Speaker: Professor Yao Zhao, Rutgers

Date: Friday, October 10, 2014

Time: 10:30 AM - 11:45 AM

Location: Room 1511

Title: Collaborative Innovation: Lessons from 787 Dreamliner

Abstract: Every manager engaged in innovation knows the benefits of collaboration; by sharing workload, investment and outcome among multiple firms, collaboration can effectively reduce the technology, financial and market risks of innovation. What is often overlooked is that collaboration may significantly increase project management risks in the forms of delay and cost overrun and poorly-designed partnerships may result in more damages than benefits. To understand how collaboration may increase project management risks, in particular, how it may distort firms’ economic incentives and give rise to destructive gaming behaviors in project management, we drew lessons from the development of Boeing 787 Dreamliner. Our findings provide guidelines that managers can follow to align incentives and mitigate project management risks in collaborative innovation.

Bio: Yao Zhao is an associate professor in the department of Supply Chain Management and Marketing Sciences at Rutgers - the State University of New Jersey. He holds a Ph.D. degree in Industrial Engineering and Management Sciences from Northwestern University, Evanston, IL. His current research interests lie in the interfaces between supply chain and project management with applications in aerospace, pharmaceutical, energy and agricultural industries. He is a recipient of an NSF Career Award (2008-13) on integrating supply chain and project management. He currently serves as an associate editor for Operations Research and M&SOM.