**Thinking About U:**

**Theorizing and Testing U- and Inverted U-Shaped Relationships in Strategy Research**

Too much can be as bad as too little. Many relationships in strategic management follow an inverted U-shaped pattern, where moderate levels of a strategy lead to optimal performance. To gain deeper insights into the conventional wisdom that too much of a good thing can be harmful to performance, we discuss how such relationships can be better theorized and tested based on a review of articles exploring U-shaped relationships in Strategic Management Journal during 1980–2012. We identify several critical issues that require close attention and provide a guideline to further develop and validate this important managerial intuition.

**Monday**
**June 13, 2016**
**10:30 am**
**103 Drake Centre**

**Guest Speaker:**
Dr. Zilin He
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