

Winter Strategy Conference 2026

Black Desert Resort, Ivins, Utah

Hosted by the Sorenson Innovation Center

Thursday, March 12

6:30 – 8:00 pm Reception and Dinner [Tourmaline 1](#)

8:00 – 8:45 pm Plenary Session [Tourmaline 1](#)

Title: “Microfoundations of Strategy: What Now?”

Presenter: Teppo Felin

Friday, March 13

7:00 – 8:00 am [Breakfast](#) [Tourmaline 1](#)

8:00 – 8:45 am Plenary Session [Tourmaline 2](#)

Title: What Strategy Took from UCLA – and What it Missed

Presenter: Peter Klein

8:45 – 9:00 am [Break](#) [Tourmaline 1](#)

9:00 – 11:30 am Concurrent Paper Sessions

Tourmaline 2

9:00 – 11:30 am

Title 1: Data Privacy Regulation and Innovation

9:00 am – 9:45 am

Presenter: Sukhun Kang

Discussant: Nile Hatch

Title 2: LLMs as Belief Amplifiers: How Human Mental Representations Shape AI-Augmented Strategy

9:45 am – 10:30 am

Presenter: Mana Heshmati

Discussant: Andy Wu

10:30 – 10:45 am

Break

Tourmaline 1

Title 3: Strategic Investment in Competitors: Theory and Evidence from Technology Startups

10:45 am – 11:30 am

Presenter: Mario Leccese

Discussant: David Hsu

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9:00 – 11:30 am

Title 4: Search Speed, Knowledge Domains, and Growth: Evidence from YouTube Channels

9:00 am – 9:45 am

Presenter: Sebastian Niederberger

Discussant: Jay Barney

Department of Entrepreneurship and Strategy

Title 5: Cultural Brokers as Appreciators or Appropriators?
How Identity Shapes Evaluations of Value Capture and
Redistribution

9:45 am – 10:30 am

Presenter: Susie Choe

Discussant: Lamar Pierce

10:30 – 10:45 am

Break

Tourmaline 1

Title 6: Accountable Secrecy: Scrutiny, Appropriability, and
the Technology-Disclosure Trade-off

10:45 am – 11:30 am

Presenter: Shirley Tang

Discussant: Tim Gubler

11:30 – 5:45 pm

Box lunch and activities

Tourmaline 1

5:45 – 6:00 pm

Snack

Tourmaline 1

6:00 – 6:45 pm

Plenary Session

Tourmaline 1

Introduction: Jay Barney — University of Utah

Tribute: Todd Zenger — University of Utah

Title: TBA

Presenter: President Taylor Randall — University of Utah

7:00 – 8:30 pm

Dinner

Tourmaline 1

Department of Entrepreneurship and Strategy

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Saturday, March 14

7:00 – 8:00 am

Breakfast

Tourmaline 1

8:00 – 8:45 am

Plenary Session

Tourmaline 2

Title 7: TBA

Presenter: Hong Luo

8:45 – 9:00 am

Break

Tourmaline 2

9:00 – 11:30 am

Concurrent Paper Sessions

Tourmaline 2

9:00 – 11:30 am

Title 7: Knowledge Without Borders? Brexit and the Geography of Technical Q&A

9:00 am – 9:45 am

Presenter: Maria Roche

Discussant: Josh Feng

Title 8: Noise or Signal? Professional Backgrounds and Prediction of Startup Success

9:45 am – 10:30 am

Presenter: Nathan Rietzler

Discussant: Lyda Bigelow

10:30 – 10:45 am

Break

Title 9: Lost in Translation? Science Communication and the Commercial Diffusion of Ideas

10:45 am – 11:30 am

Presenter: Saqib Choudhary

Discussant: Todd Zenger

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9:00 – 10:45 am

Title 10: Patent–Secrecy Complementarity and Knowledge Sharing with Partners

9:00 am – 9:45 am

Presenter: Evgenii Fadeev

Discussant: Colleen Cunningham

Title 11: Kindle’s Shadow: How Digitization Dims Novelty in Creative Industries

9:45 am – 10:30 am

Presenter: Manav Raj

Discussant: Mary Benner

10:30 – 10:45 am

Break

Title 12: The Effect of Automation on University Science Labs*

10:45 am – 11:30 am

Presenter: Raviv Murciano-Goroff

Discussant: Jason Snyder

11:30 – 11:45 am

Break

Tourmaline 1

11:45 – 12:15 pm

Closing Remarks

Tourmaline 1