

2026 TOM Meeting

IESE Business School, Barcelona
8–10 June 2026

Poster Presentations

Poster Session 1 — Monday, June 8 (19:30–21:00, Cocktail)

Presenter	Affiliation	Poster Title
Juha Uotila	University of Warwick	<i>The Value of Selfish and Selfless Behaviour in Coevolutionary Systems</i>
Julian Berger	Max Planck Institute for Human Development	<i>The Hybrid Confirmation Tree: A Robust Strategy for Hybrid Intelligence</i>
Hui Sun	Frankfurt School of Finance & Management	<i>Lost in Transmission</i>
Louis Yu Luo	Imperial College London	<i>Firms as Theorists of Value: A Social Theory-Based View of Risk, Return, and Strategic Intelligence</i>
Oğuz Yücel	Boğaziçi University / Istanbul Technical University	<i>From Fitness to Performance: An NK Landscape Model of Market and Nonmarket Strategy Integration with Reputation and Legitimacy Effects</i>
Manuel Romagnoli	University of Bergamo	<i>Unpacking Serendipity: An Evolutionary Perspective. A Simulation Model of Technological Exaptation</i>
Yifan Wang	MIT Sloan	<i>A Simple Yet Accurate Simulation of Competition: Evidence Across Major North American Sports</i>
Vincent Pallud	Universitat Pompeu Fabra	<i>Priors and Prejudice</i>

Poster Session 2 — Tuesday, June 9 (12:30–14:30, Lunch)

Presenter	Affiliation	Poster Title
Aakriti Gupta	MIT Sloan	<i>Reimagining Commercial Health Insurance in India: A System Dynamics Approach to Complex Stakeholder Incentives and Policy Outcomes</i>
Hazhir Rahmandad	MIT	<i>The Apprenticeship Externality of AI: How Automation Erodes Expert Pipelines</i>
Nelberto (Sam) Quinto	University College London	<i>Creatively Searching within and Across Negotiation Problem Spaces</i>
Jackson Anderson	Harvard Business School	<i>Searching and Shaping Nascent Industries</i>
Qiufan Huang	University of Warwick	<i>Exploration in Turbulent Environments: When Is Greedy Learning Optimal?</i>
Bernat Salbanyà	TBS Business School	<i>What Is a Meaningful Counterfactual Network? Counterfactual Reasoning and Structural Inference in Organisational Networks</i>
Chen Liang	MIT	<i>Beyond Greed: Why Platforms Support Self-Exploitative Gaming, and When It Becomes a Trap</i>
Nety Wu	INSEAD	<i>Theory and Cost in Organisational Search: When Does Cognition Substitute for Experimentation?</i>

Poster Session 3 — Wednesday, June 10 (12:30–14:15, Lunch)

Presenter	Affiliation	Poster Title
Jose Arrieta	University of Amsterdam	<i>Performance Effects of Visible and Hidden Luck</i>
Adrien Querbes	University of Manchester	<i>Generative Entrenchment and the Distributed Evolution of Digital Platforms</i>
Arkadiy Sakhartov	University of Illinois at Urbana-Champaign	<i>Resource Redeployment in Entrepreneurial Firms: A Theoretical Model and Empirical Evidence from the Oil-drilling Industry</i>
Chaowei Zhu	University of Zurich	<i>Learning in Industrial Policy-Making</i>
Rachael Kha	MIT	<i>Dynamic Opinion-policy Feedback Model Explains Long-Term Patterns of Public Opinion Change</i>
Raj Arasanal	Imperial College London	<i>Dynamic Ecosystem Maneuvering: A Multi-Agent Simulation Approach to Theorising Value Capture in AI Ecosystems</i>
Russ Yoon	MIT	<i>Social learning drives mis-prioritization of collective challenges</i>
Carolyn Fu	Harvard Business School	<i>Coupled Firm and Audience Learning</i>