

WROE ALDERSON DISTINGUISHED LECTURE

MARKETING COLLOQUIA - SPRING 2015

George Day

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The Wharton School, The University of Pennsylvania

Thursday, April 16, 2015

Where: JMHH 350

When: 3:00 PM to 4:20 PM

LOOKING BACK TO MOVE FORWARD: THE EVOLUTION OF A RESEARCH JOURNEY

ABSTRACT: Why are some firms consistently able to grow faster than their rivals? The answer that has evolved from my research journey is that growth leaders have "Innovation Prowess," gained through the interaction of strategic growth seeking discipline and innovation ability.

My talk will first "look back" on the path dependent journey that led me eventually to Innovation Prowess. This part of the talk has interesting implications for how to conduct programmatic research. "Moving forward" demands solid evidence of explanatory and prescriptive value. For the rest of my talk I will review the findings from a stream of research to make the case that Innovation Prowess offers a robust theoretical and empirically defensible lens on organic growth.