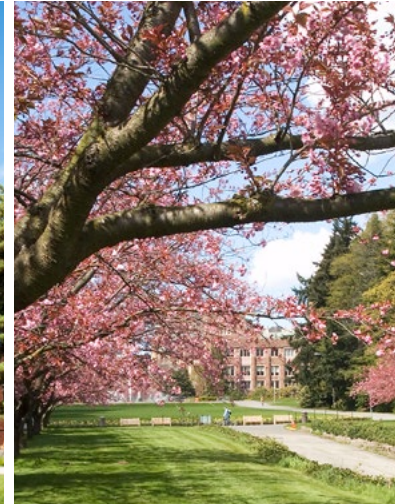


# 11TH WEST COAST RESEARCH SYMPOSIUM ON TECHNOLOGY ENTREPRENEURSHIP

FOSTER SCHOOL OF BUSINESS  
SEPTEMBER 5 AND 6, 2013 | SEATTLE, WA



**USC Marshall**  
School of Business

**W** | BUERK CENTER  
FOR ENTREPRENEURSHIP  
Foster School of Business

Ewing Marion  
**KAUFFMAN**  
Foundation

 **Lloyd Greif Center**  
for Entrepreneurial Studies



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

UNIVERSITY  
OF OREGON  
**Lundquist**  
College of Business

 **STANFORD**  
TECHNOLOGY  
VENTURES PROGRAM

**W** UNIVERSITY of WASHINGTON

# WCRS 2013 SCHEDULE DAY 1

Thursday, September 5, 2013 | Paccar Hall 291

## 8:30-10AM | ENTREPRENEURIAL LEARNING AND PERFORMANCE

- **Serial Entrepreneurs, Venture Failure, and Challenges to Learning**  
*J.P. Eggers, New York University; Lin Song, Central University of Finance & Economics*
- **Accelerated Learning: Entrepreneurial Ventures Participating in Accelerator Programs**  
*Susan Cohen and Christopher Bingham, University of North Carolina at Chapel Hill*
- **The Fog of Feedback: Ambiguity and Firm Responses to Multiple Aspiration-Levels**  
*John Joseph, Duke University; Vibha Gaba, INSEAD*

## 10-10:30AM | COFFEE BREAK

## 10:30AM-12PM | INSTITUTIONS, ENTREPRENEURSHIP, AND CHOICE

- **Founder or Joiner? The Roles of Individual Preferences and Social-Contextual Factors in Shaping Different Entrepreneurial Interests**  
*Michael Roach, Duke University; Henry Sauermann, Georgia Institute of Technology*
- **Institutional Flexibility and Entrepreneurship: Evidence from China**  
*Chuck Eesley, Stanford University*
- **Technology Definitions and Entrepreneurship in the U.S. Geothermal Power Sector**  
*Shon Hiatt, Harvard Business School; Sangchan Park, Ewha Womans University*

## 12-1PM | LUNCH (ON LAWN OUTSIDE 2ND FLOOR OF PACCAR HALL)

## 1:15-2:45PM | EXTERNAL RELATIONSHIPS: VCS, SUPER ANGELS, AND BOARDS

- **Bankers or Brokers? Firm Knowledge and VC Portfolio Performance**  
*Warren Boeker, Emily Cox-Pahnke, and Rose Kim, University of Washington; Michael Howard, Texas A&M*
- **A Comparison of Super Angels and Venture Capital Firms as Entrepreneurial Investors: Assessing the Extent and Limits of Organizational Advantage**  
*Benjamin Hallen, London Business School; Rory McDonald, University of Texas at Austin*
- **Board-level Strategic Decision Making: The CEO's perspective**  
*Sam Garg, Hong Kong University of Science and Technology; Kathleen Eisenhardt, Stanford University*

## 2:45-3:15PM | COFFEE BREAK

## 3:15-4:45PM | OPPORTUNITIES: IDENTIFICATION AND EVALUATIONS

- **A Theory and Test of Gut Feel-Based Entrepreneurial Investment Decisions**  
*Laura Huang, University of Pennsylvania*
- **Taking Leaps of Faith: Organizational Narratives and Resource Commitments for New Initiatives**  
*Phillip Kim, University of Wisconsin-Madison; Reddi Kotha, Singapore Management University*
- **Social Capital or Social Enclave? Venture Capital Funding of Asian-Led Ventures in Silicon Valley**  
*Jing Zhang, Old Dominion University; Poh Kam Wong and Yuen Ping Ho, National University of Singapore*

## 6-9PM | DINNER AT THE COLUMBIA TOWER CLUB (BUSSES LEAVE HOTELS AT 5:30PM)

# WCRS 2013 SCHEDULE DAY 2

Friday, September 6, 2013 | Paccar Hall 291

## 8:30-10AM | RESOURCES, CAPABILITIES, AND STRATEGIC CHOICE IN NEW MARKETS

- **Complementarities and Capabilities: Unpacking the Drivers of Entrants' Technology Choices in the Solar Photovoltaic Industry**  
*Rahul Kapoor, University of Pennsylvania; Nathan Furr, Brigham Young University*
- **Pre-Entry Resources, Strategic Positioning Choices and Introduction of Dominant Designs: Evidence from the Hard-Disk Drive Industry**  
*Anu Wadhwa, Richard Tee, and Christopher Tucci, Ecole Polytechnique Federale de Lausanne*
- **Linking Strategic Resources, Competitive Actions, and Survival: The Case of Internet Ventures**  
*David Gomulya, Nanyang Technological University; Suresh Kotha, University of Washington*

## 10-10:30AM | COFFEE BREAK

## 10:30AM-12PM | COMPETITIVE INTERACTION AND INTELLECTUAL PROPERTY

- **The Impact of Patent Wars on Firm Strategy: Evidence from the Global Smartphone Market**  
*Yongwook Paik and Feng Zhu, University of Southern California*
- **Making the News: Heterogeneous Media Coverage and Patent Litigation**  
*David Tan, University of Washington*
- **The Quest for Expansive Intellectual Property Rights and the Failure to Disclose Known Relevant Prior Art**  
*H. Kevin Steensma and Mukund Chari, University of Washington; Ralph Heidl, Michigan State University*

## 12-1:15PM | LUNCH (DOUGLAS FORUM, 4TH FLOOR OF THE BAEEC)

## 1:30-2:45PM | ADAPTING TO WIN

- **Inter-Generational Hybrids: Spillbacks, Spillforwards and Surviving Technology Discontinuities**  
*Nathan Furr and Daniel Snow, Brigham Young University*
- **Adaptive Emulation to Trendsetter Categories: Following in the U.S. Video Game Industry, 1995-2012**  
*Eric Yanfei Zhao and P. Devereaux Jennings, University of Alberta; Masakazu Ishihara, New York University*
- **The Renaissance Chemist or the Schizophrenic Scientist?: Ambiguity, Identity, and Insider-Driven Change in a Scientific Field**  
*Jennifer Howard-Grenville, Andrew Nelson, Andrew Earle, and Julie Haack, University of Oregon; Douglas Young, Lane Community College*



# PRESENTERS

Christopher Bingham  
University of North Carolina

Warren Boeker  
University of Washington

Susan Cohen  
University of North Carolina

Emily Cox-Pahnke  
University of Washington

Chuck Eesley  
Stanford University

J.P. Eggers  
New York University

Kathleen Eisenhardt  
Stanford University

Nathan Furr  
Brigham Young University

Vibha Gaba  
INSEAD

Sam Garg  
Hong Kong University of Science and  
Technology

Benjamin Hallen  
London Business School

Shon Hiatt  
Harvard Business School

Laura Huang  
University of Pennsylvania

P. Devereaux Jennings  
University of Alberta

Rahul Kapoor  
University of Pennsylvania

Philip Kim  
University of Wisconsin-Madison

Suresh Kotha  
University of Washington

Andrew Nelson  
University of Oregon

Yongwook Paik  
University of Southern California

Michael Roach  
Duke University

Henry Sauermann  
Georgia Institute of Technology

Daniel Snow  
Brigham Young University

Kevin Steensma  
University of Washington

David Tan  
University of Washington

Richard Tee  
Ecole Polytechnique Federale de  
Lausanne

Anu Wadhwa  
Ecole Polytechnique Federale de  
Lausanne

Jing Zhang  
Old Dominion University



## About the Buerk Center for Entrepreneurship

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 among throughout the University, resulting in partnerships between students and faculty in everything from bioengineering to law, marketing to computer science.

The 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.