

CFXS 2023
Conference on Field Experiments in Strategy

*Harvard Business School, Batten Hall ("The Hives")
Cambridge, MA*

Wednesday and Thursday, August 2nd and 3rd, 2023

Conference Information & Papers



Day 1: Wednesday, August 2

PhD Student Workshop on Designing and Running Field Experiments

Instructors:

Sharique Hasan, Duke University
Hyunjin Kim, INSEAD
Rembrand Koning, Harvard Business School
Roger Masclans, Duke University

Participants

Dafna Bearson
Hilary Mahar
Diego Jannace
Nate Hill
Claudia Frosi
Miaozhe Han
Jose Cerecedo Lopez
Grady Raines
Anuj Kantilal Tater
Rowan Clarke
Yanhong Ding
Elyse Rich
Guanyi Song
Dequn Teng
Max Kagan
Tabea Brüning
Naja Pape
Barbara Silva
Patel Gbedjemaiho

7.30am to 8am	PhD Registration and Breakfast
8am to 8:30am	Introduction to Field Experiments and the Strategy Experiment Canvas
8:30am to 10am	Two Case Studies on Field Experiment Design
10am to 11am	Building a Strategy Experiment Canvas
11am to 12pm	Frontier of Experimental Methods x Machine Learning <i>Iavor I. Bojinov & Edward McFowland III</i>

Ph.D. Lunch

12pm to 12.50pm

Lunch

Introduction to CFXS

12:50 pm

Welcoming remarks from the CFXS team

SESSION 1: Entrepreneurship Outside Silicon Valley

1:10 pm to 1:35 pm

Robert Hill and Isin Guler, "Been In My Shoes? Increasing Effectiveness of Entrepreneurial Training Among the Incarcerated"

1:35 pm to 2:00 pm

Reddi Kotha, Balagopal Vissa, Grace J. H. Lim, and Chon Phung Lim, "Is the Sharing of War Stories by Successful Entrepreneurs an Effective Entrepreneurship Training Method? Evidence from a Field Experiment"

2:00 pm to 2:20 pm

Discussion: Brent Goldfarb, University of Maryland - College Park

2:20 pm to 2:35 pm

Q&A

SESSION 2: Making Predictions

2:45 pm to 3:10 pm

Nick Bloom, Mihai Codreanu, and Robert Fletcher, "Rationalizing Entrepreneurs' Forecasts"

3:10 pm to 3:35 pm

Daniel Yue, Paul Hamilton, and Iavor Bojinov, "Nailing Prediction: Experimental Evidence on the Impact of Tools in Predictive Model Development"

3:35 pm to 3:55 pm

Discussion: Tobias Kretschmer - LMU Munich

3:55 pm to 4:15 pm

Q&A

Test Your Experiment I

4:30 pm to 6:00 pm

- Thomas Åstebro, Bruno Crepon, Mona Mensmann, Mathis Schulte, "Analyzing take-up rates for online training in entrepreneurship"
- Nataliya Wright and Bo Cowgill, "AI, Cheap Talk, and Costly Signaling"
- Jelena Cerar, Phillip C. Nell, and Chiara Fabrizi, "When Do I Rely on AI? Cognitive Exhaustion and AI Advice in Innovation Selection"
- Ouafaa Hmaddi and Alex Lewis, "Entrepreneurship framing and minorities willingness to access and use entrepreneurial resources"
- Zain Chaudhry and Karrar Hussain "Testing Commitment in Public Sector Workers"
- Carlos Inoue, Paulo Arvate, Plinio Bernardi, Henrique Brabo, and Sandro Cabral, "Using Framing and Social Norms to Promote Water Conservation: A Randomized Controlled Trial"
- Sukti Ghosh and Jasjit Singh, "Eliciting Supplier Collaboration for a Firm's Decarbonization Strategy: A Field Experiment in an Agricultural Supply Chain in India"
- Yang Xu and Christen Shih, "Cognitive Bias Training for Improving Resource Allocation: A Field Experiment Involving Military Officers"
- J. Jeffrey Gish and Regan Stevenson, "Does letting entrepreneurs down easy lead them on?"
- Egor Burda, Marion Poetz, Susanne Beck, and Henry Sauermann "Listening to the crowd? Scientific experts' responsiveness to evaluations from the general public"
- Andrea Contigiani, "Team Diversity and Venture Performance: Experimental Evidence from an Entrepreneurship Course"

Dinner

6:30pm to 8:00pm

Dinner at Harvard Business School

Day 2: Thursday, August 3

Breakfast

8:00am to 9am

Breakfast

SESSION 3: Entrepreneurial Learning

9:00 am to 9:25 am

Yun Hou and Ivan Png, "Learning to Let Go: Field Experiment on Benchmarking and Exit"

9:25 am to 9:50 am

Rajshree Agarwal, Francesca Bacco, Arnaldo Camuffo, Andrea Coali, Alfonso Gambardella, Haji Msangi, Steve Sonka, Anna Temu, Betty Waized, and Audra Wormald, "Does a Theory-of-value Add Value? Evidence from a Randomized Control Trial with Tanzanian Entrepreneurs"

9:50 am to 10:10 am

Discussion: Jackie Lane - Harvard Business School

10:10 am to 10:30 am

Q&A

SESSION 4: Gender and Market Frictions

10:45 am to 11:10am

Susan Athey and Emil Palikot, "Effective and Scalable Programs to Facilitate Labor Market Transitions for Women in Technology"

11:10 am to 11:35 am

Layane Alhorr, "Virtual Windows through Glass Walls: Digitization for Mobility-constrained Female Entrepreneurs"

11:35 am to 11:55 am

Discussion: Aruna Ranganathan, University of California - Berkeley

11:55 am to 12:15pm

Q&A

Lunch

12:30 pm to 1:45pm

Lunch

Panel Discussion

1:45 pm to 3:15 pm

Building Organizational Infrastructure for Experimental Strategy Research at Scale

Panelists:

*Jana Gallus (UCLA),
Albert Bravo-Biosca (Innovation Growth Lab)
Raffaella Sadun (HBS)*

Moderator: *Hyunjin Kim, INSEAD*

SESSION 5: Non-market Strategy

3:30 pm to 3:55 pm	Matthew Lee and <u>Jasjit Singh</u> , "Activist Pressure and Firm Compliance with ESG Disclosure Policy: Experimental Evidence from the U.K. Modern Slavery Act"
3:55 pm to 4:20 pm	Allen Hicken, Edmund Malesky, Songkhun Nillasithanukroh, and <u>Markus Taussig</u> , "Digital Consultation of Firms and Perception of Government's Regulatory Legitimacy: Piloting an Experiment in Regulation Design in Thailand"
4:20 pm to 4:40 pm	Discussion: <i>Anita McGahan, Toronto Rotman</i>
4:40 pm to 5:00 pm	Q&A

Test Your Experiment II

5:00 pm to 6:30 pm	• <u>Max Kagan</u>, "Measuring Virtue: A Field Experiment on Motivations Behind Corporate Social Responsibility" • <u>Maren Mickeler</u> and Florian Englmaier, "Information Aggregation, Performance Feedback, and Gender" • <u>Ivan Zupic</u>, Sunita Swami, and Sujata Khandai, "Entrepreneurial Education and Women's Entrepreneurship" • <u>Laura Rosendahl Huber</u>, "Fixing the leak: A field experiment on the attractiveness and effectiveness of a training program for female entrepreneurs" • <u>Nicholas Otis</u>, Rowan Clarke, Solene Delecourt, David Holtz, and Rembrand Koning, "Spurring Small Business Growth with Artificial Intelligence" • <u>Naja Pape</u> and Chiara Spina, "Decreasing the Cost or Increasing the Returns for Female Entrepreneurs? Experimental Evidence" • Yun Hou and <u>Ivan Png</u>, "Comparing face-to-face with virtual social interaction at work: Field experiment" • <u>Zhao Li</u>, "Does Employee Activism Die in Darkness? An
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Information Experiment on Employee Opposition to Corporate Political Strategy"

- Wajeeha Ahmad and Erik Brynjolfsson, "Measuring the impact of generative AI on platform engagement"
- Zahra Hejrati and Charles Eesley, "Temporal Aspects of Team Formation and Idea Specificity in New Ventures: Evidence from a MOOC Experiment"
- Anusha Sirigiri "Job autonomy and strategic human capital: Field experiment to uncover the relationship between Job autonomy and employee performance"

Closing Reception

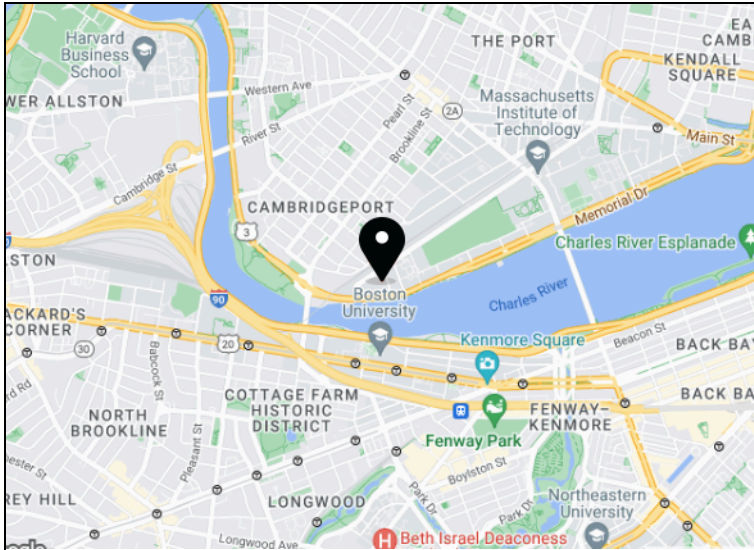
6:30 pm to 7:30 pm

Conversation, Drinks & Refreshments

Logistics

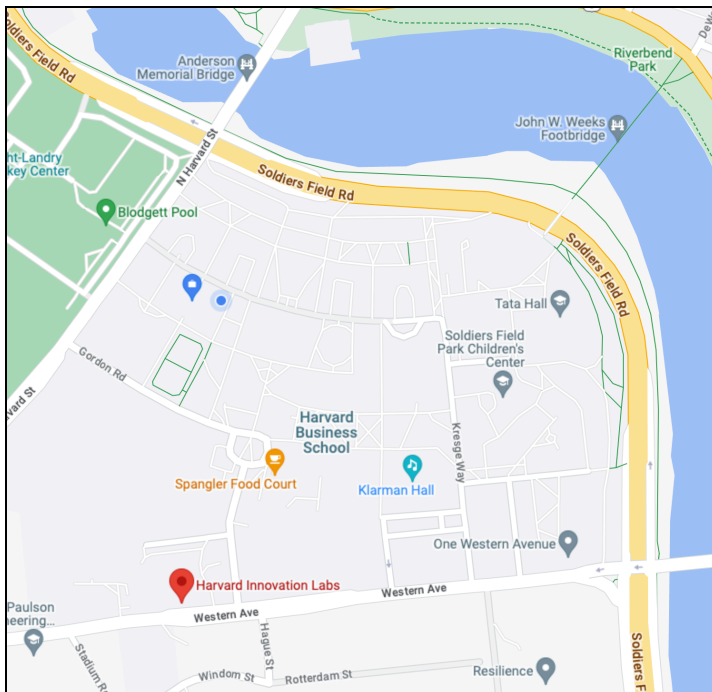
Hotels

Conference attendees receive a 20% off discount when using this link at the Hyatt Regency Cambridge: bit.ly/HarvardBusSchool_HyattCambridge.



Conference Location

Harvard Business School Batten Hall (Harvard Innovation Labs)
Batten Hall, 125 Western Ave, Allston, MA 02134



Organizing Committee (2023) Sharique Hasan, Hyunjin Kim, Rembrandt Koning

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Supporting Institutions



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