

CFXS 2024
Conference on Field Experiments in Strategy

*INSEAD, Euro Asia Centre
Fontainebleau, France*

Thu-Fri, December 19-20, 2024

Conference Information & Papers



Day 0: Wednesday, December 18

6pm to 8pm

PhD Introduction and Drinks Reception
(La Rotonde at INSEAD)

Day 1: Thursday, December 19

PhD Student Workshop on Designing and Running Field Experiments (Euro Asia Centre)

PhD Workshop Mentors:

Silvia Castro, LMU Munich

Sukti Ghosh, INSEAD

Zahra Hejrati, Stanford University

Diego Jannace, Bocconi University

Naja Pape, INSEAD

8.30am to 9am

PhD Registration and Breakfast

9am to 9:10am

Introduction to Field Experiments and the Strategy
Experiment Canvas

9:10am to 10am

Two Case Studies on Field Experiment Design

10:00am to 12pm

Building a Strategy Experiment Canvas

Ph.D. Lunch

12pm to 12.50pm

Lunch at INSEAD Canteen

Introduction to CFXS (Euro Asia Centre)

12:30pm - 1:00pm

Welcome Coffee for all participants at Euro Asia Centre

1:00 pm

Welcoming remarks from the CFXS team

SESSION 1: Digitization and Development (Euro Asia Centre)

1:15 pm to 1:30 pm	Michael Callen, Miguel Fajardo-Steinhäuser, Michael G. Findley, and <u>Tarek Ghani</u> . "Can Digital Aid Deliver During Humanitarian Crises"?
1:30 pm to 1:45 pm	<u>Juan Pedro Ronconi</u> . "Nudges, Managerial Planning, and Small Firm Performance: Evidence from Online Commerce"
1:45 pm to 2:05 pm	Discussion: <i>Anik Ashraf - LMU Munich</i>
2:05 pm to 2:30 pm	Q&A
2:30 pm to 3:10 pm	<i>Coffee Break</i>

SESSION 2: Organizing Teams (Euro Asia Centre)

3:10 pm to 3:30 pm	<u>Francisco Brahm</u> , Rosario Macera, and Joaquin Poblet. "'High-Fidelity Social Learning."
3:30 pm to 3:50 pm	<u>Florian Englmaier</u> , Stefan Grimm, Dominik Grothe, David Schindler, and Simeon Schudy. "The Value of Leadership: Evidence from a Large-Scale Field Experiment"
3:50 pm to 4:10 pm	Discussion: <i>Elizabeth Lyons - UC San Diego</i>
4:10 pm to 4:20 pm	Q&A
4:20 pm to 4:45 pm	<i>Coffee Break</i>

Test Your Experiment I (Euro Asia Centre)

4:45 pm to 6:15 pm	Master of Ceremonies: Amisha Miller (NYU) <ul style="list-style-type: none">• <u>Claudia Frosi</u>, 'Entrepreneurial Domains, Theories and New Ideas: Evidence from a Field and a Lab Experiment'• <u>Tobias Kretschmer</u>, 'Identity Provision & Indirect Contributions in Idea Contests'
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- Tabea Brüning, 'Unintended Consequences of Field Experiments in Poverty Settings'
- Nataliya Langburd Wright, 'Strategy, team alignment, and differentiation: Evidence from a global startup field experiment'
- Laura Rosendahl Huber, 'Designing a field experiment on women empowerment in the Kutupalong Refugee camp'
- Elizabeth Lyons, 'The Effects of Digital Monitoring and Managerial Rationalization on Performance'
- Ali Merali, 'Scaling Laws for Economic Impacts- Experimental Evidence on the Productivity Impacts of Generative AI'
- Nicolas Jimenez, 'The effects of e-commerce adoption on MSMEs in India'
- Benjamin Norton, 'Using Competitor and Supplier Information in Mwanza, Tanzania'
- Binglu Wang, 'Can Large Language Models Provide Useful Feedback on Research Papers? A Large-Scale Randomized Field Experiment on Innovation and Science'

6:15pm to 6:30pm

Live voting for 'Best Idea' Prize

Dinner

6:45pm

Meet at INSEAD reception to walk to restaurant

7:00pm to 8:30pm

Dinner at Gina restaurant, Hôtel de Cavoye, Fontainebleau

Day 2: Friday, December 20

Breakfast (Euro Asia Centre)

8:30am to 9am

Welcome Coffee

SESSION 3: Experiments in Labor Market Sorting (Euro Asia Centre)

9:00 am to 9:12 am

Solene Delecourt, Sahiba Chopra, and Rembrand Koning. "Do gendered ideas attract talent?"

9:12 am to 9:24 am	<u>Derek Lief</u> . "Exploring the Role of Religion in How Organizations Create Firm-Specific Advantage in their Approach to the Labor Market"
9:24 am to 9:36 am	<u>Manuela R. Collis</u> and Clémentine Van Effenterre. "Workplace Hostility."
9:36 am to 10.00 am	Discussion: <i>Thomas Astebro - HEC Paris</i>
10.00 am to 10:20 am	Q&A
10:20 am to 10:50 am	<i>Coffee Break</i>

SESSION 4: Experimenting with Social and Political Impact (Euro Asia Centre)

10:50 am to 11:10 am	<u>Anna Lukkarinen</u> and Riitta Katila. "Investor Reactions to Firm Sustainability: Evidence from a Randomized Field Experiment"
11:10 am to 11:30 am	<u>Reuben Hurst</u> and Saerom (Ronnie) Lee. "Do Diversity Claims Cause Labor Market Sorting by Political Partisanship? Evidence from Experiments"
11:30 am to 11:50 am	Discussion: <i>Stephan Meier - Columbia Business School</i>
11:50 am to 12:10 pm	Q&A

Lunch

12:30 pm to 2:30pm	Lunch at Le Cercle, INSEAD Building
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Field Experiments and AI (Amphi Forster in Main Building)

2:30 pm to 4.00 pm	<i>Brian Jabarian (Chicago Booth)</i> <i>Xi Kang (Vanderbilt)</i> <i>Hyunjin Kim (INSEAD)</i> <i>Chris Collard (Grab)</i> <i>Cynthia Pekron (Morningstar)</i> <i>Moderator: Rembrand Koning (HBS)</i>
4:00 pm to 4:30 pm	<i>Coffee Break</i>

Test Your Experiment II (Amphi Forster in Main Building)

4:30 pm to 6:00 pm **Master of Ceremonies:** Nataliya Langburd Wright (Columbia)

- Jonathan Jensen, 'Can Coordination and Cooperation Mechanisms Improve the Integration of Freelancers into Organizations? A Field Experiment in an Online Labor Market'
- Tess Lallemand, 'Do Firms Know How to Hire? A Demand-Side Experiment to Reduce Matching Frictions in Uganda Labor Markets'
- Amisha Miller, 'The impact of strategic reflection on entrepreneurial decision-making'
- Jens Meyer, Yves Doz, Jules Goddard, Carrying out experiments in large organizations: are they the end of strategy, or its renewal?
- Silvia Castro, 'Leadership that listens'
- Svenja Friess, 'The Impact of Competition and Gender Composition on Creative Performance'
- Binglu Wang and Nina Teng, 'Strategic Feedback in Idea Rejections: A Field Experiment on Communicating Near versus Far Misses in Angel Investing'
- Ofir Gefen, 'Immigrant Entrepreneurship and Political Clientelism: A Field Experiment'
- Brigitte Schönberger, Ferran Giones and Andreas Wahl, 'Missing out on class, missing out on impact? Social background effects on science-based entrepreneurship preferences'
- Razan Amine, 'The Short- and Long-term Impacts of a Big Financial Push and Blended Finance for SMEs in Iraq'

6:00 pm to 6:15 pm Live Voting and Announcement of 'Best Idea' Award

Closing Reception (Euro Asia Centre)

6:15 pm to 7:00 pm *Conversation, Drinks & Refreshments at Euro Asia Centre*

Presentation of 'Best Idea' Award'

Logistics

Hotels

INSEAD secured special rates for CFXS attendees at the following hotels. If you're interested, please book your accommodation using the links and booking codes provided below.

INSEAD Hotel Ermitage

- [Booking link](#)
- Booking code: CS187

Hotel Aigle Noir

- [Booking link](#)
- Booking code: CS181

Conference Location

The conference will take place at the INSEAD, Euro Asia Centre in Fontainebleau, France.

Click here for location details: <https://g.co/kgs/gqNkr8n>

Click here to download the INSEAD Campus Map  Campus_Map_full 2023.pdf

Organizing Committee (2024) Sharique Hasan, Hyunjin Kim, Rembrand Koning

Organizer contact information

Sharique Hasan sharique.hasan@duke.edu

Hyunjin Kim hyunjin.kim@insead.edu

Rem Koning rem@hbs.edu

Logistics & General info contacts

Anna Ponchia anna.ponchia@nesta.org.uk, +39 3388345131
Justine Guilaine justine.guilaine@insead.edu, +33 672575695
Ines Magnasco ines.magnasco@insead.edu, +33 788749374

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