



2023 Bocconi NMS Workshop
June 16, 2023
All the times in Central European Time (CET)

8:50 -9:00	<u>Introduction Remarks, by the Organizers.</u>
<i>Session 1: Who and How to Lobby, Chair: Dutt</i>	
9:00-9:35	The Enemy of My Enemy is My Friend, by Benjamin Barber (IE) Discussant: John de Figueiredo (Duke)
9:35-10:10	Product over Politics, by Ivana Katic (Yale) Discussant: Kate Odziemkowska (Rotman)
10:10-10:45	Organizational Stigma and Corporate Lobbying Sourcing Decisions, by Mohamad Sadri (ESSEC) Discussant: Timothy Werner (McCombs)
10:45-11:00	<u>Break</u>
<i>Session 2: Communication, Chair: Espinosa</i>	
11:00-11:35	Hiding in Plain Sight, by Sarah Kaplan (Rotman) Discussant: Jordan Siegel (UMichigan)
11:35-12:05	Safety in Precedence, by Johanna Glauber (IE) Discussant: Jin Hyung Kim (GWU)
12:05-14:00	<u>Lunch</u>
<i>Session 3: Non-market & Market strategies, Chair: Dutt</i>	
14:00-14:35	Sleeping with the Enemy, by Giorgio Zanarone (Lausanne) Discussant: Nan Jia (USC)
14:35-15:05	How Important and Effective in Nonmarket Strategy is the Choice of Strategic Argumentation Relative to Resource Expenditure?, by Jordan Siegel (UMichigan) Discussant: Mary-Hunter Mc Donnell (Wharton)
15:05-16:00	<u>Poster-Session</u>
16:00-17:00	New Facts about European Lobbying, by Elie Sung (HEC) and Johan Rath (Bocconi) Discussant Hye Young You (NYU)
17:00-18:00	ROUND TABLE: THE FUTURE OF NON-MARKET STRATEGY : Chair Espinosa/Dutt -- Presentation by Anita McGahan (Rotman) . Discussing: Nan Jia (USC) , Mary-Hunter Mc Donnell (Wharton) and Timothy Werner (McCombs)
18:30-20:00	<u>Aperitivo</u>
20:00-22:00	<u>Dinner</u>

Workshop Organizers:

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