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- Search the site
- Conferences & Events
- Faculty & Projects
- ILP Publications

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[FACULTY AND PROJECTS](#)
[ILP LIBRARY](#)
[Registration](#)
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[ILP Speaker Series](#)
[ILP Video Conferences](#)
[ILP Special Events](#)
[Past Events Archive](#)
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Driving Innovation Throughout the Organization: The Interplay of Technology, Markets, and Strategy

May 11, 2004 - May 12, 2004

Kresge Auditorium

May 11, 2004 - Driving Innovation Throughout the Organization: The Interplay of Technology, Markets, and Strategy

8:00a.m. **Registration and Continental Breakfast**

9:00a.m. **Welcome and Introduction**
 Karl Koster, Director, MIT Office of Corporate Relations/Industrial Liaison Program

9:05a.m. **Program Overview**
 Donald R. Lessard, Epoch Foundation Professor of Management and Deputy Dean, MIT Sloan School of Management

9:15a.m. **Nobody Ever Gets Credit for Fixing Problems that Never Happened: Creating and Sustaining Process Improvement**
 John Sterman, Jay W. Forrester Professor of Management, Director of System Dynamics, MIT Sloan School of Management

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10:30a.m. **Break**

11:00a.m. **Working Spaces: Architecture, Strategy and Culture**
 M. Diane Burton, Assistant Professor of Management, MIT Sloan School of Management

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12:00p.m. **Lunch**

1:30p.m. **Maximizing Effectiveness with the Matrix of Change**
 Erik Brynjolfsson, George & Sandi Schussel Professor of Management, Director, Center for eBusiness, MIT Sloan School of Management

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2:30p.m. **Break**

Additional Information

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- 2:45p.m. **Managing the Innovation Process through Project Assessment**
Jonathon Cummings, Assistant Professor of Behavioral Policy Science, MIT Sloan School of Management
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- 3:45p.m. **Lead User Innovation Communities: The Democratization of Innovation**
Eric A. von Hippel, Professor of Innovation, MIT Sloan School of Management
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- 4:45p.m. **Day One Summary**
Donald R. Lessard, Epoch Foundation Professor of Management, Deputy Dean, MIT Sloan School of Management
- 5:00p.m. **Networking Reception**
- May 12, 2004 - Driving Innovation Throughout the Organization**
- 8:00a.m. **Registration and Continental Breakfast**
- 8:45a.m. **Framing the Future: How Firms Make Strategic Decisions for Investing in Uncertain Technologies**
Sarah Kaplan, Doctoral Candidate (May 2004) Author, New York Times business bestseller: Creative Destruction (Currency-Doubleday, 2001), MIT Sloan School of Management
-  [View Digital Archive of this session](#)
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- 9:45a.m. **Break**
- 10:00a.m. **Behavioral Puzzles: Why Customer Make the Choices They Do**
Dan Ariely, Luis Alvarez Renta Professor of Behavioral Economics, MIT Sloan School of Management
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- 11:00a.m. **Customer Advocacy: The Key to Marketing Success in the Age of Customer Power**
Glen L. Urban, Professor of Management, Chairman, Center for eBusiness, MIT Sloan School of Management
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- 12:00p.m. **Summary and Adjournment**
Donald R. Lessard, Epoch Foundation Professor of Management, Deputy Dean, MIT Sloan School of Management

