

## Technology Entrepreneurship & Institutions: Contemporary & International Research

UW—Madison, June 2008

### Mon. S1 Commercialization of knowledge and university faculty and students

Richard Jensen (Notre Dame), **Marie Thursby** (Georgia Tech) and Jerry Thursby (Georgia Tech)

“In or Out: Faculty Research and Consulting”

**Brad Barham** (UW-Madison) and **Jeremy Foltz** (UW-Madison)

“Incentives and Professorial Productivity”

Pierre Azoulay (MIT), **Chris Liu** (Harvard) and Toby Stuart (Harvard)

“Trickle-Down Entrepreneurship: Prior Mentorship and the Formation of Academic Entrepreneurs”

### Mon. S2 Society level transformation and the organization of science

**Daniel Kleinman** (UW-Madison) and Jacob Habinek (UW—Madison)

“Codes of Commerce: Continuity and Change in the Culture of American Academia”

**Fiona Murray** (MIT)

“Does the Transformation to Institutional Openness Really Democratize Innovation? An Experiment in Research Mice”

**Jeannette Colyvas** (Northwestern) and Walter Powell (Stanford)

“Measures, Metrics, and Myopia: The Challenges and Ramifications of Sustaining Academic Entrepreneurship”

### Mon. S3 Macro and micro influences on new firm creation

**Phillip Kim** (UW-Madison), Cheol-Sung Lee (University of Chicago) and Paul Reynolds (Paul Reynolds & Associates)

“Backed by the State: Social Protection and Entrepreneurial Entry into Knowledge-Intensive Industries”

**Wesley Sine** (Cornell)

“From Pabst to Pepsi: The Deinstitutionalization of Social Practices and the Creation of Entrepreneurial Opportunities”

**Masako Ueda** (UW-Madison) and Martin Ruckes (University of Karlsruhe)

“Risky Businesses: Why Are They So Few?”

### Mon. S4 Macro and micro influences on new network structures and innovation

**Bala Vissa** (INSEAD – Singapore)

“Entrepreneurs’ Networking Actions and Referral Based Search for New Exchange Partners”

**Klaus Weber** (Northwestern), LG Thomas (Emory) and Hayagreeva Rao (Stanford)

“From Streets to Suites: How the Anti-Biotech Movement Affected German Pharmaceutical Firms”

Tues. S1 Formalization/rules and emergent opportunities

**Dana Wang** (Stanford)

"Constructing and Objectivating Information: The Meaning of Information on Patents"

**Gerry George** (Imperial College)

"The Structure of Licensing Contracts and its Implications for the Design and Practice of Technology Transfer"

**Dan Burk** (University of Minnesota)

"The Role of Patent Law in Knowledge Codification"

**Gordon Smith** (Brigham Young) and **Darian Ibrahim** (University of Arizona)

"Law and Entrepreneurial Opportunities"

Tues. S2 Universities, open source settings and the creation of new firms

Michael Ciuchta, **Anne S. Miner** (UW-Madison), Yan Gong (UC-Irvine) and Anthony Sadler (Seton Hall)

"Founding Process Impact on Generating Subsequent Offspring: Salience, Aspirations and Capabilities"

**Mary Zellmer-Bruhn** (University of Minnesota), Daniel Forbes (University of Minnesota) and Harry Sapienza (University of Minnesota)

"Entrepreneurial Team Formation: Theoretical Insights from Academic Entrepreneur's Mental Models"

**Jon Eckhardt** (UW-Madison), Michael Ciuchta (UW-Madison) and Mason Carpenter (UW—Madison)

"Why Exploit? Information Exposure and the Transition to Commercial Entrepreneurship"

**Lynne Zucker** and Michael Darby (UCLA)

"Star Scientists, Innovation and Regional and National Immigration"

Names in **bold** are presenters.

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