Robert Bremner is a Ph.D. student at the Stanford Technology Ventures Program in the Department of Management Science & Engineering at Stanford University.

Research Area: Strategy, Innovation, Entrepreneurship

Dissertation Title: Experimentation in Nascent Markets: How Firms Effectively Commercialize New Technology

Research Abstract: Experimentation is widely acknowledged as an integral part of innovation and strategy in nascent technology industries. However, in spite of its importance, it is less clear how firms experiment effectively. Robert Bremner's research explores this gap using inductive methods. More specifically, he explores how the locus of experimentation affects firms' ability to react to change, in addition to how firms experiment to identify viable commercial opportunities and build new businesses.

STANFORD ADVISORS
- Kathleen Eisenhardt, Doctoral Dissertation Advisor (AC)