology shocks, alliances, and the global technology collaboration network. Presented at the *Workshop on Information in Networks, NYU*, New York.
- Aharonson, B.S. & Schilling, M.A. 2009. Topology and dynamics of the technology landscape. Presented at the *West Coast Research Symposium*, Oregon.
- Fang, C. & Schilling, M.A. 2009. Organizational learning in hubby networks. Presented at the *Academy of Management Conference*, Chicago.
- Camuffo, A., Cabigiosu, A., & Schilling, M.A. 2009. You get what you measure: Grounding product modularity metrics on real data analysis. Presented at the *Academy of Management Conference*, Chicago.
- Schilling, M.A. 2009. The global technology collaboration network: Structure, trends, and implications. Presented at the *Academy of Management Conference*, Chicago.
- Schilling, M.A. 2008. The global technology collaboration network: Structure, trends, and implications. Presented at the *West Coast Research Symposium*, Palo Alto.
- Schilling, M.A., Prado, A. & Steensma, H.K. 2008. Why do firms use contract manufacturing? Presented at the *Academy of Management Conference, Anaheim*.
- Schilling, M.A. & Esmundo, M. 2008. Technology s-curves in renewable energies: Analysis and implications for industry and government. Presented at the *Academy of Management Conference, Anaheim*.
- Schilling, M.A. 2008. The global technology collaboration network: Structure, trends, and implications. Presented at the *Atlanta Competitive Advantage Conference*.
- Schilling, M.A. 2007. Understanding the alliance data and its implications. Presented at the *2007 Winter Strategy Conference*, Solitude Utah.
- Schilling, M.A. 2006. Learning in complex networks. Presented at the *2006 INFORMS Conference*, Pittsburgh.

- Fang, C., Lee, J. & Schilling, M.A. 2006. Learning in complex networks: The interaction between learning rates and network structure. Presented at the **2006 Academy of Management Conference**, Atlanta.
- Schilling, M.A. 2006. Modularity. Discussant, at the **2006 Academy of Management Conference**, Atlanta.
- Sahaym, A., Steensma, H.K., & Schilling, M.A. 2006. The influence of information technology on firm boundaries: An industry-level analysis. Presented at the **2006 Academy of Management Conference**, Atlanta.
- Schilling, M.A. 2006. William Baumol Special Session on Entrepreneurship, Innovation and Growth II: Empirical Approach. Discussant, at **American Economic Association**, January.
- Schilling, M.A. 2005. New venture business models and performance. Discussant, **Smith Entrepreneurship Research Conference**, Baltimore, April.
- Schilling, M.A. & Walter, J. 2005. Resource-based and network-based motives for technology licensing: An exploratory study. Presented at the **2005 Academy of Management Conference**, Honolulu.
- Schilling, M.A. & Phelps, C. 2005. Alliance networks and knowledge creation: The impact of small-world connectivity on firm innovation. Presented at the **2005 Academy of Management Conference**, Honolulu.
- Schilling, M.A. 2005. Frontier research areas in strategy. Presented at the BPS Doctoral Consortium at the **2005 Academy of Management Conference**, Honolulu.
- Schilling, M.A. & Phelps, C. 2004. Small-world networks and knowledge creation: Implications for Multiple Levels of Analysis. Presented at the **2004 Academy of Management Conference**, New Orleans.
- Schilling, M.A. 2004. Firm size and interfirm collaboration. **Entrepreneurship in the 21st Century conference**, sponsored by the Office of Advocacy, U.S. Small Business Administration and the Ewing Marion Kauffman Foundation. March.
- Schilling, M.A. 2003. Interfirm collaboration networks: The impact of network structure on rates of innovation. Presented at the **Conference on Entrepreneurship, Innovation and the Growth Mechanism of the Free-Market Economies**. Organized by William Baumol, New York University, November.
- Schilling, M.A. 2003. Information technology and the adoption of modular organizational forms. Presented at the **2003 Leverhulme Conference, London Business School**, October.

- Schilling, M.A. 2003. Knowledge networks and knowledge creation at the individual, group, and interfirm levels. Presented at the **2003 Academy of Management Conference**, Seattle, August.
- Schilling, M.A. 2003. To protect or to diffuse? Architectural control, appropriability, and the rise of a dominant design. Presented at the **2003 Academy of Management Conference**, Seattle, August.
- Schilling, M.A. 2003. Context-free modularity definitions and measures. Presented at the **2003 Academy of Management Conference**, Seattle, August.
- Schilling, M.A. 2003. Factors driving the adoption of increasingly modular organizational forms. Presented at **American Association for Artificial Intelligence Spring Symposium**, Stanford University, March.
- Schilling, M.A. 2003. Knowledge creation in knowledge networks. Presented at the **Organization Science Winter Conference**, Steamboat Springs, February.
- Schilling, M.A. 2002. Switching clocks. Presented at the BPS Junior faculty consortium, **Academy of Management Conference**, Denver, August.
- Schilling, M.A. 2001. Modularity in multiple disciplines. Presented at the **2001 INFORMS Conference**.
- Schilling, M.A. 2001. Technological leapfrogging: Lessons from the U.S. videogame industry. Presented at the **2001 Strategic Management Society Conference**. Nominated for Best Paper Prize.
- Vidal, P.G. & Schilling, M.A. 2001. Learning by doing versus learning before doing: The impact of learning strategies on task performance. Presented at the **2001 Academy of Management Conference**, Washington DC, August.
- Schilling, M.A., Marangoni, A., Vidal, P. & Rajan, M. 2000. Learning by doing *something else*: The impact of task variation on organizational learning curves. Presented at the **2000 Academy of Management Conference**, Toronto, August. Nominated for Best Paper Prize.
- Schilling, M.A. 2000. Modular organizational forms. Presented at the **2000 Academy of Management Conference**, Toronto, August
- Schilling, M.A. 2000. Modular organization designs: The transformation of the U.S. Army. Presented at the 2000 **Competence-Based Management Conference**, Helsinki, June.
- Schilling, M. A. 1999. Towards a general modular systems theory. Presented at the **1999 INFORMS Philadelphia Conference**, November.

- Schilling, M.A. & Vasco, C.E. 1999. Rapid market transformation and the adoption of modular organizational forms. Presented at the **1999 Strategic Management Society Conference**, October. Nominated for Best Paper Prize.
- Schilling, M.A., Vasco, C. E. & Sy, W. 1999. The disaggregation of the firm: An empirical test of the impact of technological change and globalization on organizational form. Presented at the **1999 Academy of Management Conference**, August.
- Schilling, M. A. 1999. Variation, relatedness, and organizational learning. Presented at the **1999 Academy of Management Conference**, August.
- Schilling, M.A. 1998. From markets to hierarchies...to dynamic modularity. Presented at the 1998 **INFORMS Seattle Conference**, October.
- Schilling, M.A. 1998. Antecedents and outcomes of modularity. Presented at the 1998 **Academy of Management Conference**, August.
- Schilling, M. A. 1997. Technology adoption, dominant design and technological lock out: Results from empirical test. Presented at the 1997 **Strategic Management Society Conference**, October.
- Schilling, M. A., Mustard, J. S. 1997. Determinants of board of director non-stock compensation: Paid to perform or comply? Presented at the 1997 **Academy of Management Conference**, August.
- Schilling, M. A. 1997. Decades ahead of her time: Mary Parker Follett and the origins of stakeholder theory. Presented at the 1997 **Academy of Management Conference**, August.
- Schilling, M.A. 1996. Northeast Independent Medical Consultants, Inc.: Teaching Case, presented at the **Academy of Management Conference**, August.
- Schilling, M.A. and Berman, S. 1996. Board of Director Compensation and Firm Performance, presented at the **Stanford Center for Organization Research Asilomar Conference**, April.
- Schilling, M.A. 1995. The determinants of strategic lock out and the new product development decision, presented at the **Strategic Management Society Conference**, October.
- Schilling, M.A., Ilinitich, A. and Ruth, J. 1995. Changing attitudes towards the firm: An empirical investigation of the persuasive effects of information, presented at the **Academy of Management Conference**, August.
- Schilling, M.A. 1995. Surfing the net: Using computers in the classroom, **Academy of Management Conference**, August.

- Schilling, M.A. 1995. Increasing or decreasing returns to research and development expenditures: Exploring the boundaries of new product development, presented at the *Stanford Center for Organization Research Asilomar Conference*, April.
- Schilling, M.A. 1994. The efficacy of new product development: Japan versus the United States, presented at the *Organizational Studies Doctoral Student Conference*, September.
- Schilling, M.A. and Schultz, M. 1994. Ecosystem management and organization structure, presented at the *Association of Management Conference*, August.
- Schilling, M.A. and Ilinitch, A. 1994. Amoco Corporation: Making tough decisions in the face of increasing environmental regulation, presented at the *North American Case Research Association Conference*, November.

***Selected Invited Presentations***

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- 2023 – Innovation research domains, perspectives and methods. *Illinois Strategic Organizations Initiative Distinguished Speaker Series*, September.
- 2022 – “Research Portfolio and Building a Climate for Innovation” *London Business School*.  
“Breaking the Mold: An exploration of how atypical alliance partnering behavior influences the creation of unusual innovations,” *Hass School of Business, Berkeley*.  
“Breaking the Mold: An exploration of how atypical alliance partnering behavior influences the creation of unusual innovations,” *Ross School of Business, Michigan*.
- 2021 – “Exploring Uncharted Territory: Knowledge search processes in the origination of outlier patents” Kellogg School, *Northwestern University*.
- 2020 -- “Quirky: The remarkable story of the traits, foibles, and genius of breakthrough innovators who changed the world”, *U.S. Army War College, Carlisle Pennsylvania*.
- 2019 -- "Fostering Breakthrough Innovation" *Wipro Winnovate Conference*, New York  
“Fostering Breakthrough Innovation” *Hitachi Social Innovation Summit*, Tokyo  
"Fostering Breakthrough Innovation" *MPS Incorporated Annual Summit*, New York  
"Serial Breakthrough Innovation" Invited talk at *UC Santa Barbara*  
"Serial Breakthrough Innovation" Invited talk at *University of British Columbia, Vancouver*  
"Outliers and Where Breakthrough Ideas Come From" Invited talk at *UCLA*
- 2018 – “Breakthrough innovators who changed the world” *Paypal*, Mountain View  
“Breakthrough innovators who changed the world” *University of Bergamo*, Italy  
“Serial breakthrough innovation: The roles of separateness, self-efficacy, and idealism.” *Boston University, Boston*  
“Quirky: The remarkable story of the traits, foibles, and genius of breakthrough innovators who changed the world”, *Innovate@BU Conference, Boston*.  
“Quirky: The remarkable story of the traits, foibles, and genius of breakthrough innovators who changed the world”, *White & Case Antitrust Symposium, Washington DC*

“Serial breakthrough innovation: The roles of separateness, self-efficacy, and idealism.”

**Temple University, Philadelphia**

“Quirky: The remarkable story of the traits, foibles, and genius of breakthrough innovators who changed the world”, **Millennium Alliance Conference, New York, NY**

“Quirky: The remarkable story of the traits, foibles, and genius of breakthrough innovators who changed the world”, **Cititalks, New York, NY**

“Quirky: The remarkable story of the traits, foibles, and genius of breakthrough innovators who changed the world”, **Montclair Literary Festival, Montclair, NJ**

“Breakthrough innovators who are changing the world,” **South by Southwest (SXSW), Austin, TX**

“What makes some people spectacularly innovativative”, **IBM, New York, NY**

“Breakthrough innovators who changed the world,” **Ivy: The Social University, New York, NY**

“Quirky: The remarkable story of the traits, foibles, and genius of breakthrough innovators who changed the world”, **Facebook, New York, NY**

“Quirky: The remarkable story of the traits, foibles, and genius of breakthrough innovators who changed the world”, **Leeds Power Breakfast, University of Colorado, Boulder**

“Quirky: The remarkable story of the traits, foibles, and genius of breakthrough innovators who changed the world”, **Leeds University Business School, Leeds, UK**

“Quirky: The remarkable story of the traits, foibles, and genius of breakthrough innovators who changed the world”, **Millennium Alliance Conference, Miami**

“Quirky: The remarkable story of the traits, foibles, and genius of breakthrough innovators who changed the world”, **Rotman University, Toronto**

“Quirky: The remarkable story of the traits, foibles, and genius of breakthrough innovators who changed the world”, **University of Bergamo, Bergamo Italy**

“Quirky: The remarkable story of the traits, foibles, and genius of breakthrough innovators who changed the world”, **Paypal, San Jose CA**

“Quirky: The remarkable story of the traits, foibles, and genius of breakthrough innovators who changed the world”, **SEMICON, San Francisco, CA**

“Breakthrough Idea Generation”, **Masco Coatings, Anaheim, CA**

“Quirky: The remarkable story of the traits, foibles, and genius of breakthrough innovators who changed the world”, **The Most Powerful Women in Banking, LEAD Conference, New York, NY**

2017 – “Exploring uncharted territory: Knowledge search strategies in the origination of outlier patents.” **IE, Madrid.**

“Exploring uncharted territory: Knowledge search strategies in the origination of outlier patents.” **Drexel University, New Jersey.**

2016 – “Inspiring breakthrough innovation: The generation and pursuit of heterodox ideas” **Rutgers University**

“Inspiring breakthrough innovation: The generation and pursuit of heterodox ideas” **Columbia University**

“Inspiring breakthrough innovation: The generation and pursuit of heterodox ideas” **Karolinska Institute**

- “Breakthrough serial innovators: Drivers of heterodox thinking, effort, and persistence”  
**IESE, Barcelona**
- 2015 – “Breakthrough serial innovators: Drivers of heterodox thinking, effort, and persistence”  
**University of California, Irvine**  
“Breakthrough innovators” **University of Michigan**  
“Breakthrough innovators” **Baruch College**  
“Building a climate for innovation” **Bloomberg Corporation**  
“Obstacles to the adoption of electric vehicles” **Brian Lehrer**  
**TV**(<http://www.cuny.tv/show/brianlehrer/PR2003830>)
- 2014 – “Breakthrough innovators,” **Stanford University**  
“Breakthrough innovators,” **University of Southern California**  
“Creativity at the individual and interpersonal network levels,” **Bocconi University**.  
“Deviance and innovation: A strategic perspective,” Medici Program, hosted by **Bologna University, HEC, and NYU**.  
“Building an organizational climate for innovation,” **Bloomberg Global Leadership Forum**.  
“Strategic thinking and innovation” **Standard & Poors**
- 2013 -- “Technology shocks, technological collaboration, and innovation outcomes,” **University of North Carolina, Chapel Hill**.  
“When hubs lie, forget, and play favorites: Interpersonal network structure, information distortion, and organizational learning” **University of Maryland**.
- 2012 -- “Technology shocks, technological collaboration, and innovation outcomes,”  
**Copenhagen Business School**.
- 2011 -- “Recombinant search and breakthrough idea generation,” **University of Toronto**, Canada.  
“Thinking strategically about renewable energy alternatives,” **Sogang University**, Seoul Korea.  
“When hubs forget, lie and play favorites: Interpersonal network structure, information distortion, and organizational learning,” **Imperial College**, London.  
“When hubs forget, lie and play favorites: Interpersonal network structure, information distortion, and organizational learning,” **HEC**, Paris.  
“When hubs forget, lie and play favorites: Interpersonal network structure, information distortion, and organizational learning,” **Harvard Business School**, Boston.
- 2010 – “Technology shocks, alliances, and the global technology collaboration network,”  
**Tilburg University**, Netherlands.  
“Technology shocks, alliances, and the global technology collaboration network,”  
**INSEAD**, France.  
“Technology shocks, alliances, and the global technology collaboration network,”  
**Harvard Business School**, Boston.

- 2009 – “Technology shocks, alliances, and organizational fields: Insights from the global technology collaboration network. *Columbia University*, New York.  
“The global technology collaboration network: Structure, trends, and implications,” *Bocconi University*, Italy.  
“The global technology collaboration network: Structure, trends, and implications,” *Nippon Keidanren, Keizai Koho Center*, Japan
- 2008 – “The global technology collaboration network: Structure, trends, and implications” *Stanford University*, Palo Alto.  
“The global technology collaboration network: Structure, trends, and implications,” *Harvard Business School*, Boston.  
“The global technology collaboration network: Structure, trends, and implications,” *University of California, Los Angeles*.
- 2007 – “Knowledge networks and knowledge creation,” *University of California, Berkeley*.
- 2004 – “Interfirm collaboration networks: The impact of network structure on rates of innovation,” *University of California, Los Angeles*. May.  
“Interfirm collaboration networks: The impact of network structure on rates of innovation,” *University of California, San Diego*. March.  
“Interfirm collaboration networks: The impact of network structure on innovation,” *University of North Carolina, Chapel Hill*. February.  
“Interfirm collaboration networks: The impact of network structure on innovation,” *University of Texas, Austin*. February.  
“Interfirm collaboration networks: The impact of network structure on rates of innovation,” *University of California, Irvine*. February.
- 2003 -- Interfirm Knowledge Networks and Knowledge Creation: The Impact of "Small World" Connectivity,” *Rotman Strategic Management Workshop*, October.  
“Interfirm collaboration networks and innovation: The impact of small-world connectivity,” *Wharton Strategy Seminar*, October.  
“Modularity at the technological and organizational levels,” *London Business School*, October.
- 2002 – “Technology standards: Appropriability and the rise of a dominant design,” *2002 US - China Strategic Management of Technological Innovation Bilateral Workshop*, sponsored by the *National Science Foundation*.  
“Modularity: Theory, evidence, and directions for future research,” *Harvard Business School*.  
“The use of increasing modular organizational forms: An industry-level analysis,” *National Bureau of Economic Research*.
- 2001 -- “Industry drivers of increasingly modular organizational forms,” *Florida University Research Scholars* series, February.



2000 -- “Modular organization designs: The transformation of the U.S. Army,” *Erasmus University*, Rotterdam, June.

“Modular organization designs: The transformation of the U.S. Army,” *INSEAD, Fontainebleau*. June.

### ***Teaching Videos***

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Innovation, sources of individual creativity: <https://youtu.be/j3jKzYnzC6c>

Patterns of Innovation: <https://youtu.be/bvjvo6M2zRI>

Platform Ecosystems: <https://youtu.be/yAFSRq-NYTY>

Network Externalities: <https://youtu.be/CIp7TR2R4gg>

Porters 5 Forces plus Complements: <https://youtu.be/W0hySWGJKj4>

Choosing New Projects: <https://youtu.be/0QOdd45aZ1o>

Collaboration types: <https://youtu.be/tJlJhPJHs0>

Collaboration partners and governance: <https://youtu.be/EHULUICYOUQ>

Intellectual Property Protection: <https://youtu.be/0Bb8MAF9EPg>

Organizing for Innovation: <https://youtu.be/0sPwbcqNwEI>

Deployment Strategies: <https://youtu.be/X3jMEkXPmz8>

Competitive advantage: <https://youtu.be/Q1lkBSWreVI>

Value chains and VRIO Analysis: <https://youtu.be/Tpb1fxt9YfU>

Ratios Made Easy: [https://youtu.be/WJsSgT\\_on6s](https://youtu.be/WJsSgT_on6s)

Willingness to pay, Value Creation and Value Capture: <https://youtu.be/HbMds5Ff78M>

Vertical Integration: <https://youtu.be/NVyPNy-pZS0>

Leveraging Technology into New Markets: <https://youtu.be/15DCeacHq5M>

Agency Problems: <https://youtu.be/RKplaCgZFMs>

Top Four Reasons Most Acquisitions Fail: <https://youtu.be/2dQ7mcBdpm0>

Restructuring the Corporation through Sell-offs, Spin-offs, Carve-outs, and Split-offs: <https://youtu.be/J24f6hdIZNg>

Related and Unrelated Diversification: <https://youtu.be/LgKJ6uzDABg>

### ***Radio & Television Appearances and Interviews for Trade Press***

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BBC, Bloomberg Businessweek, Bloomberg Radio, Bloomberg TV, BNN-TV, Brian Lehrer Show, Business Insider, Canadian Business News, Information Week, Innovation & Tech Today, CBC News, Cheddar “This Changes Things”, CNBC, CNN DisrupTV, CNN Money, C-Span BookTV, Envision Radio Network “The weekend with Ed Kalegi”, Financial Times, Globe and Mail, KERA FM “Think”, MarketWatch, NASDAQ Speed Read, NPR Something You Should Know, NPR Tech Nation, Power Athlete Radio, Radio Activa, The Learner’s Corner, Tech, The Second City “Getting to Yes, And”, Sirius XM Business Radio “Mastering innovation”, Sirius XM Radio “Matt Townsend Show”, Talk Radio Europe, This Week In Tech (TWIT) “Triangulation”, Voice America Business Radio “Out of the comfort zone”, Wall Street Journal, WCBS-AM “GutwiZdom”, Yahoo Finance, and others.

### ***Consulting Clients***

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IBM, Bloomberg Corporation, PayPal, Skullcandy, Siemens, Standard & Poors, Masco Coatings, Zeta Energy, Soteria, and others.

***Expert Witness Reports, Depositions and Amicus Briefs***

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**Rochester Drug Co-operative v Warner Chilcott**

United States District Court, District of Rhode Island

Re Loestrin 24 FE Antitrust Litigation

February 2019

- Expert witness report on behalf of defendant in antitrust litigation relating to pharmaceutical product introduction and withdrawal.

Schilling, M.A. 2015. Amicus Brief of Business School Professors in support of Defendant-Appellants in State of New York versus Actavis Plc Forest Laboratories, LLC. Filed in the United States Court of Appeals for the Second Circuit with Leslie John and Edward Rogers of Ballard Spahr, LLP, and eleven other signatories, February.

**Mylan Pharmaceuticals, Rochester Drug Co-operative, Meijer Distribution, American Sales Company, Walgreen, Safeway, Supervalu and Heb Grocery, et al. v Warner Chilcott Public Limited Company, et al.**

United States District Court, Eastern District of Pennsylvania

Civil Action No. 12-3824

October 2012

- Expert witness report and deposition testimony on behalf of defendant in an antitrust suit relating to pharmaceutical product introduction.

***Courses Taught***

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EXECUTIVE EDUCATION

Managing Innovation

Breakthrough Strategic Thinking

Building a Climate for Innovation

Strategic Analysis

MBA COURSES

Strategy

Corporate Strategy Analysis

Business Strategy Analysis

Strategy with a Social Purpose

Innovation strategy

Strategy and Policy

Technological Innovation and the Natural Environment

Technological Innovation and New Product Development

Strategy in High Technology Environments

Social Issues in Management

UNDERGRADUATE COURSES

Technological Innovation and New Product Development  
Strategy in High Technology Environments  
Social Issues in Management

PHD COURSES

Strategy  
Innovation and industrial dynamics

***Professional Activities***

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**Journal Editing and Review**

Senior Editor at *Strategy Science*, 2020 – Current  
Co-editor of *Industrial and Corporate Change* special issue on modularity, 2020-2022  
Co-editor of *Strategic Management Journal* special issue on platform strategy, 2018-2021  
Co-editor of *Academy of Management Discoveries* special issue on digital transformation of business, 2018-2021  
Associate Editor at *Journal of Alzheimer's Disease*, 2016 - 2017  
Editorial Review Board of *Academy of Management Journal*, 2015 – Current  
Editorial Review Board of *Academy of Management Discoveries*, 2014 -- Current  
Editorial Review Board of *Strategy Science*, 2014 -- Current  
Editorial Review Board of *Strategic Organization*, 2009 – Current  
Editorial Review Board of *Organization Science*, 2004-Current  
Ad Hoc Reviewer for: *Administrative Science Quarterly*, *Academy of Management Review*, *Academy of Management Journal*, *Management Science*, *Organization Science*, *IEEE Transactions on Engineering Management*, *Oxford University Press*, *Research Policy*, *Journal of Engineering and Technology Management*, *Strategic Management Journal*.

**National Committees and Award Review Boards**

Member of the *National Academy of Sciences* Committee on Overcoming Barriers to Electric Vehicle Deployment, 2012-2015  
Advisory Board Member of the American Antitrust Institute, 2016 – Current  
Member of review panel to evaluate *Center for Innovation Research*, *Tilburg University*, 2014  
Reviewer for the *Kaufman Foundation* Junior Faculty Fellowship Awards, 2013  
Reviewer for the 2013 BPS Irwin Educator Award, *Academy of Management Conference*.  
Member of the *European Research Council* Starting Grant Evaluation Panel, 2013-  
Member of the Review Board for *Department of Energy* ERIC/HUB award, 2010  
Executive Committee of the BPS division of the *Academy of Management*, 2007-2009  
Executive Committee of the TIM division of the *Academy of Management*, 2002-2003  
Research Committee of the BPS division of the *Academy of Management* 2002  
Reviewer for the *2002 Best Dissertation Proposal Award* for the Technology and Innovation Management division of the *Academy of Management*  
Reviewer for the *2002 Best Paper Award* for the Business Policy and Strategy division of the *Academy of Management*  
Reviewer for the *2002 Strategic Management Society Best Paper Award*.  
Reviewer for the *2001 Organization Science Dissertation Proposal Competition*

**Conference Organization and Service in Consortiums and Workshops**

Organizer and interviewer for “Fireside Chat with William Hait of Johnson & Johnson”, *NYU Stern Fubon Center*, 2024.

Organizer for the *Stern Innovation Conference*, 2023.

Organizer and interviewer for “Fireside Chat with Rama Akkiraju, Vice President for Artificial Intelligence/Machine Learning for IT at Nvidia”, *NYU Stern Fubon Center*, 2023.

Co-organizer for *Academy of Management STR Teaching Consortium*, 2022-2023.

Organizer and interviewer for “Fireside Chat with Jenni Gerbi, Deputy Director for Technology of ARPA-E”, *NYU Stern Fubon Center*, 2022

Organizer and interviewer “Fireside Chat with Amy Webb, CEO Future Today Institute”, *NYU Stern Fubon Center*, 2022

*Organizer for the Stern Innovation Conference*, 2022

Organizer and interviewer “Want my digital content? Show me the money! Fireside Chat with Nicholas Economides”, *NYU Stern Fubon Center*, 2022

Organizer for *the Stern Innovation Conference*, 2022

Discussant for *East Coast Doctoral Conference*, 2022.

Organizer for the *Stern Innovation Conference*, 2021

Mentor for *Kauffman Foundation Early-Stage Researcher Professional Development Series*, 2021

Speaker for *Academy of Management Doctoral Consortium*, August 2021

Organizer for the *Stern Innovation Conference*, 2020

Organizer and interviewer for Fireside Chat with Jihoon Rim, *NYU Stern Fubon Center*, 2022

Organizer and interviewer for *Clean Meat: A Fireside Chat with Author and Founder Paul Shapiro*, 2020

Organizer of Stern Panel on Breakthroughs in Food Production, 2020

Organizer for the *Stern Innovation Conference*, 2019

Organizer for the *DRUID Conference*, 2017

Panelist for the Knowledge and Innovation/Cooperative Strategies Workshop, *Strategic Management Society Conference*, 2015

Panelist for the Junior Faculty Paper Workshop, *Strategic Management Society Conference*, 2015

Panelist for the BPS Junior Faculty Paper Workshop, *Academy of Management Conference*, 2015.

Panelist for the BPS Managing Your Dissertation Workshop, *Academy of Management Conference*, 2014.

Facilitator for the BPS Junior Faculty Workshop, *Academy of Management Conference*, 2013

Facilitator for the TIM Junior Faculty Consortium, *Academy of Management Conference*, 2012.

Panelist for the TIM Junior Faculty Consortium, *Academy of Management Conference*, 2011.

Panelist in the BPS Mid-Career Workshop, *Academy of Management Conference*, 2010.

Co-Chair of BPS Junior Faculty Consortium, *Academy of Management Conference*, 2006-2007

Coordinator of BPS Mid-Career Faculty Consortium, *Academy of Management Conference* 2005.

Facilitator for BPS Doctoral Consortium, *Academy of Management Conference*, 2005.

Program chair for *the 2003 Organization Science Winter Conference*

***Dissertation committees***

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Patricia Vidal (2002)  
Andrea Prado (2011)  
Uriel Stettner (2011)  
Moritz Fliescher (20--)  
Elad Green (2015)  
Joost Rietveld (2015)  
Jung-Hyun Suh (2016)  
Rasmus Toft-Kehler (2018)  
Madeline King (2019)  
Stephen Michael Impink (2023)  
Derrick Cho (2024)