



FACULTY OF BUSINESS AND ECONOMICS

MANAGEMENT & STRATEGY SEMINAR

Does the Middle Conform or Compete? Quality Thresholds Predict the Locus of Innovation

Speaker:

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Abstract:

Where does innovation come from? This research models producer incentives to innovate with a focus on the role of audiences in constructing quality thresholds within markets. Market audiences create mechanisms for identifying the highest quality producers in a market. I highlight a key distinction between fixed quality thresholds (such as accreditations) and quality thresholds that respond to producer quality (such as rankings or best-of-breed awards). Producers evaluate how the inherently risky nature of innovation interacts with these thresholds. The model predicts conditions under which innovation emerges from the best producers in a market, from producers near the threshold in a market, from both, or from nowhere. Such predictions generalize and simplify several existing organizational theories of innovation.

Date:	March 2, 2018 (Friday)
Time:	10:30 a.m. — 12:00 noon
Language:	English
Venue:	Room 1236, 12/F, K.K. Leung Building, The University of Hong Kong

All Interested are Welcome