

2023 BOCCONI WORKSHOP ON NON-MARKET STRATEGY

16 JUNE 2023

c/o SDA Bocconi
School of Management
Room E301
Via Sarfatti 10
Milano

REGISTRATION REQUIRED.

[REGISTRATION FORM.](#)

WORKSHOP ORGANIZERS

NEL DUTT
ICRIOS - Bocconi University,
MIGUEL ESPINOSA
ICRIOS and LEAP - Bocconi
University, CEPR, CESifo

FOR INFORMATION

MIGUEL ESPINOSA
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NEL DUTT
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8:50 -9:00AM
INTRODUCTION REMARKS
NEL DUTT and MIGUEL ESPINOSA

9:00-10:45AM
SESSION 1: WHO AND HOW TO LOBBY
CHAIR: NEL DUTT

9:00-9:35AM
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)

10:45-11:15
BREAK

11:15AM-12:25PM
SESSION 2: COMMUNICATION
CHAIR: MIGUEL ESPINOSA

11:15-11:50
HIDING IN PLAIN SIGHT
BY SARAH KAPLAN (Rotman)
DISCUSSANT: JORDAN SIEGEL (UMichigan)

11:50-12:25
SAFETY IN PRECEDENCE
BY JOHANNA GLAUBER (IE)
DISCUSSANT: JIN HYUNG KIM (GWU)

12:25-2:30PM
LUNCH + POSTER SESSION

2:30-4:00PM
**SESSION 3: NON-MARKET & MARKET
STRATEGIES**
CHAIR: NEL DUTT

14:30-15:05
SLEEPING WITH THE ENEMY
BY GIORGIO ZANARONE (Lausanne)
DISCUSSANT: NAN JIA (USC)

15:05-15:40
**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)

3:45-4:00PM
BREAK

4:00-5:00PM
NEW FACTS ABOUT EUROPEAN LOBBYING
BY ELIE SUNG (HEC) and JOHAN RATH
(Bocconi)
DISCUSSANT: HYE YOUNG YOU (NYU)

5:00-6:00PM
**ROUND TABLE: THE FUTURE OF NON-
MARKET STRATEGY**
CHAIR: NEL DUTT and MIGUEL ESPINOSA

PRESENTATION
ANITA MCGAHAN (Rotman)
DISCUSSING
NAN JIA (USC), MARY-HUNTER MC
DONNELL (Wharton) and TIMOTHY WERNER
(McCombs)

8:00-10:00PM
DINNER



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ICRIOS
The Invernizzi Center for
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Organization and Strategy

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