

IEStrat 2026

Strategy in the Age of AI

20–22 May 2026 · IE Tower, Paseo de la Castellana 259, 28046 Madrid, Spain

Organised by the Department of Strategy, IE Business School – IE University

Wednesday, 20 May – PhD & Early Career

Session format: 15-min presentation · 5-min Q&A · 20-min discussant remarks (covering both papers)

13:00 Registration

13:30 Lunch Buffet

14:30 Welcome Remarks

Session 1

14:35–14:55 *Beyond Data Accumulation: Data Traps and Collaborative Meta-Knowledge in Prediction-Intensive Competition*

Francesco Castellaneta (SKEMA), **Filippo Dal Lago** (SKEMA), Davide La Torre (SKEMA), Samuele Murtinu (Utrecht University)

14:55–15:15 *Computer-Aided Strategic Search (CASS)*

Sam Quinto (UCL)

Session Discussant: Neus Palomeras Vilches (UC3M)

15:35 Coffee Break

Session 2

15:50–16:10 *Strategizing Platform Orchestration: Mitigating the Cold Start of Location-Based Gig Platforms Using Generative Agent-Based Modeling*

Veljko Uskoković (University of Belgrade)

16:10–16:30 *AI Agents and the Evaluation of M&As*

Emil Mirzayev (UCL), Marco Testoni (University of Miami), Bart S. Vanneste (UCL)

Session Discussant: Joe Ploog (IE University)

16:50 Coffee Break

Special Talk

17:00–17:30 *The Role of Artificial Intelligence at IE University* (Moderated by Martina Pasquini, Director of Learning Innovation)

Francisco Luis Machín Aragonés, Chief Data Officer & Carlos Garriga Gamarra, Chief Information Officer, IE

18:30 Visit to Reina Sofía Museum

Pick-up from IE Tower at 17:45

Thursday, 21 May – Day 1

Session format: 25-min presentation · 10-min Q&A · 10-min discussant remarks

08:45 *Morning Coffee*

09:15 Institutional Welcome (Juan Santalò, Vice-Rector of Faculty & Research; Vice-Rector of Scientific Knowledge and Impact)

Keynote Address

09:30–10:30 Keynote Speaker – Cameron Buckner (University of Florida)

10:30 *Coffee Break*

Session 1

10:45–11:30 ChatBot Adoption and Startup Employment: Evidence from High-Tech Firms

Stephen Michael Impink (HEC Paris), Manav Raj (Wharton)

Discussant: Annamaria Conti (IE University)

11:30–12:15 Seeing Too Much? How AI Amplifies Deceptive Impression Management

Luis Diestre (IE University)

Discussant: Mircea Epure (Universitat Pompeu Fabra)

12:15 *Lunch Buffet*

Session 2

13:30–14:15 Avoiding Disasters: AI Integration as a Strategic Decision

Akhil Bhardwaj (University of Bath), Jackson Nickerson (St. Louis University), Joseph Mahoney (University of Illinois)

Discussant: Juan Maicas (CUNEF)

14:15–15:00 Peer Review in the Age of Generative AI

Caterina Moschieri (IE University), Charlotte Cloutier (HEC Montréal)

Discussant: Tommaso Ramus (ESSEC)

15:00 *Coffee Break*

Session 3

15:15–16:00 The Strategic Foresight of LLMs: Evidence from a Fully Prospective Venture Tournament

Felipe Csaszar (University of Michigan), Aticus Peterson (NYU), Daniel Wilde (Indiana University)

Discussant: Charles Ayoubi (ESSEC)

16:00–16:45 Tradeoffs to Using Multiple Information Technology Providers for High-Tech Startups

Stephen Michael Impink (HEC Paris), Milan Miric (USC Marshall)

Discussant: Francesco Castellaneta (SKEMA)

19:30 Cocktail & Conference Dinner

Friday, 22 May – Day 2

Session format: 25-min presentation · 10-min Q&A · 10-min discussant remarks

08:45 *Morning Coffee*

Keynote Address

09:15–10:15 Keynote Speaker – Raj Choudhury (LSE)

10:15 *Coffee Break*

Session 4

10:30–11:15 *Generative AI and Coordination at Work*

Amirhossein Zohrehvand (Leiden University), Anil Doshi (UCL), Piyush Gulati (UCL)

Discussant: Marco Minervini (IE University)

11:15–12:00 *Artificial Intelligence and the Direction of Firm Innovation*

Giacomo Marchesini (Copenhagen Business School), **Markus Simeth** (Copenhagen Business School)

Discussant: Raffaele Conti (ESSEC)

12:00–12:45 *Responding to Advances in AI: The Impact of AlphaFold on the Organisation of Academic Labs*

Gabriel Cavalli (Copenhagen Business School)

Discussant: Nicola Melluso (Luiss)

12:45 Closing Remarks

13:00 *Closing Lunch Buffet*