

AI in Strategy Workshop 2019

Stern School of Business, New York University
40 West Fourth Street, Tisch Hall, Room 720, New York, NY
Contact: Rob Seamans, cell (510) 847-1026, rseamans@stern.nyu.edu

Presenters:

Natarajan Balasubramanian (Syracuse)
Bo Cowgill (Columbia)
Jorge Guzman (Columbia)
Kristina McElheran (Toronto)
Anoop Menon (Wharton)
Florenta Teodoridis (USC)

Thursday April 25, 2019

7:00 pm: Speakers' Dinner at **Mercer Kitchen** (99 Prince St, New York, NY 10012)

Friday April 26, 2019

8:30 am: Breakfast and load presentations

8:55 am: Welcome and Logistics

9:00am-10:00am: "Strategic Fit in Digital Transformation: Exploration vs. Exploitation in the Age of Cloud Computing" **Kristina McElheran**

10:00am-11:00am: "What You Say Your Strategy Is and Why It Matters: Natural Language Processing of Unstructured Text" **Anoop Menon**

11:00am -11:30am: Coffee Break 1

11:30am-12:30pm: "Biased Programmers? Or Biased Training Data? A Field Experiment about Algorithmic Bias" **Bo Cowgill**

12:30pm-1:30pm: Lunch Break

1:30pm-2:30pm: "Efficient but Fragile? Within-Organizational Diversity of Routines and the Pruning Effect of Machine Learning" **Natarajan Balasubramanian**

2:30pm-3:30pm: "Machine Learning in Healthcare?" **Florenta Teodoridis**

3:30pm-4:00 pm: Coffee Break 2

4:00pm-5:00pm: "Measuring Founding Strategy" **Jorge A. Guzman**

5:00pm: Adjourn