

Conference Program

Technology Transfer Society Annual Conference – 2005

***Theme: Advancing Innovation and
Entrepreneurship***



Sponsored by the Kauffman Foundation



**Convened at the Kauffman Foundation Legacy Park
4801 Rockhill Road
Kansas City, MO**

September 28-30, 2005

Co-Organizers:

**Tammy Flores, Kauffman Foundation
Professor Al Link, University of North Carolina at Greensboro
Lesa Mitchell, Kauffman Foundation
Professor Donald Siegel, Rensselaer Polytechnic Institute**

Overview of the Program *

Wednesday September 28					
5:30 pm	<i>Registration and Social Hour</i>				
7:00 pm	<i>Dinner and Welcoming Address</i> “Advancing Innovation and Entrepreneurship” Carl J. Schramm President and CEO, Kauffman Foundation				
Thursday, September 29					
Time	Session 1 Paseo Room	Session 2 Brush Creek Room	Session 3 Troost Room	Session 4 Westport Room	Session 5 Rockhill Room
8:00 – 8:30 am	<i>Continental Breakfast</i>				
8:30 – 10:00 am	<i>Opening Remarks</i> Professor Donald Siegel President, Technology Transfer Society and Rensselaer Polytechnic Institute <i>Plenary Address</i> “Our Broken Patent System” Professor Josh Lerner, Harvard University				
10:00 – 10:30 am	<i>Break</i>				
10:30 – 12:00	<i>Women in Science and Technology Commercialization #1</i>	<i>Academic Entrepreneurship #1</i>	<i>Enhancing Entrepreneurship and Innovation in Israel</i>	<i>Incubators and Research Parks #1</i>	<i>Best Practices in Technology Transfer</i>
12:15 – 1:45 pm	<i>Lunch and Keynote Speaker</i> “Bayh-Dole After 25 Years” Professor David Mowery, University of California at Berkeley				
2:00 – 3:30 pm	<i>Women in Science and Technology Commercialization #2</i>	<i>Academic Entrepreneurship #2</i>	<i>Advancing Innovation: Long-Term Trends</i>	<i>Evaluating Innovation and Entrepreneurship</i>	<i>Advancing Innovation and Entrepreneurship: Policy and Practice #1</i>
3:30 – 4:00 pm	<i>Break</i>				
4:00 – 5:30 pm	<i>Women in Science and Technology Commercialization #3</i>	<i>Academic Entrepreneurship #3</i>	<i>Foundations of Technology Entrepreneurship #1</i>	<i>University Technology Commercialization: Process and Outcomes</i>	<i>Advancing Innovation and Entrepreneurship: Policy and Practice #2</i>

* All events are held at the Kauffman Conference Center. Phone: 816-932-1000.

Friday, September 30 *					
Time	Session 1 Paseo Room	Session 2 Brush Creek Room	Session 3 Troost Room	Session 4 Westport Room	Session 5 Brookside Room
8:00 – 9:00 am	<i>Breakfast and Discussion</i> “A State of Innovation” Dr. Orna Berry, Gemini Israel Funds				
9:00 – 9:45 am	<i>Plenary Address</i> “The Entrepreneurial Puzzle: Exploring the Gender Gap” Professor Paula Stephan, Georgia State University				
10:00 – 11:30 am	<i>Entrepreneurial Universities – Evidence from the U.S.</i>	<i>R&D and Regional Economic Performance</i>	<i>University Research Centers and Academic Careers</i>	<i>Incubators and Research Parks #2</i>	<i>Technology Transfer and Entrepreneurship at Federal Labs</i>
11:30 – 12:00 am	<i>Break</i>				
12:00 – 1:30 pm	<i>Entrepreneurial Universities – Evidence from the E.U.</i>	<i>Advancing Innovation and Entrepreneurship: Policy and Practice #3</i>	<i>Patents and Entrepreneurial Joint Ventures</i>	<i>PhD Student Workshop</i>	<i>Foundations of Technology Entrepreneurship #2</i>
1:30 pm	<i>Adjourn and Boxed Lunch to Go</i>				

* Luggage can be stored in the Rockhill Room on Friday.

Conference Program *

Wednesday, September 28

5:30 pm

Registration and Social Hour

7:00 pm

Dinner and Welcoming Address

“Advancing Innovation and Entrepreneurship”

Carl J. Schramm

President and CEO, Kauffman Foundation

Thursday, September 29

8:00 – 8:30 am

Town Square

Continental Breakfast

8:30 – 10:00 am

Town Square

Opening Remarks

Professor Donald Siegel

President, Technology Transfer Society

Rensselaer Polytechnic Institute

Plenary Address

“Our Broken Patent System”

Professor Josh Lerner

Harvard University

10:00 – 10:30 am

Break

10:30 – 12:00 noon

Session 1

Paseo Room

Women in Science and Technology Commercialization #1

Chair: Professor Monica Gaughan, Georgia Institute of Technology

“Scientists’ Participation in University Research Centers: What are the Gender Differences?”

Professor Elizabeth Corley, Arizona State University

Professor Monica Gaughan, Georgia Institute of Technology

“Gender Patterns of Research and Licensing Activity of Science and Engineering Faculty”

Professor Jerry Thursby, Emory University

Professor Marie Thursby, Georgia Institute of Technology

“Quality versus Quantity: Women Patenting in the Life Sciences”

Kjersten Bunker Whittington, Stanford University

Professor Laurel Smith-Doerr, Boston University

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10:30 – 12:00 noon
Session 2
Brush Creek Room

Academic Entrepreneurship #1

Chair: Professor Janet Bercovitz, University of Illinois

“The Need for More Integrative University Strategies to Advance Innovation and Entrepreneurship”

Professor Mary Walshok, University of California at San Diego

“Is Academic Entrepreneurship a Team Sport?”

Professor Janet Bercovitz, University of Illinois

Professor Maryann Feldman, University of Toronto

“Commercializing Cohen-Boyer 1980-1997”

Professor Maryann Feldman, University of Toronto

Alessandra Colaianni, Duke University

Kang Liu, University of Toronto

10:30 – 12:00 noon
Session 3
Troost Room

Enhancing Entrepreneurship and Innovation in Israel

Chair: Professor Miriam Erez, Technion-Israel Institute of Technology

“Technology Transfer in Israel: The Magnet Program, Technological Incubators and Academic IP Commercialization”

Dr. Orna Berry, Gemini Israel Funds and Former Chief Scientist of Israel

“A Process to Enhance Entrepreneurship and the Expected Value of Patents in Universities”

Professor Uzi DeHaan, Technion-Israel Institute of Technology

Professor Miriam Erez, Technion-Israel Institute of Technology

Professor Avi Fiegenbaum, Technion-Israel Institute of Technology

Ella Miron, Technion-Israel Institute of Technology

Tali Sivan, Technion-Israel Institute of Technology

“Innovation in the R&D Industry: Effects of Leadership, Organizational Culture, and Management Practices”

Professor Miriam Erez, Technion-Israel Institute of Technology

Ella Miron, Technion-Israel Institute of Technology

Dr. Eitan Naveh, Technion-Israel Institute of Technology

Vered Segal, Technion-Israel Institute of Technology

“An Iron Cage or the Final Stage? Intensive Product R&D and the Evolution of the Israeli Software Industry”

Dr. Dan Breznitz, MIT

“Bridging between Centers of Knowledge and Policymakers”

Professor Nadav Liron, Technion-Israel Institute of Technology

10:30 – 12:00 noon
Session 4
Westport Room

Incubators and Research Parks #1

Chair: Dr. Ellen Hemmerly, University of Maryland-Baltimore County

Roundtable on “The Importance of Incubators to Successful Research Park Development”

Speakers:

Gregory Deason, Purdue University
Marcia Mellitz, The Center for Emerging Technologies
Steven Carter, Iowa State University
Dr. Ellen Hemmerly, University of Maryland-Baltimore County

10:30 – 12:00 noon
Session 5
Rockhill Room

Best Practices in Technology Transfer

Chair: Professor Denis Gray, North Carolina State University

“The Decision to Join a Cooperative Research Center: Exploring the Role of Center Marketing Practices and Firm Decision Making”

Professor Denis Gray, North Carolina State University
Drew Rivers, North Carolina State University

“Best Practices and Future Trends in Providing Support for Federal Laboratory Technology Commercialization Programs”

Courtney Price, VentureQuest Ltd.
Dr. Erik Monsen, Max Planck Institute

“Using Public Company Equity to Facilitate University Technology Transfer”

Dr. Clifford Gross, UTEK Corporation

12:15 – 1:45 pm
Town Square

Lunch and Keynote Speaker

“Bayh-Dole After 25 Years”
Professor David Mowery
University of California at Berkeley

2:00 – 3:30 pm
Session 1
Paseo Room

Women in Science and Technology Commercialization #2

Chair: Professor Shirley Jamieson, University of Cambridge

“The Impact of Self-Efficacy on Mid-Career Women Advancing Innovation Through Technology Entrepreneurship”

Professor David Good, University of Cambridge

“MEETS: A Short Course for Developing Skills and Self-Efficiency in Mid-Career Women”

Professor Sarah Cooper, University of Strathclyde and the Cambridge-MIT Institute

“Gender and Self Efficacy in Technology Transfer Professionals”

Mary Barton, MIT and the Cambridge-MIT Institute

2:00 – 3:30 pm
Session 2
Brush Creek Room

Academic Entrepreneurship #2

Chair: Professor Donald Siegel, Rensselaer Polytechnic Institute

“Faculty Entrepreneurs and Research Productivity: Does Entrepreneurship Improve or Distract University Research?”
Professor Robert Lowe, Carnegie Mellon University
Professor Claudia Gonzalez-Brambila, Carnegie Mellon University

“The Performance of University Spin-Offs: Evidence from Venture Capital Data”
Dr. Junfu Zhang, Public Policy Institute of California

“Entrepreneurial Firms and Patents: Entry Deterrence or Entry Assistance”
Professor Bronwyn Hall, University of California at Berkeley
Nathan Miller, University of California at Berkeley
Professor David Mowery, University of California at Berkeley

2:00 – 3:30 pm
Session 3
Troost Room

Advancing Innovation: Long-Term Trends

Chair: Professor Philip Auerswald, George Mason University

“The Burden of Knowledge and the ‘Death of the Renaissance Man’: Is Innovation Getting Harder?”
Professor Benjamin Jones, Northwestern University and NBER

“Combining Inventions in Multi-Invention Products: Patents, Organizational Alternatives and Public Policy”
Professor Deepak Somaya, University of Maryland

“Science and Industry: Tracing Basic Research through Manufacturing and Trade”
Professor James Adams, Rensselaer Polytechnic Institute and NBER

2:00 – 3:30 pm
Session 4
Westport Room

Evaluating Innovation and Entrepreneurship

Chair: Professor Gordon Kingsley, Georgia Institute of Technology

“Technologies of Outsourcing: Consequences in the Adoption and Innovation Processes of a State Transportation Agency”
Branco Ponomariov, Georgia Institute of Technology
Professor Gordon Kingsley, Georgia Institute of Technology

“The Costs and Benefits of Accelerating the Transfer of Technology Infrastructure Underlying Complex Standards: The Case of IPv6”
Dr. Michael Gallaher, Research Triangle Institute
Brent Rowe, Research Triangle Institute

“Technology and Inequality”
Professor Barry Bozeman, Georgia Institute of Technology
Paul Hirsch, Georgia Institute of Technology

2:00 – 3:30 pm
Session 5
Rockhill Room

Advancing Innovation and Entrepreneurship: Policy and Practice #1

Chair: Professor Janet Bercovitz, University of Illinois

“Innovation and Technology Transfer”

Dr. Gary Lundquist, Marketing Engineering International

“In Search of Innovation Synthesis: The Crucial Relationship Among Entrepreneurship, Technology, Innovation Practice and Policy”

Dr. Josh Abend, Innovation Engines, CA

“The Effects of Sarbanes-Oxley on Small Business and Innovation”

John Berlau, Competitive Enterprise Institute

3:30 – 4:00 pm

Break

4:00 – 5:30 pm

Session 1

Paseo Room

Women in Science and Technology Commercialization #3

Chair: Ellen Hemmerly, University of Maryland-Baltimore County

Roundtable on “ACTIVATE, a Multi-University Technology Commercialization and Training Program Focused on Female Entrepreneurs”

Speakers:

Dr. Stephen Auvil, University of Maryland-Baltimore County

Ellen Hemmerly, University of Maryland-Baltimore County

4:00 – 5:30 pm

Session 2

Brush Creek Room

Academic Entrepreneurship #3

Chair: Professor Diana Hicks, Georgia Institute of Technology

“Innovation Strategies of Successful Technology Entrepreneurs”

Professor Diana Hicks, Georgia Institute of Technology

Deepak Hegde, Georgia Institute of Technology

“Why Do Some U.S. Universities Have Superior Spinoff Performance?”

Dr. Rory O'Shea, MIT

Professor Thomas Allen, MIT

Professor Frank Roche, University College Dublin

“Faculty Disclosures, University Invention, and Entrepreneurship”

Professor Celestine Chukumba, Pennsylvania State University

4:00 – 5:30 pm

Session 3

Troost Room

Foundations of Technology Entrepreneurship

Chair: Professor Anne Miner, University of Wisconsin

“The Role of Public Technology and Commercial Innovation in Early Stage Market Formation: Product Performance in High Technology”

Professor Jonathan Eckhardt, University of Wisconsin

“Efficiency and Technological Change at U.S. Research Universities”

Professor Jeremy Foltz, University of Wisconsin

Professor Bradford Barham, University of Wisconsin

Professor Jean-Paul Chavas, University of Wisconsin

Professor Kwansoo Kim, University of Wisconsin

“Academic Entrepreneurship: Entrepreneurial Intent and Disclosure of University Inventions”

Professor Gerry George, University of Wisconsin

Professor Sanjay Jain, University of Wisconsin

Professor Mark Maltarich, University of Wisconsin

4:00 – 5:30 pm

Session 4

Westport Room

University Technology Commercialization: Process and Outcomes

Chair: Dr. Patrick L. Jones, University of Arizona

“Do Most Academic Institutions Lose Money on Technology Transfer?”

Karrie D. Brandt, Boston University

Eric J. Stevenson, Boston University

Janine B. Anderson, Boston University

Catherine L. Ives, Boston University

Michael J. Pratt, Boston University

Dr. Ashley J. Stevens, Boston University

“A Simple Unified Conceptual Framework For Academic Freedom, Intellectual Property and Technology Transfer”

Professor Katherine J. Strandburg, DePaul University

Dr. Patrick L. Jones, University of Arizona

“Temporal Optimization of Technology Transfer”

Ken Dozier, University of Southern California

Dr. David Chang, University of Southern California

4:00 – 5:30 pm

Session 5

Rockhill Room

***Advancing Innovation and Entrepreneurship:
Policy and Practice #2***

Chair: Dr. John Hardin, North Carolina Board of Science and Technology and University of North Carolina

“Are Entrepreneurs ‘Leadership-Challenged?’ If So, Does It Really Matter?”

Professor David Waldman, Arizona State University

Professor Mary Sully, Thunderbird, The Garvin School of International Management

Nathan Washburn, Arizona State University

“Looking for Ms. Right: Finding and Developing Entrepreneurs in Nascent Entrepreneurial Environments”

Thomas P. Dickerson, Tullis-Dickerson & Co., Inc.

“Entrepreneurship and Innovation Policy: How Should Individuals Train to Become Entrepreneurs?”

Chihmao Hsieh, Washington University

Friday, September 30

8:00 – 9:00 am
Town Square

Breakfast and Discussion

“A State of Innovation”

Dr. Orna Berry, Gemini Israel Funds and Former Chief Scientist of Israel

9:00 – 9:45 am
Town Square

Plenary Address

“The Entrepreneurial Puzzle: Exploring the Gender Gap”

Professor Paula Stephan, Georgia State University

10:00 – 11:30 am
Session 1
Paseo Room

Entrepreneurial Universities – Evidence from the U.S.

Chair: Dr. Art Hall, University of Kansas

“Cross Campus Entrepreneurship-Organizing Within Washington University to Create an Innovation Environment: A Case Study in Progress”

Ken Harrington, Washington University

Michael G. Douglas, Washington University

“Technology Transfer at Minority Serving Institutions”

Dr. Edward Derrick, American Association for the Advancement of Science

“Instruments of Transformation: Developing a Self-Assessment Tool for Entrepreneurial Universities”

Dr. Martin Meyer, University of Sussex

10:00 – 11:30 am
Session 2
Brush Creek Room

R&D and Regional Economic Performance

Chair: Professor Rajeev Goel, Illinois State University

“Does Publicly Funded Basic and Clinical Biomedical Research Reduce Mortality?”

Professor Andrew Toole, Rutgers University

“Factors Influencing Innovativeness of SMEs in a Small Developing Country”

Dr. Sonja Radas, Institute of Economics, Zagreb, Croatia

Ljiljana Bozic, Institute of Economics, Zagreb, Croatia

“R&D Spending and U.S. Economic Growth: A Disaggregated Analysis”

Professor Rajeev K. Goel, Illinois State University

Professor James E. Payne, Illinois State University

Professor Rati Ram, Illinois State University

10:00 – 11:30 am
Session 3
Troost Room

University Research Centers and Academic Careers

Chair: Professor Juan Rogers, Georgia Institute of Technology

“Research Centers in Various Academic Contexts: Patterns of STHC in Minority Serving Institutions”

Professor Juan Rogers, Georgia Institute of Technology

“Effects of Informal Interactions on Collaborative Research Between University and Industry Scientists”

Branco Ponomariov, Georgia Institute of Technology

Professor Craig Boardman, Georgia Institute of Technology

“Challenging Conventional Technology Transfer: New Technology from Industry to Basic Research to Foster New Business Creation”

Professor Olli Vuola, University of Lausanne

10:00 – 11:30 am
Session 4
Westport Room

Incubators and Research Parks #2

Chair: Professor David Kirby, University of Surrey

“Entrepreneurship Education and Incubators”

Professor David Kirby, University of Surrey

“The Critical Role and Screening Practices of European Business Incubators”

Kris Aerts, Catholic University of Leuven

Paul Matthyssens, Catholic University of Leuven

Koen Vandenbempt, Catholic University of Leuven

“Research Parks and Incubators Re-Defining the Role of the Incubator”

Dr. Shailendra Vyakarnam, University of Cambridge

10:00 – 11:30 am
Session 5
Brookside Room

Technology Transfer and Entrepreneurship at Federal Labs

Co-Chairs: Professor Elias Carayannis, George Washington University
Professor Sul Kassiech, University of New Mexico

“Explaining Market Disruption Through Discourse: Co-Evolutionary Dynamics of Opinions and Entrepreneurial Action”

Mike Provance, University of Maryland

Professor Dante DiGregorio, University of New Mexico

Professor Ken Smith, University of Maryland

“Technology Transfer and Disruptive Innovation at the NIH: The Case of Taxus Express²®”

Steven M. Ferguson, National Institutes of Health

“Technology Transfer from Government and University Labs: A Systems Approach and Focus on Nanotechnology”

Mark Menna, Nanotechnology Policy Foundation

“Technology Transfer at the National Labs: The Case of Los Alamos

National Laboratory”
Dr. Duncan W. McBranch, Los Alamos National Laboratory

11:30 – 12:00

Break

12:00– 1:30 pm

Session 1
Paseo Room

Entrepreneurial Universities – Evidence from the E.U.

Chair: Dr. Roger Svensson, The Research Institute of Industrial Economics

“Commercialization of Patents and External Financing During the R&D Phase”

Dr. Roger Svensson, The Research Institute of Industrial Economics

“University Owned Patents: Academic Patenting Patterns and Technology Transfer at Lund University, Sweden”

Devrim Goktepe, Lund University

“Technology Transferring: How Do French Scientists Decide to Value Their Research Activities and Results”

Ndouba Dingamy, ESSEC

12:00 am – 1:30 pm

Session 2
Brush Creek Room

Advancing Innovation and Entrepreneurship: Policy and Practice #3

Chair: Professor Mike Gregory, University of Cambridge

“Innovation Policy at the Level of the University”

Finbarr Livesey, University of Cambridge

“The Global Company and the Global University”

Peter Smith, BP

12:00 am – 1:30 pm

Session 3
Troost Room

Patents and Entrepreneurial Joint Ventures

Chair: Professor George Bittlingmayer, University of Kansas

“Patent-Based Rivalry”

Professor Gideon Markman, University of Georgia
Dr. Andreas Panagopoulos, University of Bristol

“University-Firm Cooperation and Knowledge Transfer”

Professor John Beath, University of St. Andrews
Professor Yannis Katsoulacos, Athens University of Economics and Business
Dr. Joanna Poyago-Theotoky, Loughborough University
Dr. David Ulph, Inland Revenue

“If Star Scientists Do Not Patent: An Event History Analysis of Scientific Eminence and the Decision to Patent in the Academic World”

Professor Mario Calderini, DSPEA, Polytech of Turin
Dr. Chiara Franzoni, National Research Council of Italy
Professor Andrea Vezzulli, University of Milan

12:00 am – 1:30 pm
Session 4
Westport Room

PhD Student Workshop

Chair: Professor Donald Siegel, Rensselaer Polytechnic Institute

“The University as a Regional Development Agent: Cambridge, Yale, and the Biotechnology Clusters”

Shiri Breznitz, University of Cambridge

“Global Idea Sourcing at Home: An Empirical Investigation into the Mechanisms Behind the Usage of Foreign Business Sources for Innovation”

Wolfgang Sofka, Centre for European Economic Research

“Home Bias in Domestic Venture Capital Investments”

Na Dai, University of Kansas

“Enhancing the Problem-Solving Capability of Young Entrepreneurial Firms: Towards a Framework for Continuous Development”

Nicos Raftis, University of Cambridge

Rob Valli, University of Cambridge

“Entrepreneurship and Economic Development in Developing Countries: Evidence from India”

Jagannadha Pawan Tamvada, Max Planck Institute

12:00 am – 1:30 pm
Session 5
Brookside Room

Foundations of Technology Entrepreneurship #2

Chair: Professor Anne Miner, University of Wisconsin

“Building Legitimacy for Novel Technologies: The Case of Human Embryonic Stem Cells”

Professor Sanjay Jain, University of Wisconsin

Professor Gerry George, University of Wisconsin

Professor Mark Maltarich, University of Wisconsin

“Organizational Learning and the Pursuit of University Technology Entrepreneurship”

Professor Anne Miner, University of Wisconsin

“Fiduciary Responsibility and Entrepreneurship”

Professor Gordon Smith, University of Wisconsin

“Venture Capital Investment and Innovation”

Professor Masayuki Hirukawa, University of Wisconsin

Professor Masako Ueda, University of Wisconsin

1:30
Town Square

Adjourn and Boxed Lunch to Go

The Journal of Technology Transfer

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October 2005

SYMPOSIUM: WOMEN IN SCIENCE

Guest Editor: Monica Gaughan

MONICA GAUGHAN

Introduction to the Symposium: Women in Science

JERRY G. THURSBY AND MARIE C. THURSBY

Gender Patterns of Research and Licensing Activity of Science and Engineering Faculty

KJERSTEN BUNKER WHITTINGTON AND LAUREL SMITH-DOERR

Gender and Commercial Science: Women's Patenting in the Life Sciences

ELIZABETH CORLEY AND MONICA GAUGHAN

Scientists' Participation in University Research Centers:
What are the Gender Differences?

PAULA E. STEPHAN AND SHARON G. LEVIN

Leaving Careers in IT: Gender Differences in Retention

JOSEPHINE BEOKU-BETTS

'A lot of them thought I wouldn't last there':
African Women and Career Advancement in Academic Scientific Careers

Research Papers

CHRISTIAN SCHADE

Dynamics, Experimental Economics, and Entrepreneurship

G. PAGE WEST III AND CHARLES E. BAMFORD

Creating a Technology-Based Entrepreneurial Economy:
A Resource Based Theory Perspective

Policy Forum

JOHN E. JANKOWSKI

The Science Beaker—Half Full or Half Empty?

**Technology Transfer Society Annual Conference,
September 27 – 29, 2006**

Innovation Policy: Where Next?

Organized by:

Professor Monica Gaughan and Professor Phil Shapira

Hosted by:

**School of Public Policy
Georgia Institute of Technology**

**Additional information will be forthcoming at
[http:// www.t2society.org](http://www.t2society.org)**