

Centre for Asian Business and Economics

CABE RESEARCH SEMINAR SERIES

PRESENTER Professor Henrich Greve (INSEAD Business School)

TOPIC Discourse and Emergence: Organizations Learning and Developing Novelty in Emerging Market Spaces

DATE Tuesday 12 November 2024

TIME 11:00 AM – 12.00 PM

VENUE The Spot (198 Berkeley Street), Level 10, Room 10.039

ABSTRACT

During the emergence of a new type of product or service offering, entrepreneurs face the uncertainty of an unformed market space and unknown customer preferences. As a result, the search process leading to entrepreneurial action relies on information from past offerings from the same firm and peer firms, but entrepreneurs also seek to create distinctive new offerings. We apply linguistic modeling of product descriptions to show that entrepreneurs use language cues from the offerings of other entrepreneurs to position their products, and we also test whether recent or successful product offerings are especially influential. The findings show that entrepreneurial action is indeed shaped by linguistic cues, leading to product launches that approach, but do not imitate, those of earlier market entries. The findings suggest that the formation of emergent market spaces is path dependent, and greatly influenced by the entrepreneurial entry sequence and search strategies.

BIO

Henrich R. Greve is a Professor of Entrepreneurship and the Rudolf and Valeria Maag Chaired Professor in Entrepreneurship at INSEAD and is the Academic Director of the Rudolf and Valeria Maag INSEAD Centre for Entrepreneurship. He holds a PhD in Organisational Behavior from the Graduate School of Business, Stanford University.

Henrich's research focuses on the causes and consequences of strategic change in organisations, and he also studies organisational innovations and founding and growth of organisations in young industries. He has published over 90 articles in leading journals including *Administrative Science Quarterly*, *Academy of Management Journal*, *Strategic Management Journal*, *American Journal of Sociology*, *American Sociological Review*, *Organization Science*, and *Management Science*. He has authored, co-authored, and edited many books including *Network Advantage: How to Unlock Value from Your Alliances and Partnerships* (Jossey-Bass, 2013), *Organizational Learning from Performance Feedback: A Behavioral Perspective on Innovation and Change* (Cambridge University Press, 2003), and *Organizational Learning from Performance Feedback: A Behavioral Perspective on Multiple Goals* (Cambridge University Press, 2021). He is working on a book using linguistic analysis of conspiracy theories.

Henrich has been the editor of *Administrative Science Quarterly* where he has also been an Associate Editor, and has also been a Senior Editor of *Organization Science*. He has been a joint guest editor at *Academy of Management Journal*, *Organization Science*, *Advances in Strategic Management*, *Research in the Sociology of Work*, and *Research in the Sociology of Organizations*. He has served as the Program Chair and Division Chair of the Organisation and Management Theory (OMT) Division at the Academy of Management. He is a Fellow of the Academy of Management.

