

Seventh West Coast Research Symposium on Technology Entrepreneurship

September 11-12, 2009



CIE
CENTER FOR INNOVATION AND ENTREPRENEURSHIP

Ewing Marion
KAUFFMAN
Foundation



**STANFORD
TECHNOLOGY
VENTURES PROGRAM**

UCIRVINE | THE PAUL MERAGE
SCHOOL OF BUSINESS
DON BEALL CENTER FOR INNOVATION AND ENTREPRENEURSHIP



LUNDQUIST COLLEGE OF BUSINESS
University of Oregon
LUNDQUIST CENTER FOR ENTREPRENEURSHIP
"mentoring the entrepreneurial spirit"

Agenda

Friday, September 11 UW School of Law Building, Room 117

Session 1 8:15 – 9:45 am Knowledge Creation and Transfer

Discussant: Janet Bercovitz, University of Illinois

- Do Technology Transfer Metrics Distort Knowledge Transfer Processes?
Andrew Nelson, University of Oregon
- Information Technology and Research Patterns in the Life Sciences
Waverley Ding, UC Berkeley; Sharon Levin, U. Missouri-St. Louis; Paula Stephan, Georgia State U.;
Anne Winkler, U. Missouri-St. Louis
- An Inquiry into an Epistemic Incident around Authorship Norms: Atlas Collaboration at Cern
Raghu Garud and Barbara Gray, Pennsylvania State University; Phillip Turtcher, Vienna University
Economics and Business

Session 2 10:15 – 11:45 am Corporate Venturing and Innovation

Discussant: Warren Boeker, University of Washington

- To Make or Not to Make? Stock Market Returns to Make versus Buy Innovations
Abhishek Borah and Gerard Tellis, University of Southern California
- Corporate Venture Capital Investments: A Dyadic Analysis of CVC Relationships
Anu Wadhwa, Ecole Polytechnique Fédérale de Lausanne and Corey Phelps, University of Washington
- Innovations in Features, Functions, and Systems: The Case of Green Motorhomes
Anne Parmigiani and Jennifer Irwin, University of Oregon

11:45 am – 1:15 pm Lunch in the BOA Executive Education Center Douglas Forum

Session 3 1:15 – 2:45 pm Optimism, Risk, and Intellectual Property

Discussant: Raghu Garud, Pennsylvania State University

- Patenting by Entrepreneurs: An empirical Study
Ted Sichelman, University of San Diego and Stuart Graham, Georgia Tech
- A Cross-Country Study of Entrepreneurial Optimism and Valuations
Gary Dushnitsky, University of Pennsylvania
- Distinguishing Extreme vs. Average Effects in Nascent Firms: An Organizational Risk Approach to Resources
Fabrice Cavarretta, ESSEC Business School

Session 4 3:15 – 4:45 pm Selecting Venturing Partners

Discussant: Manuela Hoehn-Weiss, University of Washington Bothell

- Tie Formation and New Venture Survival- A Dynamic Longitudinal Study
David Gomulya and Suresh Kotha, University of Washington
- With Whom do Entrepreneurs Connect? A Matching Theory of Tie Formation and Success
Balagopal Vissa, INSEAD
- All the Right Moves: Competitive Interactions and Temporary Advantage in New and Established Markets
Eric Chen, Riitta Katila, Rory McDonald, and Kathy Eisenhardt, Stanford University

6:00 – 9:30 pm Dinner Cruise on Lake Washington and Lake Union

Saturday, September 12 BOA Executive Education Center, Room 310

Session 5 8:30 - 10:30 am Social Ties and Dynamic Capabilities

Discussant: Suresh Kotha, University of Washington

- Dual Signaling and Social Ties among Competitors
Denis Trapido, University of California, Irvine
- Are All “Sharks” Dangerous? New Biotechnology Ventures and Partner Selection in R&D Alliances
Luis Diestre, Instituto de Empresa Business School and Nandini Rajagopalan, University of Southern California

Discussant: Taryn Stanko, University of Oregon

- Cutting Your Teeth: Building on the Micro-Foundations for Dynamic Capabilities
Chuck Eesley, Stanford University and Edward Roberts, Massachusetts Institute of Technology
- Cognitive Flexibility: The Adaptive Reality of Concrete Organization Change
Nathan Furr, Brigham Young University

Session 6 11:00 am - 12:30 pm Technology: Geography, Topology and Legacy

Discussant: Kathleen Eisenhardt, Stanford University

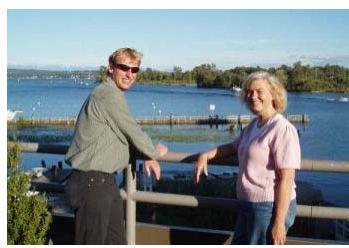
- Topology and Dynamics of the Technology Landscape
Barak Aharonson and Melissa Schilling, New York University
- The Parent’s Legacy: Firm Founders and Technological Choice
Warren Boeker, U. of Washington; Sandip Basu, California State U., East Bay; Michael Howard, U. of Washington; Arvin Sahaym, Washington State U.
- High-Technology and Regions in an Era of Open Innovation
Darrene Hackler, George Mason University

12:30 – 1:45 pm Lunch in the Douglas Forum

Session 7 1:45 – 3:45 pm Industry Creation

Discussant: Michael Lounsbury, University of Alberta

- Innovation, Social Structure & the Creation of New Industries: User Communities as Paths from Innovation to Industry
Sonali Shah, University of Washington and Cyrus Mody, Rice University
- Out of Many, One: How Repetition and the Logic of Innovation Transformed Category Straddles into Nanotechnology
Yu-Chieh Lo and Mark Kennedy, University of Southern California
- Changing Landscapes: The Construction of Meaning and Value in a New Market Category – Modern Indian Art
Mukti Khaire, Harvard Business School and R. Daniel Wadhvani, University of the Pacific
- Institutional Beacons as Alternative Paths to Cognitive Legitimacy: The Rise of Venture Capital, IPOs, and Yale
Rory McDonald, Stanford University; Benjamin Hallen, University of Maryland; Emily Cox, Stanford University



Presenters

Barak Aharonson
New York University

Sandip Basu
California State University, East Bay

Warren Boeker
University of Washington

Abhishek Borah
University of Southern California

Fabrice Cavarretta
ESSEC Business School

Emily Cox
Stanford University

Waverly Ding
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Gary Dushnitsky
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Nathan Furr
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Raghu Garud
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Rice University

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Anne Parmigiani
University of Oregon

Nandini Rajagopalan
University of Southern California

Arvin Sahaym
Washington State University

Sonali Shah
University of Washington

Ted Sichelman
University of San Diego

Gerard Tellis
University of Southern California

Denis Trapido
University of California, Irvine

Balagopal Vissa
INSEAD

Anu Wadhwa
Ecole Polytechnique Fédérale de Lausanne

R. Daniel Wadhvani
University of the Pacific



UW Center for Innovation and Entrepreneurship

ENTREPRENEURSHIP is a dynamic union of innovation and opportunity, passion and vision, risk and reward. The Center for Innovation and 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 Center's mission is to promote learning and discovery in innovation and entrepreneurship to students—from undergraduates to Ph.D. candidates—across the University of Washington campus. The Center recognizes that entrepreneurs come from all disciplines and fields of study, and the mandate of CIE is to provide the education, networks, real-world experiences, and connections that make it possible for students at the University of Washington to achieve their entrepreneurial goals, either within start-up companies or as agents of innovation within established firms.