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< Department of Management

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# Dr Lourdes Sosa

**Associate Professor**

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## About me

Dr Lourdes Sosa joined LSE as Associate Professor. Prior to LSE, she spent seven years at the London Business School where she taught in the MBA, Executive MBA, Master's in Management and Executive Education programs. She received her PhD degree at the Massachusetts Institute of Technology, Sloan School of Management. Prior to her academic career she worked in R&D management at General Electric and General Motors.

Dr Sosa studies technological discontinuities, a pervasive phenomenon in which a radical change in technologies disrupts a market, a phenomenon commonly referred to as creative destruction. In her work she uses technological discontinuities as an opportunity to contribute to mainstream strategy's objective of explaining within-market differences in firm performance. Furthermore, by looking at variation in the ability of established firms to adapt to a radical change in technologies, she also finds an opportunity to contribute to research on organizational change.

She is specifically interested in understanding the competitive dynamics of the R&D race that ensues through a technological discontinuity, thus her current interest on the Pharmaceutical Industry and the Biotechnology Revolution.

An active member of the Academy of Management, INFORMS, and the Industry Studies Association, she has won awards from these associations for her research. She is currently in the Editorial Board of the Academy of Management Journal.

## Organisational Behaviour Faculty Research Group

### Expertise

Technological discontinuities; disruptive technologies; resource-based view of the firm; organisational change

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## My research



### How can hackathons accelerate corporate innovation?

Book Section

**Author(s)** Myrna Flores, Matic Golob, Doroteja Maklin, Martin Herrera, Christopher Tucci, Ahmed Al-Ashaab, Leon Williams, Adriana Encinas, Veronica Martinez, Mohamed Zaki, M. Lourdes Sosa, Karina Flores Pineda

**ISSN/ISBN** 9783319997032



### Corporate structure, indirect bankruptcy costs, and the advantage of de novo firms: the case of gene therapy research

Article

**Author(s)** M. Lourdes Sosa



### Pioneering and first mover advantages: the importance of business models

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# Decoupling market incumbency from organizational prehistory: locating the real sources of competitive advantage in R&D for radical innovation

Article

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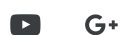
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