서강대학교 기술경영연구소 주관 해외석학초청 세미나

2024년 2학기 서강대학교 기술경영연구소 주관 해외석학초청 세미나가 12월 2일 저녁 9시 30분에 온라인으로 개최됩니다. 혁신전략 연구 분야의 leading scholar인 Bart Leten 교수님(KU Leuven, 벨기에)을 모시고 1시간 정도 진행합니다. "The Color of Hierarchy: The Effect of Hierarchical Endorsements on Idea Selection"의 제목의 논문에 대해 발표하실 예정입니다. 많은 관심과 참석 부탁드립니다.

1. **일시: 12월 2일 월 21:30**
2. 장소: 줌 세미나
3. 문의: 서강대 MOT 박진혁 교수 (josephpark@sogang.ac.kr)
4. 줌 링크:
   https://sogang-ac-kr.zoom.us/j/86451062491?pwd=yxCyoNgzY8mvDIpeIT95njAWB02r33.1
5. 연사 소개

Bart Leten is Full Professor in Strategy and Innovation at the KU Leuven (Belgium) and Hasselt University (Belgium). His research examines innovation and (international) business strategies of large and small firms. Topics of recent interest include idea generation and selection processes in companies, public support for innovation, intellectual property management, technology licensing, managerial and corporate misconduct, and the impact of organizations on the mental health of their employees. His research has been published widely in a variety of scientific journals, such as Journal of Management, Journal of Management Studies, Journal of International Business Studies, Global Strategy Journal, Strategic Organization, California Management Review, Research Policy and the Journal of Product Innovation Management. His h-index on Google scholar is 24 and his research has received 3370 citations (of which 2081 since 2019).

6. 발표논문

The Color of Hierarchy: The Effect of Hierarchical Endorsements on Idea Selection

Mathias Boenne (Utrecht University)
Bart Leten (KU Leuven, Hasselt University)
Ammon Salter (Warwick Business School)

Abstract

This paper examines how hierarchical endorsements - signals of support from high-status individuals in organizations - shape idea selection decisions of organizational members. Conducting two natural

field experiments that used colored stickers to represent endorsements, the research provides causal evidence that ideas that get a higher share of hierarchical endorsements are more likely selected. The magnitude of this effect is large; the odds of an idea being selected rising by 21 (study 1) and 26 percent (study 2) for a standard deviation increase in the share of hierarchical endorsements. This effect is more pronounced for individuals in higher rank positions, and tends to confirm people's initial choices, rather than encouraging them to consider alternative ideas. A supplementary vignette study reveals that the effects of hierarchical endorsements in idea selection are driven by prestige (expertise) rather than dominant (power) status signals. The research extends understanding of how hierarchy influences decision-making in organizations and demonstrates how subtle status signals can profoundly shape the selection of innovative ideas.