



**UNIVERSITÉ  
DE GENÈVE**

GENEVA SCHOOL OF ECONOMICS  
AND MANAGEMENT

***PhD Seminar on Organization, Management  
and Theories of the Firm (OMTF)***

***University of Geneva  
October 2 & 3 2014***

**Research groups:** Professors Beck, Frey, Osterloh, Palazzo, Probst, Raisch, Rost, Scherer, Seidl, Weibel

**Presentations:**

Long slot: 45min (15min presentation / 10min discussant / 20min group discussion)

Short slot: 30min (10min presentation / 20min group discussion)

**Registration fees:**

Fees will be collected cash against receipt and will be CHF 95 for students and CHF 135 for professors. Fees will cover lunches, catering, and drinks during the seminar along with the dinner.<sup>1</sup>

**Thursday afternoon and evening:**

A bus will take us to the countryside where we will do a walk in the vineyards. It is therefore recommendable to bring suitable clothing (especially shoes) to Geneva. This walk is followed by a wine tasting and dinner.

**Meals:**

We agreed with the restaurants to propose alongside the normal menu also a vegetarian dish. For two of the restaurants we will ask to make your choice during the registration or early next week (through a doodle). For the third restaurant, please find attached a doodle link (<http://doodle.com/57r6sxr2vasqu4mz>).

For any additional information, please feel free to contact **Jonathan Schad** ([jonathan.schad@unige.ch](mailto:jonathan.schad@unige.ch)).

---

<sup>1</sup> Please note: For lunch, we will go to restaurants nearby the university. Registration fees include lunch and one drink as well as coffee or tea after lunch. For dinner, we will provide two choices of wine and water. Additional drinks will have to be paid extra.

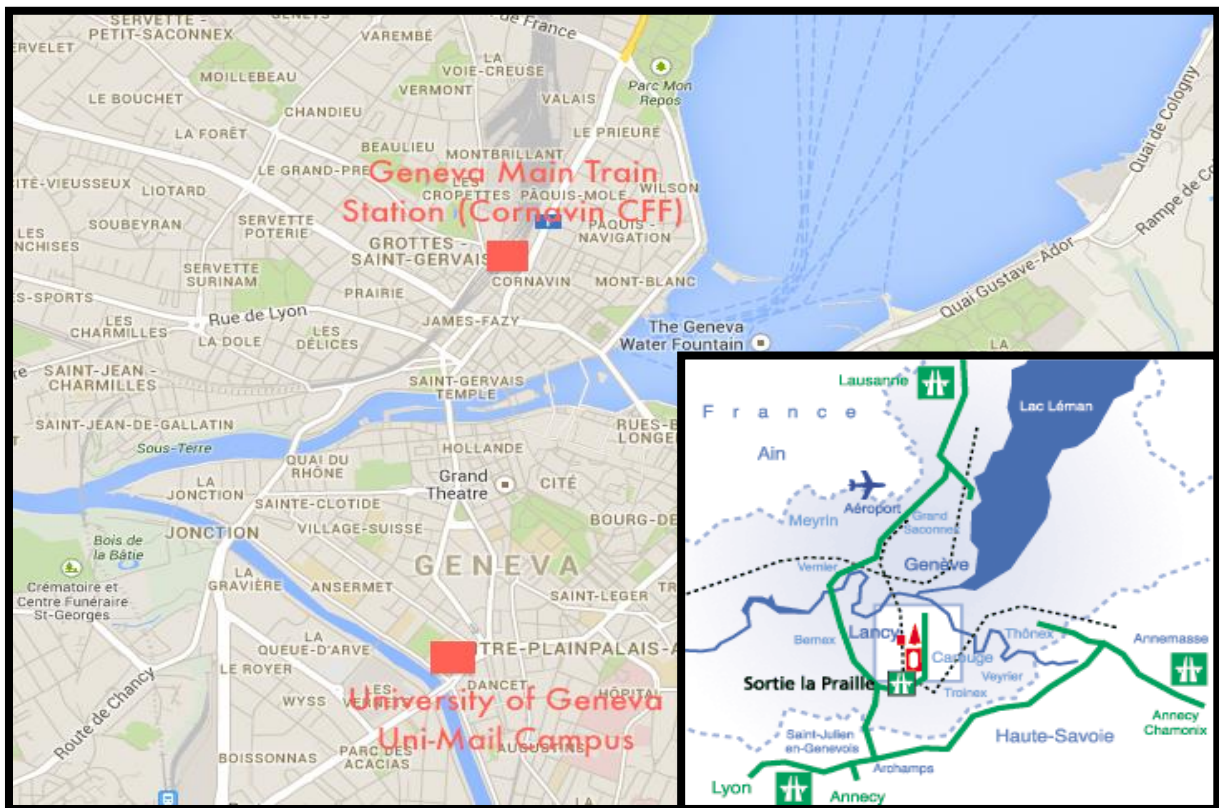
Preliminary Program - Thursday October 2, 2014		
Time		
09h00	Registration, Coffee and Croissants	
09h45	<p style="text-align: center;"><b>Welcome Speech</b> Prof. Sebastian Raisch</p>	
10h00	Long slot	<p><i>Does the external environment affect the relation between socio-emotional wealth and family business performance?</i></p> <p><b>Presenter:</b> Ivona Ljubic, University of Lugano <b>Discussant:</b> Johannes Luger, University of Geneva</p>
10h45	Coffee Break	
11h00	Long slot	<p><i>Beyond cognition: How institutional entrepreneurs can leverage multiple embeddedness to introduce institutional change</i></p> <p><b>Presenter:</b> Valeria Cavotta, University of Lausanne <b>Discussant:</b> Margarita Cruz, University of Lugano</p>
11h45	Short slot	<p><i>Outsourcing of sponsorship activities in sport organizations: A multi-theoretical model</i></p> <p><b>Presenter:</b> Nicolas Schweizer, University of Zurich</p>
12h15	Lunch Break	
13h30	Long slot	<p><i>Hybrid virtual teams: Trust and power to handle social loafing</i></p> <p><b>Presenter:</b> Thomas Afflerbach, University of St. Gallen <b>Discussant:</b> Gitte Grätzer, University of Zurich</p>
14h15	Short slot	<p><i>Action-driven sensegiving of top managers in fast strategic change</i></p> <p><b>Presenter:</b> Shenghui Ma, University of Zurich</p>
14h45	Coffee Break	
15h00	<p style="text-align: center;"><b>Distinguished speaker:</b> Prof. Bruno S. Frey <i>An Economic Analysis of Awards</i></p>	
16h00	Transfer / Walk in the vineyards	
17h30	Wine Tasting @ <i>Domaine des Balisiers</i>	
19h30	Evening Dinner @ <i>Café de Peney</i>	
22h00	Transfer back to Geneva (UniMail)	

Preliminary Program - Friday October 3, 2014			
Time			
<b>08h30</b>	<b>Coffee and Croissants</b>		
<b>09h00</b>	Long slot	<i>Experimenting with experiments: Towards a mixed methods approach in organization research</i>	<b>Presenter:</b> Elisabeth Does, University of Zurich <b>Discussant:</b> Shenghui Ma, University of Zurich
<b>09h45</b>	Short slot	<i>How customer contact energizes organizations: The vivid proof of making a difference</i>	<b>Presenter:</b> Petra Kipfelsberger, University of St. Gallen
<b>10h15</b>	<b>Coffee Break</b>		
<b>10h30</b>	Short slot	<i>Taking a marginalist perspective on ambidexterity: Intra- and inter-temporal economies of scope in balancing exploration and exploitation</i>	<b>Presenter:</b> Johannes Luger, University of Geneva
<b>11h00</b>	<b>Distinguished speaker:</b> Prof. Margit Osterloh <i>Double blind peer review: How to slaughter a sacred cow</i>		
<b>12h00</b>	<b>Lunch break</b>		
<b>13h30</b>	Long slot	<i>'Connective outrage' in social media - The role of anonymity and contextual factors in firestorms</i>	<b>Presenter:</b> Lea Stahel, University of Zurich <b>Discussant:</b> Lea Stadler, University of Geneva
<b>14h15</b>	Short slot	<i>Procurement decisions in humanitarian settings: An investigation into risk attitudes and personal characteristics</i>	<b>Presenter:</b> Eva Kooijman, University of Lugano
<b>14h45</b>	<b>Coffee Break</b>		
<b>15h00</b>	Short slot	<i>Sensemaking processes in management education</i>	<b>Presenter:</b> Violetta Splitter, University of Zurich
<b>15h30</b>	Short slot	<i>Institutionalization of responsible investment funds</i>	<b>Presenter:</b> Sarah Stephen, University of Lausanne
<b>16h00</b>	<b>End</b>		

## Location of the workshop



**University of Geneva (UNIGE)  
Uni-Mail Campus  
40 Boulevard du Pont d'Arve  
1204 Genève**



## Arriving by Train & Bus:

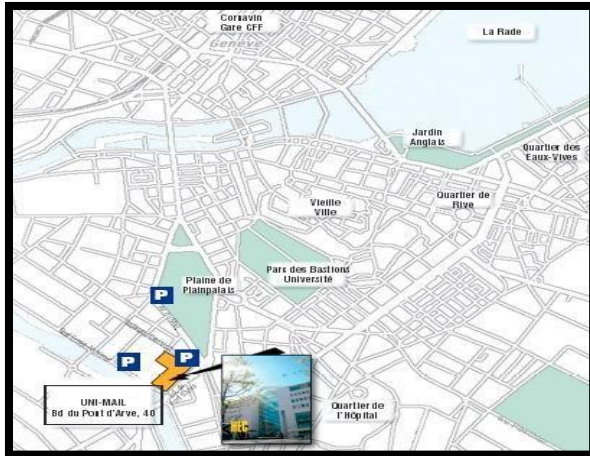
Geneva's main train station (called "**Gare Cornavin**") is located in the center of Geneva. Exit the train station using the **main entrance**. In front of the main entrance, you will find a tram stop. **Take tram 15 direction "Palettes"** and exit at the "**Uni-Mail**" tram stop (approx. a ten minute ride).



**Tram 15  
Direction Palettes  
"Gare Cornavin" → "Uni-Mail"**

## Arriving by Car:

If you come from **Lausanne**, drive towards **Genève-La Praille**. Take the 4<sup>th</sup> exit to “**Acacias-La Praille- P+R Etoile**”. Then take the road to the left called “**Route des Acacias**” until you pass a bridge, the “**Pont sur l’Arve**”. After you pass the bridge, orient yourself to the left and turn into **Boulevard Carl-Vogt**. You can park immediately to the left at the **Uni-Mail Parking** or continue another 150m to the **Quai E. Ansermet Parking** (also on Blvd. Carl-Vogt) or to the **Plainpalais Parking** (to the right). Attention: All these parkings charge high fees.



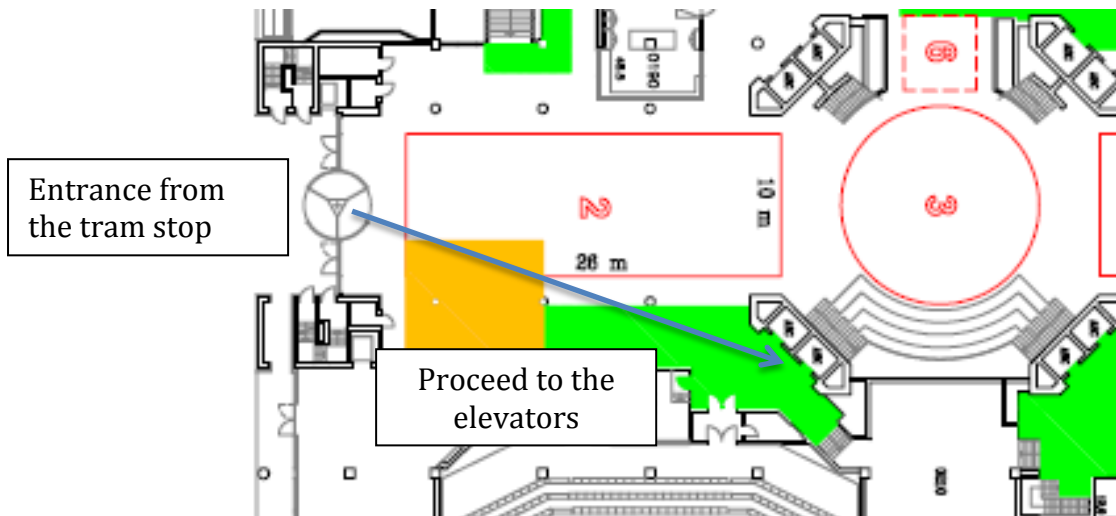
**Parking Uni-Mail**

**Parking Quai E. Ansermet**

**Parking Plainpalais**

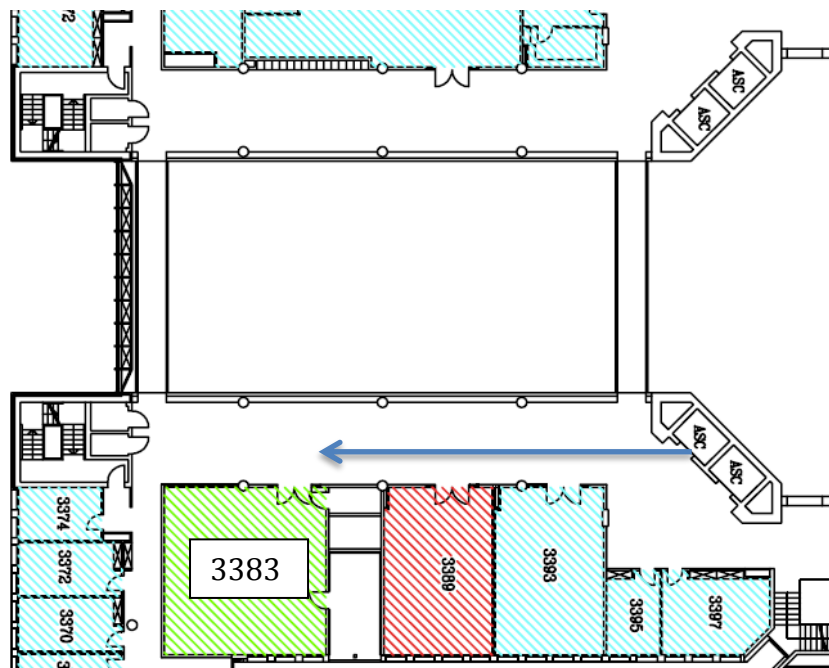
## At the University

On the ground floor:



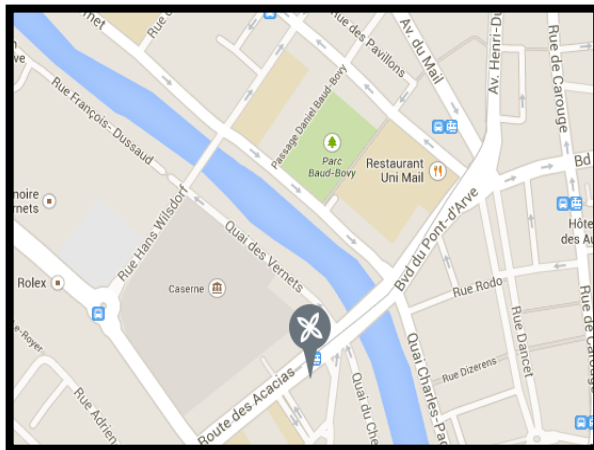
Enter the building from the side of the tram stop. If you orient yourself to the right (see arrow in the graphic), you will find the elevators. Go to the third floor.

On the third floor:



Leaving the elevator, orient yourself slightly to the right and proceed straight on to **room 3383** (see arrow in the graphic). The room will be on your left side.

## Starling Residence Geneva



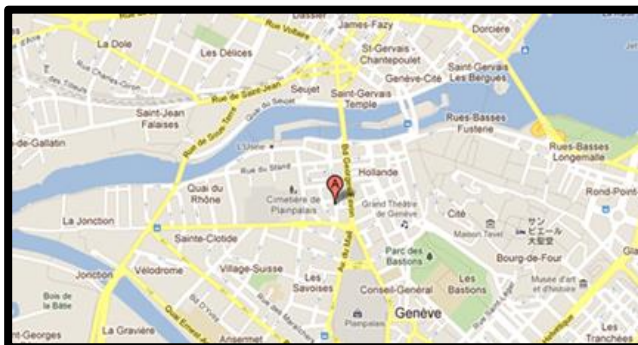
**Starling Residence Genève**  
Route des Acacias 4  
1227 Genève

Tram 15 – Stop « Acacias »

The Starling Residence is a state-of-the-art hotel that will meet all your expectations during your business and leisure trips. Here, you will find everything necessary for the most comfortable stay in a lovely and friendly atmosphere. With only a 2 minute walking distance to the Uni-Mail Campus, this hotel is perfectly located to facilitate your participation at the PhD Seminar at the University of Geneva.

From the main station, take tram 15 direction “Palettes” and exit at the tram stop “Acacias” (approx. a ten minute ride).

## Tiffany Hotel



**Tiffany Hotel**  
20, rue de l'Arquebuse  
1204 Genève

Tram 15 or Bus 1 – Stop « Stand »

Art Nouveau style Hotel Tiffany is only a short walk from Lake Geneva. Many shops and boutiques are nearby. Cornavin Train Station is one mile away and can be reached with a direct tram line stopping only a few steps away. UniMail is only three tram stops or a 10-15 minutes' walk away.

From the main station, take tram 15 direction “Palettes” and exit at the tram stop “Stand” (approx. a five minute ride).