



LLOYD GREIF CENTER
FOR ENTREPRENEURIAL STUDIES

10th West Coast Research Symposium

ON TECHNOLOGY ENTREPRENEURSHIP

SEPTEMBER 7-8, 2012, LOS ANGELES, CA



USC Marshall
*Lloyd Greif Center for
Entrepreneurial Studies*

 **STANFORD
TECHNOLOGY
VENTURES PROGRAM**

 **UNIVERSITY OF OREGON**
Lundquist College of Business

 **UCIRVINE** THE PAUL MERAGE
SCHOOL OF BUSINESS

 **Foster CIE**
Center for Innovation & Entrepreneurship

Ewing Marion
KAUFFMAN
Foundation

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 Performance3:15 - 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 Survival10:30 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

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

- 7:00 AM Buses depart JW Marriott for USC
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 ***Buses depart campus at Gate #2 on Exposition Blvd.***

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

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National Tsing Hua University

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University of Washington

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Jason Davis
Massachusetts Institute of
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Robert Eberhart
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Charles Eesley
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