

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).

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	Panel 1 (3)	
	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	Panel 2 (4)	
	Olga Khessina Cornell	Perceptually Focused Firms and the Development of Regional Industrial Identities in the U.S. Biotherapeutics Industry (with Elaine Romanelli)
	Brent Goldfarb U. Maryland	Behavioral & 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	Comments by Stephen Malpezzi, U. Wisconsin “Contemporary Entrepreneurship Gurus: Dangers and Value of Advocates such as Florida and Prahalad”

1:30 PM – 3:15 PM	Panel 3 (3)	
	Vic Fleischer U. Colorado	Two and Twenty: Taxing Partnership Profits in Private Equity Funds
	Marc Ventresca Oxford University	Colliding entrepreneurial fields: Institutional contradictions and settlements in the evolution of online services 1965-1985
	Rodrigo Canales MIT	Institutional Change and Small Business Finance: Bringing the Agents (back?) In
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.*** Gabriela Cezar, UW-Madison leading stem cell scientist and entrepreneur WiCell science ambassadors
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	Cliff Frederiksen & Friends (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	Panel 4 (3)	
	Rosemarie Ziedonis U. Michigan	Patents as Quality Signals for Entrepreneurial Ventures (with David Hsu)
	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	Panel 5 (4)	
	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	Transmission of Capabilities and Values: The Impact of Founding Conditions on Whether University Start-ups Generate Later Offspring
12:00 PM – 1:30 PM	Lunch James March Commentary	Reflections by James March on conference related themes
1:30 PM – 3:15 PM	Panel 6 (4)	
	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
	Wesley Sine Cornell	From Plan to Plant: Effects of Certification on Operational Start-up in the Emergent Independent Power Sector
	Marie Thursby Georgia Institute of Technology	US Faculty Patenting: Inside and Outside the University (with J. Thursby, & A. Fuller)
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.

Work: (608) 262-9041

Mobile: (608) 843-1010

Email: jsurdyk@bus.wisc.edu

Contact information for participants

Last Name	First Name	Affiliation	Email
Ansari	Shahzad	Erasmus University	sansari@rsm.nl
Barham	Brad	UW-Madison	barham@aae.wisc.edu
Bartlett	Robert	University of Georgia	rpb@uga.edu
Broughman	Brian	UC-Berkeley	bbroughm@berkeley.edu
Buenstorf	Guido	Max Planck Institute	buenstorf@econ.mpg.de
Burk	Dan	University of Minnesota	burkx006@umn.edu
Canales	Rodrigo	MIT	rcanales@mit.edu
Carpenter	Mason	UW-Madison	mcarpenter@bus.wisc.edu
Darby	Michael	UCLA	michael.darby@anderson.ucla.edu
DeVaughn	Michael	University of Minnesota	mdevaughn@csom.umn.edu
Dobrev	Stanislav	University of Chicago	stanislav.dobrev@chicagogsb.edu
Dunham	Randy	UW-Madison	rdunham@bus.wisc.edu
Eckhardt	Jon	UW-Madison	jeckhardt@bus.wisc.edu
Fleischer	Vic	University of Colorado	Victor.Fleischer@colorado.edu
Foltz	Jeremy	UW-Madison	jdfoltz@wisc.edu
Geis	George	University of Alabama	ggeis@law.ua.edu
Goldfarb	Brent	University of Maryland	bgoldfarb@rhsmith.umd.edu
Gong	Yan	UW-Madison	ygong@bus.wisc.edu
Hogle	Linda	UW-Madison	lfhogle@wisc.edu
Hunter	Chip	UW-Madison	Lhunter@bus.wisc.edu
Ibrahim	Darian	University of Arizona	darian.ibrahim@law.arizona.edu
Jain	Sanjay	UW-Madison	sjain@bus.wisc.edu
Khessina	Olga	Cornell	omk4@cornell.edu
Kim	Phillip	UW-Madison	pkim@bus.wisc.edu
Kim	June-Young	Marquette University	JuneYoung.Kim@marquette.edu
Kleinman	Daniel	UW-Madison	dlkleinman@facstaff.wisc.edu
Lawless	Robert	University of Illinois	rlawless@law.uiuc.edu
Malpezzi	Steve	UW-Madison	smalpezzi@bus.wisc.edu
March	James	Stanford University	MARCH@stanford.edu
Miner	Anne	UW-Madison	aminer@bus.wisc.edu
Olszewski	Dan	UW-Madison	dolszewski@bus.wisc.edu
Phillips	Nelson	Imperial College	n.phillips@imperial.ac.uk
Rodriguez	Usha	University of Georgia	rodrig@uga.edu
Shapira	Zur	New York University	zshapira@stern.nyu.edu
Shi	Guanming	UW-Madison	gshi@wisc.edu
Sine	Wesley	Cornell	wds4@cornell.edu
Smith	Gordon	UW-Madison	gsmith@law.wisc.edu
Suchman	Mark	UW-Madison	suchman@ssc.wisc.edu

Contact information for participants (continued)

Last Name	First Name	Affiliation	Email
Terlaak	Ann	UW-Madison	aterlaak@bus.wisc.edu
Thursby	Marie	Georgia Institute of Technology	marie.thursby@mgt.gatech.edu
Ueda	Masako	UW-Madison	mueda@bus.wisc.edu
Ventresca	Marc	Saïd School Oxford	marc.ventresca@sbs.ox.ac.uk
Vorley	Tim	University of Leicester	trv1@le.ac.uk
Welbourne	Theresa	University of Michigan	twelbour@umich.edu
Zellmer-Bruhn	Mary	University of Minnesota	zellm002@umn.edu
Ziedonis	Arvids	University of Michigan	azied@umich.edu
Ziedonis	Rosemarie	University of Michigan	rzied@umich.edu
Zucker	Lynne	UCLA	zucker@nicco.sscnet.ucla.edu