



DARDEN SCHOOL  
of BUSINESS



## 5th Effectuation Conference: *“Bringing Effectuation Home to Darden”*

Baltimore, MD & Charlottesville, VA  
May 31<sup>st</sup> - June 4<sup>th</sup>, 2018

Social Effectuation: Thursday, May 31<sup>st</sup> & Friday, June 1<sup>st</sup>,  
Baltimore, MD

Thursday, May 31<sup>st</sup>

Timing	Activity	Location
5:00 – 7:00 pm	Opening reception	UB Law School, 12 <sup>th</sup> floor

Friday, June 1<sup>st</sup>

Timing	Activity	Location
8am-9:00am	Introduction (including breakfast)	UB Merrick School of Business
9:00am-10:30am	Walk to problem sites (maybe in break-out grounds)	Various in West Baltimore (tbd)
10:30am-2:30pm	Solution development (including lunch)	UB Merrick School of Business
2:30pm-3:00pm	Coffee break	
3:00pm-4:00pm	Debrief	UB Merrick School of Business
4:30pm	Buses depart for Charlottesville (Amtrak train 5:12pm - 8:47pm)	

## Darden Showcase: Saturday, June 2<sup>nd</sup>, Charlottesville, VA

<b>Timing</b>	<b>Activity</b>	<b>Speaker</b>
9:00 am	Introduction to effectuation	Saras Sarasvathy
10:00 am	State of effectuation	Stuart Read
10:30 am	Break	
11:00 am	Entrepreneur (OpenQ)	OpenQ
11:30 am	An effectual perspective on new venture investing	
1:00 pm	Lunch (with keynote)	
2:30 pm	Effectuation in the large organization	(Stuart and others)
3:30 pm	Break	
4:00 pm	Entrepreneur videos	3 entrepreneurs
4:15 pm	Entrepreneur panel	Sankaran Venkataraman
5:00 pm	Concluding remarks	Saras Sarasvathy & Sankaran Venkataraman
6:00 pm	Evening Event at Darden Special note: This event is both the close of the general meeting and the start of the effectuation conference	
7:00 pm	Dinner presentation: Research keynote	

Bringing Effectuation Home to Darden:  
Sunday, June 3<sup>rd</sup>, Charlottesville, VA

<b>Timing</b>	<b>Activity</b>	<b>Speaker</b>
8:30 am	State of Effectuation	Stuart Read & Saras Sarasvathy
9:15 am	Debrief on Baltimore	David Lingelbach & Tiago Ratinho
10:00 am	Break	
10:30 am	Pods (research and pedagogy)	Small groups
12:00 pm	Lunch and activity	
1:00 pm	Research Keynote	Sankaran Venkataraman
2:30 pm	Break	
3:00 pm	Pods (research and pedagogy)	Small groups
4:30 pm	Effectual Dinner	
8:00 pm	Effectual Music	

Bringing Effectuation Home to Darden:  
Monday, June 4<sup>th</sup>, Charlottesville, VA

<b>Timing</b>	<b>Activity</b>	<b>Speaker</b>
9:00 am	Debrief on Dinner & Music	Stuart Read & Saras Sarasvathy
10:30 am	Break	
11:00 am	Pods (research and pedagogy)	Small groups
12:30 pm	Lunch	
1:30 pm	Teaching Keynote	iKen
3:00 pm	Break	
3:30 pm	Observer Observations	Young Scholars (report out on the conference)
4:30 pm	Closing activity with artifacts	Saras Sarasvathy
5:00 pm	Reception and optional dinner	
	For those attending AoM, travel to Atlanta	