

Melissa A. Schilling

Professor of Management at New York University Stern School of Business and Innovation Researcher

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Topics

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About Melissa A. Schilling

Melissa A. Schilling is the Herzog Family Professor of Management at New York University Stern School of Business. She received her Bachelor of Science in business administration from the University of Colorado at Boulder. She received her Doctor of Philosophy in strategic management from the University of Washington. Professor Schilling's research focuses on innovation and strategy in high technology industries such as smartphones, video games, pharmaceuticals, biotechnology, electric vehicles, and renewable energies. She is particularly interested in platform dynamics, networks, creativity, and breakthrough innovation. Her textbook, *Strategic Management of Technological Innovation* (now in its fifth edition), is the number one innovation strategy text in the world. She is also coauthor of *Strategic Management: An integrated approach* (now in its twelfth edition).

Her research in innovation and strategy has earned her awards such as the National Science Foundation's CAREER Award, and the Best Paper in *Management Science and Organization Science* for 2007 Award. Her research has also appeared in leading academic journals such as *Academy of Management Journal*, *Academy of Management Review*, *Management Science*, *Organization Science*, *Strategic Management Journal*, *Journal of Economics and Management Strategy*, *Journal of Alzheimer's Disease*, and *Research Policy*. She also sits on the editorial review boards of *Organization Science*, *Strategic Organization*, *Strategy Science*, and *Academy of Management Discoveries*. Professor Schilling teaches courses in technology and innovation management, strategic management, corporate strategy, and strategy for social-mission-based organizations.

Select Keynotes

• Fostering Breakthrough Innovation

Fostering Breakthrough Innovation

What makes some people spectacularly innovative? Serial breakthrough innovators like Elon Musk, Steve Jobs, Marie Curie, Jack Ma, and others have some surprising commonalities that give us insight into what fosters breakthrough innovation, and how we foster breakthrough innovation in the way we design our organizations, manage people, and even in how we manage our own lives. This inspiring talk helps people see how to unleash the breakthrough innovation potential that is in all of us.

• Platform Strategy

The press is full of examples of industries that have been disrupted by "platform" firms -- Spotify, Airbnb, Uber, Kickstarter. But how do you know if your industry is ripe for disruption by a platform business model? And if it is, how do you build your platform strategy? This talk shows when and why a platform ecosystem creates more value than more traditional industry relationships, how you decide if you should try to build a platform (or join a platform, or neither), and shows how managers can create a powerful platform strategy.

• Quirky - The Real Stories Behind Innovation

There is surprisingly little research on what makes people like Elon Musk, Marie Curie, Nikola Tesla, Albert Einstein, or Steve Jobs extraordinarily innovative. Melissa Schilling, a world leading authority on innovation and a chaired professor at New York University, addresses that gap. In this book we learn what makes an Elon Musk an Elon Musk.



- **What's your best innovation bet?**

How do you see the "big picture" of your industry, and identify where the next big opportunities will (or should) be? In this talk, we use a fun exercise that teaches people how to spot the larger patterns in the technology dynamics around them, and to assess the marginal payoff of investment in each particular dimension. Participants will create a prioritization matrix that will help them understand where the next big breakthroughs are likely to be.

Select Book Titles

- **2018:** Quirky: The Remarkable Story of the Traits, Foibles, and Genius of Breakthrough Innovators Who Changed the World

Select Articles

- [Compilation of Articles by Melissa Schilling](#)

Unleash your inner Elon, The trait that made Elon Musk and Steve Jobs fearless – and how to cultivate it, Why women are rarely serial innovators.,