

Message in a Bottle: Staving off potential disruption in the natural cork stopper industry

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Abstract:

Schumpeterian market disequilibrium marked by entrepreneurial entry and incumbent exit has long held an important place in management literature. In these 'David versus Goliath' narratives, extant literature has overwhelmingly championed the newcomer, the David, as the victor, despite incumbents' obvious advantages in resources, experience, and market knowledge. This talk explores the dynamics of the cork stopper-industry fightback, played out over five acts. This ranges from the industry Goliath's decline as corks ceded ground to screw tops and other stoppers in the wine industry, to understanding the Goliath's response strategies and the industry's collective response. The seminar also presents the results of a two-phase study focusing on the actions of small firms, suggesting three main SME collaborative actions: resource co-development, knowledge sharing, and following the industry leader. The second phase provided an explanation of the observed heterogeneity in SME response strategies, introducing a deductively developed behavioral decision-making framework explaining the cognitive antecedents of incumbent actions, and testing it using a survey sample obtained from industry players.

Speaker Profile:

Soumodip Sarkar is a Full Professor at the Department of Management, University of Évora, Portugal, researcher at CEFAGE-UE. He is also on a three year invite an Associate (Fellow) of the Asia Center at Harvard University from 2015-2018. He is also responsible for the management of the Science Park of the Alentejo region (PACT). He is the President of the External Evaluation team) of the Portuguese University Evaluation Commission (A3ES), in the area of Management in Portugal. Internationally he is part of the CEEMAN accreditation team.

His research interests are innovation, entrepreneurship and sustainability issues. His recent research has been published in high impact journals such as: Journal of Business Venturing, Journal of Small Business Management, European Management Journal, Entrepreneurship & Regional Development, Technology Forecasting and

Social Change, Journal of Business Research, Service Business, Sustainability, Journal of Cleaner Production, Journal of Knowledge Economy, European Journal of Innovation Management, Service Industries Journal, Trends in Food Science and Technology, Regional Science and Urban Economics, Energy Journal among others. He has published four books on entrepreneurship and innovation, and his most recent book, EntreSutra to be published by Bloomsbury in 2018.

Prof Sarkar has given a number of international keynote speeches, and a sought after speaker on the relevance of entrepreneurship in society. He has been featured in national and international media, including the Economist and BBC.