9:00–10:30am | Entrepreneurial Process: The Early Stages

How Does Feedback Impact Entrepreneurial Performance?
Sandy Yu, University of California, Berkeley; Alicia Robb, Kauffman Foundation

Pivoting Isn’t Enough: Strategic Reorientation and Identity Management in New Ventures
Rory McDonald and Cheng Gao, Harvard Business School

Mental Model Change and Entrepreneurial Entry: The Case of New Space
Laura Huang and Anoop Menon, University of Pennsylvania; Tiona Zuzul, London Business School

10:30–11:00am | Coffee Break

11:00am–12:30pm | The New Age of Venture Financing: Crowdfunding and Peer-to-peer Lending

Social Is the New Financial: How Startups’ Social Media Activities Influence Funding Outcomes
Fujie Jin, Indiana University; Andy Wu, Harvard Business School; Lorin Hitt, University of Pennsylvania

Expansive Enactment: Dynamic Drivers of Cultural Entrepreneurship
Alex Murray and Suresh Kotha, University of Washington; Greg Fisher, Indiana University

The Positive of Negative: How Individuals Acquire Resources
Jayaram Uparna, University of California, Irvine; Chris Bingham, University of North Carolina

12:30–1:45pm | Lunch (Deloitte Commons, Paccar 299)

1:45–3:15pm | Social Dynamics and New Firms

Twitter Helipad: How a Platform Can Restructure Industry Power and Ecology
Henrich R. Greve and Seo Yeon Song, INSEAD

Repeat Winners (or Repeat Offenders): When Does Repeat Certification Help Ventures Acquire Resources?
Lauren Lanahan, University of Oregon; Daniel Armanios, Carnegie Mellon University

Status Spillovers
Brian Reschke, Brigham Young University; Pierre Azoulay, Massachusetts Institute of Technology; Toby E. Stuart, University of California, Berkeley

3:15–3:45pm | Coffee Break

3:45–5:15pm | Dynamics of Entrepreneurial Ecosystems and Industries

Raja Roy, Northeastern Illinois University; MB Sarkar, Temple University

Synchronization: Tradeoffs between Coordination and Competition in Temporal Agglomeration
Melissa Schilling, New York University; Joost Rietveld, Erasmus University

Ryan Raffaelli, Harvard Business School

6:00–8:30pm | Dinner at UW Club (see map)
8:30–10:00am | Funding Partners and Resource Acquisition
The Colorblind Crowd? Founder Race and Performance in Crowdfunding
Peter Younkin, McGill University; Venkat Kuppuswamy, University of North Carolina
When Do High-Growth Ventures Remain Network Isolates? The Drivers of Entrepreneurial Bootstrapping in the Mobile App Ecosystem
Benjamin Hallen, University of Washington; Jason Davis, INSEAD; Pai-Ling Yin, University of Southern California
Lowering Entry Barriers (but also Providing Resources): How Governments Spur Founding
Daniel Armanios, Carnegie Mellon University; Chuck Eesley, Stanford University

10:00–10:30am | Coffee Break

10:30am–12:30pm | The interplay between organizations and communities
Surviving or Thriving: Community Embeddedness and Startup Performance
Robert Eberhart, Santa Clara University; Renee Rottner, UC Santa Barbara
Corporate Strategy & the Wealth of Regions
Maryann Feldman and Nichola Lowe, University of North Carolina
Disruptive Events at the Nexus between Corporation and Community: How Accidents and Attacks Affect Market Entry in the Commercial Drone Service Industry
Jue Wang and Lori Qingyuan Yue, University of Southern California
Oil and Water: Blending Market and Research Logics in Academic Entrepreneurship
Jeff Savage, University of South Carolina

12:30–1:45pm | Lunch (Deloitte Commons, Paccar 299)

1:45–2:45pm | Blending of Institutional Logics and Entrepreneurship
When Collaboration Bridges Institutions: The Impact of Industry Collaboration on Academic Productivity
Michaël Bikard and Keyvan Vakili, London Business School; Florenta Teodoridis, University of Southern California
Constructing an Entrepreneurial Ecosystem for Conscious Capitalism: Evidence from Early Moments in the Seattle Region 2007-2014
Tracy Thompson and Jill Purdy, UW Tacoma; Marc Ventresca, University of Oxford

2:45–3:00pm | Program Wrap-up
Entrepreneurship is the dynamic union of innovation and opportunity, passion and vision, risk and reward. The Buerk Center for Entrepreneurship was created in 1991 to inspire entrepreneurial thinking and provide the resources that enable University of Washington students and faculty to bring their entrepreneurial ambitions to life.

The Buerk Center recognizes that entrepreneurs come from all fields of study. We promote interdisciplinary collaboration throughout the University, resulting in partnerships between students and faculty in everything from bioengineering to law, marketing to computer science.

The Buerk Center also connect students with experts in Seattle’s thriving entrepreneurial community through its advisory board, competitions, and networking events. Students benefit from the mentorship and real-life experiences facilitated by experts in venture investing, product development, cleantech, and more.