

# 17th Annual West Coast Research Symposium

## Doctoral Student Workshop

September 11, 2019 | Stanford, CA

### Program Overview:

Participants will meet and engage the program faculty in small groups, present their own research interests for discussion, map out the boundaries of technology entrepreneurship, consider the field's likely future trajectory, and discuss research underway on the West Coast.

### Participants:

We have assembled a set of students (at both pre-and post-dissertation proposal stages) who have a primary or secondary research focus on technology entrepreneurship. Carving out your academic identity is a central issue for you - intellectually, pedagogically, and professional. You will gain the following benefits from the workshop: (1) personal connections with some scholars whose work you have been reading, (2) opportunities to explore and share your own emerging research interests, and (3) a chance to get acquainted with your peers in other doctoral programs, many of whom will become lifelong colleagues.

### Faculty Mentors:

Warren Boeker (University of Washington)  
Chuck Eesley (Stanford University)  
Vern Glaser (University of Alberta)  
Mary Ann Glynn (Boston College)  
Ralph Heidl (University of Oregon)  
Dev Jennings (University of Alberta)  
Riitta Katila (Stanford University)  
Suresh Kotha (University of Washington)  
Kyle Mayer (University of Southern California)  
Milan Miric (University of Southern California)

Andrew Nelson (University of Oregon)  
Dan Olson (University of Washington)  
Emily Cox Pahnke (University of Washington)  
Joe Raffiee (University of Southern California)  
Pai-Ling Yin (University of Southern California)

Not mentoring:

Tim Hannigan (University of Alberta)

**Program Schedule:**

Note that the group will be split, at times, between students in Track 1 and Track 2 stages.

8:30 - 9:00am	Continental Breakfast & Networking
9:00 - 9:15am	Welcome by Program Faculty
9:15 - 10:30am	<p>Session 1: Student Introductions and Mapping the Technology Entrepreneurship Domain</p> <p>Facilitators: Pai-Ling Yin, Suresh Kotha</p> <p>Pre-session preparation:</p> <ul style="list-style-type: none"> <li>• Read "Finding the Right Conversation" by Anne Huff</li> <li>• Read "Intro Session Instructions"</li> <li>• Be prepared to introduce yourself and briefly describe your research interests (in 1-2 sentences) in terms of the clusters of technology entrepreneurship described in "Mapping the Terrain".</li> </ul>
10:30 - 10:45am	Coffee Break
10:45 - 12:15pm	<p>Session 2: Pitching Your Research</p> <p>Panelists: Warren Boeker, Emily Pahnke</p> <p>Facilitator: Andrew Nelson</p> <p>Pre-session preparation:</p> <ul style="list-style-type: none"> <li>• Read "6 Tips for Perfecting Your Elevator Pitch"</li> <li>• Read "The Research Pitch"</li> <li>• Think about how you would concisely pitch one of your specific research projects in 60-90 seconds.</li> </ul>
12:15 - 1:15pm	Lunch

1:15 – 2:45pm	Session 3: Creating Your Research Identity  Panelists: Kyle Mayer; Dev Jennings; Joe Raffiee Facilitator: Dan Olson
2:45 – 3:00pm	Coffee Break
3:00 – 4:30pm	Session 4, Track 1: Discovering Data  Facilitators: Tim Hannigan, Vern Glaser  Pre-session preparation: <ul style="list-style-type: none"><li>• Scan the research method sections from Glaser et al. 2016 (Making Snowflakes Like Stocks: Stretching, Bending and Positioning to Make Financial Market Analogies Work in Online Advertising) and Glaser 2017 (Design Performances: How Organizations Inscribe Artifacts to Change Routines)</li><li>• Read Hannigan, T., Haans, R. F. J., Vakili, K., Tchalian, H., Glaser, V., Wang, M., Kaplan, S. &amp; Jennings, P. D. (2019). Topic modeling in management research: rendering new theory from textual data. <i>Academy of Management Annals</i>. <a href="https://doi.org/10.5465/annals.2017.0099">https://doi.org/10.5465/annals.2017.0099</a></li></ul> Session 4, Track 2: Advanced Student Mentoring
4:30 – 4:45pm	Wrap Up
5:30 – 7:00pm	Dinner & Networking at Huang Engineering Center Basement Foyer

**Mentoring Assignments for Track 2 PhD Students:**

<b>Table</b>	<b>Mentor</b>	<b>3:00 - 3:25</b>	<b>3:30 - 3:55</b>	<b>4:00 - 4:30</b>
<b>1</b>	Warren Boeker	Jiang Bian	Travis Howell	Benjamin Innis
<b>2</b>	Chuck Eesley	Ryan Coles	Harsh Ketkar	Grace Gu
<b>3</b>	Mary Ann Glynn	Aaron McDonald	Jiang Bian	Eric Volmar
<b>4</b>	Ralph Heidl	Carlos Inoue	Anna Roberts	Jiang Bian
<b>5</b>	Dev Jennings	Benjamin Innis	Eric Volmar	Ryan Coles
<b>6</b>	Riitta Katila	Maria Roche		Ronnie Lee
<b>7</b>	Suresh Kotha	Ronnie Lee	Willow Wu	Beverly Rich
<b>8</b>	Kyle Mayer	Harsh Ketkar	Grace Gu	Maria Roche
<b>9</b>	Pai-Ling Yin	Anna Roberts	Ronnie Lee	Khonika Gope
<b>10</b>	Milan Miric	Grace Gu	Carlos Inoue	Harsh Ketkar
<b>11</b>	Andrew Nelson	Khonika Gope	Benjamin Innis	Aaron McDonald
<b>12</b>	Dan Olson	Beverly Rich	Maria Roche	Anna Roberts
<b>13</b>	Emily Cox Pahnke	Willow Wu	Ryan Coles	Travis Howell
<b>14</b>	Joe Raffiee	Travis Howell	Beverly Rich	Carlos Inoue
<b>15</b>	Vern Glaser			Willow Wu