

## Technology Entrepreneurship and Institutions: Contemporary and International Research

May 22-23, 2007

Memorial Union  
Tripp Commons  
800 Langdon St.  
Madison, 53706

The Initiative for Studies in Technology Entrepreneurship (INSITE) gratefully acknowledges the generous support of the Center for World Affairs and the Global Economy in making this conference possible.

Special thanks to Advisory Committee members Daniel Kleinman (UW-Madison), Mark Suchman (UW-Madison), and Lynne Zucker (UCLA).

Organized by Brad Barham and Anne Miner, UW-Madison. Other key contributors include INSITE faculty and WAGE faculty collaborators: Jon Eckhardt, Jermeiy Foltz, Sanjay Jain, Gaunming Shi, Gordon Smith, and Masako Ueda.

### MONDAY, MAY 21, 2007

Dinner (on your own) in Madison. The Dining Guide enclosed in your welcome package contains information on some of the many restaurants along the isthmus close to the DoubleTree Hotel.

### TUESDAY, MAY 22, 2007 – DAY ONE

7:45 AM – 8:15 AM	8:05 Welcome	Breakfast foods available
8:15 AM – 10:00 AM	<b>Panel 1 (3)</b>	
	Brad Barham/Jeremy Foltz U. Wisconsin	Patenting, Commercialization, and US Academic Research in the 21st Century: The Resilience of Basic, Federally-funded Open Science
	Arvids Ziedonis U. Michigan	Licensing University Inventions to Start-ups and Established Firms (with Rachelle Sampson & Brent Goldfarb)
	Jon Eckhardt U. Wisconsin	Commercial Entrepreneurship and Public Innovation in Software Markets
10:00 AM – 10:15 AM	- Break -	
10:15 AM – 12:00 PM	<b>Panel 2 (4)</b>	
	Wesley Sine Cornell	From Plan to Plant: Effects of Certification on Operational Start-up in the Emergent Independent Power Sector
	Brent Goldfarb U. Maryland	Behavioral and Historical Foundations of Bubbles in New Industries (with David Kirsch & David Miller)
	Sanjay Jain U. Wisconsin	Organization Fields in Turmoil: An Investigation of the Initiatives to Construct a New Institutional Logic around Digital Music Technology
	Stanislav Dobrev U. Chicago	Legitimacy Vacuum and Structural Imprinting: Theory Extension and Two Empirical Tests
12:00 PM – 1:30 PM	Lunch	

1:30 PM – 3:15 PM	<b>Panel 3 (3)</b>	
	Vic Fleischer U. Colorado	Two and Twenty: Taxing Partnership Profits in Private Equity Funds
	Rodrigo Canales MIT	Institutional Change and Small Business Finance: Bringing the Agents (back?) In
	Steve Malpezzi UW-Madison	Is There a Future at the Bottom of the Pyramid
3:15 PM – 3:30 PM	Break	
3:30 PM – 5:30 PM	OPTION #1 Conversations on the Terrace – Stem Cells and Emerging Questions	***Conversation at the Union – Stem Cells and Emerging Questions.*** Blake Anson, Cellular Dynamics Rupa Shevde, WiCell Linda Hogle, U. Wisconsin
3:30 PM – 5:30 PM	OPTION #2 Walk to Picnic Point/State St	[POSSIBLE: Bus from Memorial Union to parking lot at Picnic Point entrance]
6:00 PM – 6:15 PM	Bus from DoubleTree to dinner	
6:30 PM – 9:30 PM	Osteria Papavero 128 E. Wilson Street	Frederiksen Brothers (jazz guitar and bass)
9:30 PM – 9:45 PM	Bus from Papavero to DoubleTree	

**WEDNESDAY, MAY 23, 2007 – DAY TWO**

Memorial Union – Tripp Commons

7:45 – 8:15 AM		Breakfast foods available
8:15 AM – 10:00 AM	<b>Panel 4 (3)</b>	
	Olga Khessina Cornell	Perceptually Focused Firms and the Development of Regional Industrial Identities in the U.S. Biotherapeutics Industry (with Elaine Romanelli)
	Masako Ueda U. Wisconsin	R&D and Markets for New Knowledge over Firms' Life Cycles. (with Kyriakos Frantzeskis)
	Mary Zellmer-Bruhn U. Minnesota	Sources and Content of Academic Entrepreneurs' Mental Models About Start-up Teams
10:00 AM – 10:15 AM	- Break -	
10:15 AM – 12:00 PM	<b>Panel 5 (3)</b>	
	Dan Burk U. Minnesota	Normative Structures in Knowledge Production
	Zur Shapira New York University	The Emergence of Variety: Genesis Events and Genealogical Evolution of the Israeli ITC Sector.
	Anne Miner U. Wisconsin	Imprinting of Capabilities and Aspirations: The Impact of Founding Process Features on Whether University Start-ups Generate Later Offspring
12:00 PM – 1:30 PM	Lunch <b>James G. March</b> Stanford University Commentary	Reflections by James March on conference related themes
1:30 PM – 3:15 PM	<b>Panel 6 (3)</b>	
	Rosemarie Ziedonis U. Michigan	Patents as Quality Signals for Entrepreneurial Ventures (with David Hsu)
	Guido Buenstorf Max Planck Inst.	Not Invented Here: Knowledge Transfer and Technology Licensing from a German Public Research Organization (with Matthias Geissler)
	Daniel Kleinman U. Wisconsin	Continuity and Change in the Culture of American Academia
3:15 PM – 3:30 PM	Concluding comments	
3:30 PM – 5:30 PM	Shuttle from Memorial Union to airport	Shuttle bus from hotel to airport in parallel

This conference complements a sister, inaugural conference on “Law and Entrepreneurship” held on Monday May 21, 2007 sponsored by the Law School and led by Gordon Smith, Professor of Law and Associate Director of INSITE. The Initiative for Studies in Technology Entrepreneurship facilitates cutting-edge research, curriculum development and outreach programming related to Technology Entrepreneurship.

**Please contact John Surdyk, Director, INSITE, with questions about this event.**

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