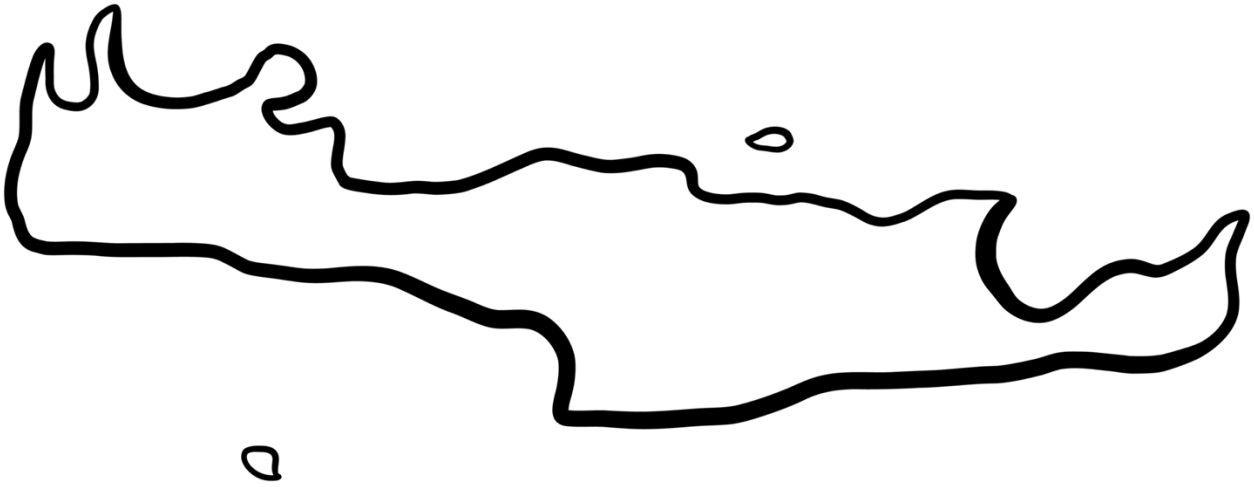
SEJ PDW: *FRAMING NOVELTY*

PROGRAM

13-15 July 2024 | Crete



ORGANIZERS

GINO CATTANI The Stern School of Business - New York University

DONATO CUTOLO IE University

DIRK DEICHMANN Rotterdam School of Management, Erasmus University (RSM)

SIMONE FERRIANI University of Bologna & City, University of London

YULIYA SNIHUR IESE Business School

SATURDAY, 13 JULY 2024, Levinthos Hotel

18:30 - 20:30 **Registration and welcome reception**

20:30 **Welcome dinner**

SUNDAY, 14 JULY 2024, Levinthos Hotel

08:00 - 09:00 **Breakfast** *(at Levinthos for everyone)*

09:00 -09:15 **Opening by the organizers**

09:15 - 10:30 ***Session 1: Achieving impact and supporting change***
Chair: Gino Cattani

Framing social innovation: Novel pathways for achieving social impact at Tony's Chocolonely, **Janina Klein (Vrije Universiteit Amsterdam, School of Business and Economics)**

Crafting the future through language: Rhetorical institutionalism in the Bjarke Ingels Group, **Silvia Sanasi (Free University of Bozen-Bolzano)**

Transformative trajectories: How environmental entrepreneurs elaborate radical change, **Ioana Sendroiu (University of Hong Kong)**

10:30 - 11:00 **Break**

11:00 - 12:15 ***Session 2: Industrial dynamics***
Chair: Yuliya Snihur

Framing Space: Linguistic strategies to manage novelty in the Space industry, **Meenal Banga (University of Texas at Austin)**

Navigating Linguistic Divergence and Convergence in a Highly Regulated Industry: Addressing Different Audiences, **Krsto Pandza (University of Leeds)**

12:15 - 12:30 **Break**

12:30 - 13:00 **Roundtables Session 1 & 2**

13:00 - 14:30 **Lunch**

14:30 - 16:15 ***Session 3: Entrepreneurial discourses and perspectives***
Chair: Simone Ferriani

Be True to Your Product?: How (Should) Entrepreneurial Producers Name Their Ideas, **Jaekyung Ha (EMLYON Business School)**

Framing novelty: A linguistic approach to the understanding of entrepreneurship, creativity, and innovation, **Maria Cristina Cinici (University of Messina)**

Be narcissistic or be professional? An insider/outsider perspective on entrepreneurial rhetoric of artists, **Zhong-Yuan Sun (City University of Hong Kong)**

Wonder how, wonder why: The interplay of emphasis and language in framing new venture growth, **Ann-Sophie Kowalewski (IESE Business School)**

16:15 - 16:45 **Break**

16:45 - 17:15 **Roundtables Session 3**

20:00 **Dinner by the sea at a local tavern**

MONDAY, 15 JULY 2024, Levinthos Hotel

08:00 - 09:00 **Breakfast** *(at Levinthos for everyone)*

09:00 - 09:30 **Publishing Original Research in SEJ: Advice to Prospective Authors**
Daniel Tzabbar, SEJ AE (Drexel University) - TBC

09:30 - 10:45 ***Session 4: Gaining support***
Chair: Dirk Deichmann

Language, categorization, and gender: entrepreneurs' media coverage affecting venture capitalists' willingness to fund, **Nadine Albrecht (University of Bayreuth & University of Cambridge)**

Reframing the Rejected: The Advantage of Central Concepts in Gaining Gatekeeper Approval of Novelty, **Shuping Wu (INSEAD)**

The Million follower paradox. How fame and ambivalent language shape the evaluation of atypical ideas, **Henrik Wesemann (IE University)**

10:45 - 11:15	**Break**
11:15 - 12:30	***Session 5: Identifying the language of novelty*** Chair: Donato Cutolo A large language model word embedding approach to measuring creative innovation, **Demetrius Lewis (University of California)** The language of radical novelty, **Mariano Mastrogiorgio (IE University)**
12:30 - 12:45	**Break**
12:45 - 13:15	**Roundtables Session 4 & 5**
13:15 – 14:45	**Lunch**
14:45 - 16:30	***Session 6: A balancing act*** Chair: Gino Cattani Optimal distinctiveness in entrepreneurial narratives: New venture teams as legitimacy buffers, **Naomi Moonen (Tilburg University (JADS))** Swaying equity crowdfunding investors: A configurational investigation of signals and narratives, **Lien Denoo (Tilburg University)** Optimal Distinctiveness: A Time Differential Perspective, **Duygu Phillips (University of Delaware)** More than words? Imagery- and concept-based cognition to support radical innovation in crowdfunding campaigns, **Anaïs Angelucci (UCLouvain (LOURiM) + ICHEC Brussels Management School)**
16:30 - 16:45	**Break**
16:45 - 17:15	**Roundtables Session 6**
17:15 - 17:30	**Closing by the organizers**
20:00	**Dinner**

SESSIONS AND ROUNDTABLES, Instructions

Dear Authors,

Each session will consist of a plenary session followed by roundtables. Authors will have 20 minutes to present their work, followed by a 5-minute Q&A. After the plenary session, the authors will work in roundtables facilitated by the organizers for a 30-minute paper development session. You have been assigned to multiple roundtables to harmonize exposure to different perspectives. The titles of the papers contain hyperlinks to respective extended abstracts. Participants are encouraged to read the papers they will discuss and contribute to their development.

Below is the complete list of participants for each session and roundtable.

Day 1

Roundtables Session 1 & 2

	Facilitator(s)	*Participants*
***RoundTable A*:** Transformative trajectories: How environmental entrepreneurs elaborate radical change, **Ioana Sendroiu (University of Hong Kong)**	Simone Ferriani	Alexander Vossen, Maria Cristina Cinici, Giacomo Negro, Zhong-Yuan Sun,
RoundTable B: Crafting the future through language: Rhetorical institutionalism in the Bjarke Ingels Group, **Silvia Sanasi (Free University of Bozen-Bolzano)**	Gino Cattani	Stefano Magistretti, Yu-Tian Ren, Ann-Sophie Kowalewski, Nadine Albrecht
RoundTable C: Framing social innovation: Novel pathways for achieving social impact at Tony's Chocolonely, **Janina Klein (Vrije Universiteit Amsterdam, School of Business and Economics)**	Dirk Deichmann	Anaïs Angelucci, Henrik Wesemann, Christine Moser, Jaekyung Ha
RoundTable D: Framing Space: Linguistic strategies to manage novelty in the Space industry, **Meenal Banga (University of Texas at Austin)**	Yuliya Snihur	Lien Denoo, Mariano Mastrogiorgio, Duygu Phillips, Haoyu Zhang

RoundTable E: Navigating Linguistic Divergence and Convergence in a Highly Regulated Industry: Addressing Different Audiences, **Krsto Pandza (University of Leeds)**	Donato Cutolo	Shuping Wu, Demetrius Lewis, Hyejun Kim, Naomi Moonen

Roundtables Session 3

	Facilitator(s)	***Participants***
RoundTable F: Wonder how, wonder why: The interplay of emphasis and language in framing new venture growth**, Ann-Sophie Kowalewski (IESE Business School)**	Gino Cattani	Christine Moser, Demetrius Lewis, Giacomo Negro, Anaïs Angelucci, Meenal Banga
RoundTable G: Be narcissistic or be professional? An insider/outsider perspective on entrepreneurial rhetoric of artists**, Zhong-Yuan Sun (City University of Hong Kong)**	Simone Ferriani	Silvia Sanasi, Ioana Sendroiu, Yu-Tian Ren, Nadine Albrecht, Mariano Mastrogiorgio, Krsto Pandza
RoundTable H: Framing novelty: A linguistic approach to the understanding of entrepreneurship, creativity, and innovation**, Maria Cristina Cinici (University of Messina)**	Yuliya Snihur	Alexander Vossen, Stefano Magistretti, Haoyu Zhang, Naomi Moonen, Shuping Wu
RoundTable I: Be True to Your Product?: How (Should) Entrepreneurial Producers Name Their Ideas**, Jaekyung Ha (EMLYON Business School)**	Dirk Deichmann, Donato Cutolo	Lien Denoo, Janina Klein, Henrik Wesemann, Hyejun Kim, Duygu Phillips

Day 2

Roundtables Session 4 & 5

	Facilitator(s)	*Participants*
RoundTable L: Language, categorization, and gender: entrepreneurs' media coverage affecting venture capitalists' willingness to fund, **Nadine Albrecht (University of Bayreuth & University of Cambridge)**	Simone Ferriani	Stefano Magistretti, Ioana Sendroiu, Krsto Pandza, Haoyu Zhang
RoundTable M: Reframing the Rejected: The Advantage of Central Concepts in Gaining Gatekeeper Approval of Novelty, **Shuping Wu (INSEAD)**	Gino Cattani	Alexander Vossen, Lien Denoo, Zhong-Yuan Sun, Janina Klein
RoundTable N: The Million follower paradox. How fame and ambivalent language shape the evaluation of atypical ideas, **Henrik Wesemann (IE University)**	Dirk Deichmann	Christine Moser, Hyejun Kim, Duygu Phillips, Maria Cristina Cinici
RoundTable O: A large language model word embedding approach to measuring creative innovation, **Demetrius Lewis (University of California)**	Donato Cutolo	Giacomo Negro, Anaïs Angelucci, Silvia Sanasi, Yu-Tian Ren
RoundTable P: The language of radical novelty, **Mariano Mastrogiorgio (IE University)**	Yuliya Snihur	Ann-Sophie Kowalewski, Jaekyung Ha, Naomi Moonen, Meenal Banga

Roundtables Session 6

	Facilitator(s)	*Participants*
RoundTable Q: Optimal distinctiveness in entrepreneurial narratives: New venture teams as legitimacy buffers, **Naomi Moonen (Tilburg University (JADS))**	Simone Ferriani, Donato Cutolo	Jaekyung Ha, Yu-Tian Ren, Ioana Sendroiu, Zhong-Yuan Sun, Hyejun Kim, Haoyu Zhang

RoundTable R: Swaying equity crowdfunding investors: A configurational investigation of signals and narratives, **Lien Denoo (Tilburg University)**	Dirk Deichmann	Stefano Magistretti, Nadine Albrecht, Henrik Wesemann, Christine Moser, Alexander Vossen
RoundTable S: Optimal Distinctiveness: A Time Differential Perspective, **Duygu Phillips (University of Delaware)**	Yuliya Snihur	Janina Klein, Mariano Mastrogiorgio, Meenal Banga, Krsto Pandza, Ann-Sophie Kowalewski
RoundTable T: More than words? Imagery- and concept-based cognition to support radical innovation in crowdfunding campaigns**, Anaïs Angelucci (UCLouvain (LOURiM) + ICHEC Brussels Management Schoolement School)**	Gino Cattani	Demetrius Lewis, Giacomo Negro, Maria Cristina Cinici, Silvia Sanasi, Shuping Wu