

**5th WEST COAST RESEARCH SYMPOSIUM ON TECHNOLOGY  
ENTREPRENEURSHIP**

**September 7 & 8, 2007**

**University of Oregon, University of Southern California, Stanford University,  
University of Washington**

**Friday**

**Session 1: 8:15 – 9:45 a.m.**

**Charting Paths through Technological Discontinuity**

**Discussant: Sonali Shah, U. of Washington**

Capabilities and Technological Change: The Role of Science-Based Versus Business-  
Based Entrepreneurs in New Venture Formation

Alva Taylor and Miguel Campo-Rembado

Dartmouth College

Surviving an Era of Ferment: Computer Graphics Chipmakers in a 3D World

Becky Reuber

University of Toronto

*Break: 9:45 – 10:15 a.m.*

**Session 2: 10:15 – 11:45 a.m.**

**Learning, Surprise and Improvisation**

**Discussant: Jennifer Grenville-Howard, U. of Oregon**

Response to Organizational Surprises in Startups: The Impact of Organizational Memory,  
Strategic Surprise Level, and Improvisation on Response Outcomes

Yan Gong, Ted Baker, Dale Eesley and Anne Miner

University of California - Irvine, North Carolina State, University of Toledo and

University of Wisconsin

Learning Organizational Capabilities

Christopher Bingham

University of Maryland

*Lunch: 11:45 – 1:15 p.m.*

**Session 3: 1:15 – 2:45 p.m.**

**Strategies for Entrepreneurial Funding Raising**

**Discussant: David Hsu, U. of Pennsylvania**

Passion and Preparedness in Entrepreneurs' Business Plan Presentations: A Persuasion  
Analysis of Venture Capitalists' Funding Decisions

Xiao-Ping Chen, Xin Yao and Suresh Kotha

University of Washington and Wichita State University

Origin of Networks: How Entrepreneurs Form their Investment Ties  
Benjamin Hallen  
University of Maryland

**Break: 2:45 – 3:15 p.m.**

**Session 4: 3:15 – 4:45 p.m.**  
**Strategies in Competitive Markets**  
**Discussant: Warren Boeker, U. of Washington**

Cognition and Consolidation: Saturation Dependence in Cognitive Market Networks  
Mark Kennedy  
USC

Effects of Search Timing on Product Innovation: The Value of Not Being in Sync  
Riitta Katila and Eric Chen  
Stanford University

**Session 5: 4:45 – 5:30 p.m.**  
**Organizing Collaborative Innovation**  
**Discussant: Kaye Schoonhoven, UC-Irvine**

Rotating Leadership and Symbiotic Relationships: Divided Governance in the Context of Collaborative Innovation  
Jason Davis  
MIT

**Dinner Cruising 6:15 – 8:30 p.m.**  
**On Lakes Union & Washington (Fantastic views of the city, Cascades, Olympics)**

### **Saturday**

**Session 6: 8:15 – 9:45 a.m.**  
**Duality of Technology Spillovers**  
**Discussant: Jason Davis, MIT**

Learning from What Others Have Learned From You: The Effects of Knowledge Spillovers on Originating Firms  
Hongyan Yang, Kevin Steensma and Corey Phelps  
University of Washington

Reputations for Toughness: The Effects of Patent Enforcement on Knowledge Spillovers via Inventor Mobility  
Rajshree Agarwal, Martin Ganco, and Rosemarie Ziedonis  
University of Illinois and University of Michigan

**Break: 9:45 – 10:15 a.m.**

**Session 7: 10:15 – 11:45 a.m.**  
**Corporate Venture Capital**

**Discussant: Ben Hallen, U. of Maryland**

Do Inter-Firm Ties Reinforce or Substitute for Each Other? A Study of Alliances and Corporate Venture Capital in the Software Industry

Gary Dushnitsky and Dovev Lavie

University of Pennsylvania and University of Texas

External Venturing for Strategic Renewal: Towards Understanding Who Makes Corporate Venture Capital Investments and Why

Sandip Basu, Corey Phelps and Suresh Kotha

University of Washington

*Lunch: 11:45 – 1:15 p.m.*

**Session 8: 1:15 – 2:45 a.m.**

**Dissecting the Sources of Technological Innovation**

**Discussant: Andrew Nelson, Stanford University**

Professional Users as a Source of Innovation: The Role of Physician Innovation in the Medical Device Industry

Aaron Chatterji and Kira Fabrizio

Duke University and Emory University

Decoding Disruption

Ashish Sood and Gerard Tellis

Emory University and USC

*Break: 2:45 – 3:15 p.m.*

**Session 9: 3:15 – 4:45 p.m.**

**External Sources for Innovation**

**Discussant: Lourdes Sosa, London Business School**

Licensing University Inventions to Start-ups and Established Firms

Brent Goldfarb, Rachelle Sampson and Arvids Ziedonis

University of Maryland and University of Michigan

Explaining Innovation Performance: Is Corporate Venture Capital a Complement for Other External Technology Sourcing Modes

Vareska van de Vrande, Wim Vanhaverbeke, Geert Duysters and Nadine Roijackers

Eindhoven University and Atos