10th West Coast Research Symposium
ON TECHNOLOGY ENTREPRENEURSHIP
SEPTEMBER 7–8, 2012, LOS ANGELES, CA

UNIVERSITY OF SOUTHERN CALIFORNIA
Symposium Overview

Friday, September 7 (Ronald Tutor Campus Center – Franklin Room)

Buses depart JW Marriott for USC..........................................................7:00 AM
Registration and Breakfast at Town & Gown (T&G) ......................................7:15 AM
Welcome, John Matsusaka, Vice Dean of Faculty and Academic Affairs.............8:00-8:30 AM

Session 1  Unpacking Individual Transitions to Entrepreneurship......................8:30 – 10:00 AM
Break (Light snacks will be available).............................................................10:00 – 10:30 AM

Session 2  Understanding Individuals and Innovation...................................10:30 AM – 12:00 NOON
Lunch (Ronald Tutor Campus Center – Courtyard).........................................12:00 – 1:00 PM

Session 3  Networks and Entrepreneurship...................................................1:15 - 2:45 PM
Break (Light snacks will be available).............................................................2:45 - 3:15 PM

Session 4  Sources of Entrepreneurial Performance......................................3:15 - 4:45 PM

Buses depart campus at Gate #2 on Exposition Blvd........................................5:15 PM
10th Anniversary Celebration Dinner and Entertainment – Off Campus...............6:00 – 9:00 PM

Saturday, September 8 (Ronald Tutor Campus Center – The Franklin Room)

Buses depart JW Marriott for USC..........................................................7:30 AM
Breakfast at Town & Gown (T&G)...............................................................7:45 AM

Session 5  Institutional Perspectives on Innovation and Entrepreneurship.........8:30 – 10:00 AM
Break (Light snacks will be available).............................................................10:00 - 10:30 AM

Session 6  Firm Emergence, Resilience, and Survival ..................................10:30 AM-12:00 NOON
Lunch (Ronald Tutor Campus Center – Courtyard).........................................12:00 - 1:15 PM

Session 7  Sources of Innovation: Contracts, Capabilities, and Patents..........1:30 - 3:00 PM

Shuttle bus to the airport will depart at Gate #2 on Exposition..........................3:30 PM
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7:15 AM  Registration and Breakfast at Town & Gown (T&G)
8:00 – 8:30 AM  Welcome, John Matsusaka, Vice Dean of Faculty and Academic Affairs

Session 1  8:30 – 10:00 AM  Unpacking Individual Transitions to Entrepreneurship
-  Leaving Money on the Table: Knowledge Underexploitation Within Incumbent Firms and Employee Entrepreneurship
  Alfonso Gambardella, Bocconi University; Martin Ganco, University of Minnesota; Florence Honore, University of Minnesota
-  Filthy Lucre: What Motivates the Commercialization of Innovations?
  Ethan Mollick, University of Pennsylvania
-  Entrepreneurship Versus Intrapreneurship in Mutual Funds: Evidence About Alternative Opportunity Structures in Established Firms
  Aleksandra Kacperczyk, Massachusetts Institute of Technology

10:00 – 10:30 AM  Break (Light snacks will be available)

Session 2  10:30 AM – 12:00 NOON  Understanding Individuals and Innovation
-  One Foot In, One Foot Out: How Individual Search Behavior Affects Innovation Outcomes
  Linus Dahlander, European School of Management and Technology; Siobhan O’Mahony, Boston University; David Gann, Imperial College
-  Taste for Science, Taste for Commercialization, and Hybrid Scientists
  Henry Sauermann, Georgia Institute of Technology; Michael Roach, Duke University
-  How Original Ideas Earn Recognition: The Role of Contextual Positioning
  Dennis Trapido, University of California, Irvine

12:00 – 1:00 PM  Lunch (Ronald Tutor Campus Center – Courtyard)

Session 3  1:15 - 2:45 PM  Networks and Entrepreneurship
-  Learning or Leakage? How Indirect Ties to Competitors Hurt Firm Innovation
  Emily Cox, University of Washington; Rory McDonald, University of Texas, Austin; Dan Wang, Stanford University
-  Dangerous Relations: The Interplay of Legal, Temporal, and Social Defenses in the Formation of Corporate Venture Capital Relationships
  Ben Hallen, London Business School; Riitta Katila, Stanford University; Jeff Rosenberger, Wealthfront
-  Ties That Bind? The Differential Ability of De Alio and De Novo Firms to Leverage External Relationships When Confronted with a Disruptive Technology
  Rajshree Agarwal, University of Maryland; Pao-Lien Chen, National Tsing Hua University; Glenn Hoetker, Arizona State University

2:45 - 3:15 PM  Break (Light snacks will be available)
Session 4  3:15 - 4:45 PM  Sources of Entrepreneurial Performance

- *Unpacking Functional Alliance Portfolios: How Signals of Viability Affect Young Firms’ Outcomes*
  Manuela Hoehn-Weiss, University of Washington, Bothell; Samina Karim, Boston University

- *Technology Commercialization Strategy Dynamics and Entrepreneurial Performance: Evidence from the Speech Recognition Industry*
  Matt Marx, Massachusetts Institute of Technology; David Hsu, University of Pennsylvania

- *Failure is an Option: Failure Barriers and New Firm Performance*
  Robert Eberhart, Stanford University; Charles Eesley, Stanford University; Kathy Eisenhardt, Stanford University

5:15 PM  
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6:00 – 9:00 PM  
**10th Anniversary Celebration Dinner and Entertainment – Off Campus**
Saturday, September 8 (Ronald Tutor Campus Center – The Franklin Room)

7:30 AM  Buses depart JW Marriott for USC
7:45 AM  Breakfast at Town & Gown (T&G)

Session 5  8:30 – 10:00 AM  Institutional Perspectives on Innovation and Entrepreneurship

- Where Institutional Logics Meet Innovation Pathways: Internet Search and the Puzzle of Librarians
  Andrew Nelson, University of Oregon; Jennifer Irwin, University of Oregon

- Testing, Contesting and Legitimizing Technology Diffusion in Regulated Environments
  Stephane Guerard, University of Zurich; Ann Langley, HEC Montreal

- Gone with the Wind: Industry Development and the Evolution of Social Movement Influence
  Chad Carlos, Cornell University; Wesley Sine, Cornell University; Brandon Lee, London Business School; Heather Haveman, University of California, Berkeley

10:00 - 10:30 AM  Break (Light snacks will be available)

Session 6  10:30 AM - 12:00 NOON  Firm Emergence, Resilience, and Survival

- Early-Stage Evolution of Technology Ventures
  Mike Lawless, University of San Diego; Phil Anderson, INSEAD

- Weathering the Storm: Entrepreneurial Identity and Organizational Resilience
  Erin Powell, North Carolina State University; Ted Baker, North Carolina State University

- The Effect of International Intensity on the Survival of Young Firms: The Moderating Roles of Firm Age and Social Capital
  Helena Yli-Renko, University of Southern California; Harry Sapienza, University of Minnesota; Ramkumar Janakiraman, Texas A&M University; Dalhia Mani, HEC Paris

12:00 - 1:15 PM Lunch (Ronald Tutor Campus Center – Courtyard)

Session 7  1:30 - 3:00 PM  Sources of Innovation: Contracts, Capabilities, and Patents

- Organization Architecture and Dynamic Capabilities: Microfoundations of Network Racing in Dynamic Markets
  Jason Davis, Massachusetts Institute of Technology

- Contracting for Innovation: Defining an Exchange that Fosters Creativity While Mitigating Opportunism
  Kyle Mayer, University of Southern California; Pablo Mondal, University of Southern California

- The Private Value of Patents for Entrepreneurial Ventures: Evidence from Medical Devices, Semiconductors, and Software
  Arvids Ziedonis, University of Oregon; Rosemarie Ziedonis, University of Oregon

3:30 PM  Shuttle bus to the airport will depart at Gate #2 on Exposition
Authors

Rajshree Agarwal
University of Maryland

Phil Anderson
INSEAD

Ted Baker
North Carolina State University

Chad Carlos
Cornell University

Pao-Lien Chen
National Tsing Hua University

Emily Cox
University of Washington

Linus Dahlander
European School of Management and Technology

Jason Davis
Massachusetts Institute of Technology

Robert Eberhart
Stanford University

Charles Eesley
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Kathy Eisenhardt
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Alfonso Gambardella
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Martin Ganco
University of Minnesota

David Gann
Imperial College

Stephane Guerard
University of Zurich

Ben Hallen
London Business School

Heather Haveman
University of California, Berkeley

Glenn Hoetker
Arizona State University

Manuela Hoehn-Weiss
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Florence Honore
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David Hsu
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Samina Karim
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Mike Lawless
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Brandon Lee
London Business School

Matt Marx
Massachusetts Institute of Technology

Kyle Mayer
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Rory McDonald
University of Texas, Austin

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Erin Powell
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Michael Roach
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Jeff Rosenberger
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Harry Sapienza
University of Minnesota

Henry Sauermann
Georgia Institute of Technology

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