

## At-A-Glance Program 2007 Technology Transfer Society Conference

<b>WEDNESDAY, October 24</b>				
Noon-7 p.m.	<i>Registration, Marriott Desert Springs Resort and Spa</i>			
6:00 p.m.	<i>Welcome Reception, Marriott Desert Springs Resort and Spa</i>			
<b>THURSDAY October 25</b>				
7:45-8:45 a.m.	<i>Breakfast in Atrium at UC-Riverside Palm Desert Graduate Center</i>			
8:45-9:45 a.m.	<i>Welcome: Professor Donald Siegel, UC-Riverside and President, Technology Transfer Society Keynote Speaker: Professor Fiona Murray, MIT Auditorium-B100</i>			
	<b>Room B200</b>	<b>Room B114</b>	<b>Room B117</b>	<b>Room B118</b>
10:00-11:30 a.m.	Entrepreneurial Leadership in High-Technology Organizations	Spin-offs and Spin-outs	Research and Technology Commercialization I	Innovation and Economic Growth I
11:45 a.m.-1:15 p.m.	University Faculty Members as Inventors	Public-Private Collaboration in the Development of Infrastructure Technologies	Research and Technology Commercialization II	Innovation and Economic Growth II
1:15-2:15 p.m.	<i>Lunch</i>			
2:15-3:45 p.m.	Technology Transfer from Academia to Industry	The Entrepreneurial University I	Closing the Innovation Gap: The Cases of Korea, Taiwan, and Mexico	Research Collaboration
4:00-5:30 p.m.	Innovation and Public Policy	The Entrepreneurial University II	Networks, Alliances, and Collaborations	Technology Commercialization at Small Companies
6:00-7:30 p.m.	<i>Conference Adjourn for the Day and Buses Depart for Hotel Dinner at Hotel</i>			

<b>FRIDAY October 26</b>				
<b>8:00-9:00 a.m.</b>	<i>Breakfast in Atrium at UC-Riverside Palm Desert Graduate Center</i>			
	<b>Room B200</b>	<b>Room B114</b>	<b>Room B117</b>	<b>Room B118</b>
<b>9:00-10:30 a.m.</b>	Metrics for Effective Innovation Policy	Alternative Energy, Venture Capital, and Entrepreneurship	Diffusion of Innovation	Innovation and Human Capital
<b>10:45 a.m.-12:15 p.m.</b>	Bringing Technology to Market	Technology Commercialization I	Issues in International Innovation and R&D	New Technology Ventures
<b>12:15-1:15 p.m.</b>	<i>Lunch</i>			
<b>1:15-2:45 p.m.</b>	The Generation of Spin-offs from Public Research in Europe	Technology Commercialization II	Technology Transfer and Entrepreneurship	Financing Innovative Activity
<b>3:00 p.m.</b>	<i>Conference Adjourn and Buses Depart for Hotel</i>			

# Program Session Details

## 2007 Technology Transfer Society Conference

	Session	Title of Paper	Author(s)	Affiliation(s)
<b>THURSDAY</b> <b>October 25</b>				
<b>10:00 a.m.</b> <b>Room B200</b>	<b>Entrepreneurial Leadership in High-Technology Organizations</b> Chair-David Waldman	“Strategic Leadership for Exploratory and Exploitative Innovation”	Justin Jansen Dusya Vera Mary Crossan	RSM Erasmus University University of Houston University of Western Ontario
		“A Systems Approach to Leading the Creation and Diffusion of Knowledge across Networks and Levels”	Sean Hannah and Paul Lester	United States Military Academy at West Point
		“Transformational Leadership and Ambidexterity in the Context of an Acquisition”	Louise Nemanich Dusya Vera	Arizona State University University of Houston
<b>10:00 a.m.</b> <b>Room B114</b>	<b>Spin-offs and Spin-outs</b> Chair-Kate Hoye	“Access to Venture Capital: Comparing University Spin-offs and Other New Technology-Based Firms”	Kate Hoye and David Castle	University of Waterloo, Canada
		“Mergers and Acquisitions of Research-Based Spin-offs: The Impact on Innovation”	Massimo Colombo, Diego D’Adda, and Evila Piva	Politecnico di Milano, Italy
		“Examining How Academic Entrepreneurs Manage their Knowledge Assets and Intellectual Property”	Geoff Gregson	Edinburgh University, Scotland

	<b>Session</b>	<b>Title of Paper</b>	<b>Author(s)</b>	<b>Affiliation(s)</b>
<b>10:00 a.m. Room B117</b>	<b>Research and Technology Commercialization I</b> Chair-Gideon Markman	“When Does University Research Get Commercialised?: Institutional and Individual Level Predictors of Commercial Outputs from Research-Council Funded Projects”	Tina C. Ambos  Kristiina Makela  Julian Birkinshaw Pablo D’Este Cukierman	The University of Edinburgh, Scotland and Vienna University of Economics and Business Administration, Austria Swedish School of Economics, and Business Administration Sweden London Business School. UK Cranfield University and SPRU, UK
		“Commercialization of Breakthrough Medical Technologies: The Case of Structural Tissue Engineering”	Anna Goussevskaia Jacky Swan Sue Newell Mike Bresnen	Fundação Dom Cabral, Brazil Warwick Business School, UK Bentley College University of Leicester Management Centre, UK
		“New Sector Emergence and the Commercialization of Breakthrough Biomedical Innovation: Mechanisms and Effects of the Appropriability Paradox”	Kathrin Sele and Simon Grand	University of St. Gallen, Switzerland
<b>10:00 a.m. Room B118</b>	<b>Innovation and Economic Growth I</b> Chair-Cameron Ford	“University Processes that Contribute to Regional Entrepreneurship Resource Endowments”	Cameron Ford and Thomas O’Neal	University of Central Florida
		“Local Public Technology Centers in Japan and their Strategies in Regional Innovation Systems”	Nobuya Fukugawa	Nagasaki Prefectural University, Japan

	<b>Session</b>	<b>Title of Paper</b>	<b>Author(s)</b>	<b>Affiliation(s)</b>
<b>11:45 a.m. Room B200</b>	<b>University Faculty Members as Inventors</b> Chair-Marie Thursby	“In or Out: University Research and Consulting”	Richard Jensen, Jerry Thursby, and Marie Thursby	University of Notre Dame Georgia Institute of Technology
		“Who Are the Inventors? Why and How they Patent? Toward an Inventors’ Typology”	Devrim Goktepe	Lund University, Sweden, and Max Planck Institute, Germany
		“Heterogeneity of Patenting Activity and Its Implications for Scientific Research”	Dirk Czarnitzki Wolfgang Glänzel Katrin Hussinger	KU Leuven, Belgium Hungarian Academy of Sciences
<b>11:45 a.m. Room B114</b>	<b>Public-Private Collaboration in the Development of Infrastructure Technologies</b> Chair–Michael Gallaher	“ROI on Public and Private Investments in the Measurement Infrastructure of the US Semiconductor Industry”	Brent Rowe and Michael Gallaher	RTI International
		“Economic Returns from the Advanced Technology Program’s Tools for DNA Diagnostics Projects”	Alan O’Connor and Brent Rowe	RTI International
		“Biopharmaceutical Technology Infrastructure Inadequacies: Current Costs and Opportunities for Future Private Collaboration”	Jeff Petrusa and Alan O’Connor	RTI International
<b>11:45 a.m. Room B117</b>	<b>Research and Technology Commercialization II</b> Chair-Mike Wright	“Commercializing Open Science: Deep Space Communications as the Lead Market for Shannon Theory, 1960-1973”	Joel West	San Jose State University
		“Technology Transfer: Commercialization as a Vertically Dis-Integrated Process”	Gideon Markman Peter Gianiodis Phil Phan David Balkin	University of Georgia Clemson University Rensselaer Polytechnic Institute University of Colorado
		“Commercializing University-based Technologies: An Organizational Control Perspective”	William H. A. Johnson	Bentley College

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<b>11:45 a.m. Room B118</b>	<b>Innovation and Economic Growth II</b> Chair-Iryna Lendel	“Innovation Policy in the Energy Industry: Challenges and Solutions, Models, and Entrepreneur Feedback”	Andre Lambine	Norwegian University of Science and Technology, Norway
		“Role of Entrepreneurship in Transforming into Regional Growth: The Case of Industries Related to Eight Patent Classes in High Plateau and Expanding Phases of Technological Life Cycles”	Iryna Lendel	Cleveland State University
		“Licensing Life: The co-Existence of Technology Transfer, University, and Regional Development”	Henry Etzkowitz	Newcastle University
<b>2:15 p.m. Room B200</b>	<b>Technology Transfer from Academia to Industry</b> Chair-Christoph Grimpe	“Innovation Governance for Value Capture: A Simple Model”	Christos Pitelis Andreas Panagopoulos	University of Cambridge, UK Lancaster University, UK
		“Human Capital and Successful Academic Spin-offs”	Bettina Müller	Center for European Economic Research, Germany
		“International Research Activities and Technology Transfers: How Patriotic are University Scientists?”	Jakob Edler Heide Fier Christoph Grimpe	University of Manchester, UK Center for European Economic Research, Germany
		“Technology Transfer from Academia to Industry”	Christoph Grimpe and Heide Fier Albert Link Donald Siegel	Center for European Economic Research, Germany University of North Carolina at Greensboro University of California, Riverside

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<b>2:15 p.m. Room B114</b>	<b>The Entrepreneurial University I</b> Chair-Monica Gaughan	“Commercializing University Innovations: Alternative Approaches”	Robert Litan, Lesa Mitchell, and E.J. Reddy	Kauffman Foundation
		“How Effective Are Technology Transfer Officers in Achieving their Objectives?”	Bruno Cassiman Richard Jensen Dean Showalter	Universidad de Navarra, Spain University of Notre Dame Texas State University
		“Impacts of Institutional and Individual Factors on University Researchers’ Industrial Activity: A Hierarchical Linear Modeling Approach”	Monica Gaughan, Barry Bozeman, and D. Newton	University of Georgia
<b>2:15 p.m. Room B117</b>	<b>Closing the Innovation Gap: The Cases of Korea, Taiwan, and Mexico</b> Chair-Yongsuk Jang	“Two Success Models toward Innovation: Korea and Taiwan”	Yongsuk Jang	George Washington University
		“Why Not?: A Gloomy Story of Mexican Innovation Systems”	Leondaro Ríos Guerrero	National Council of Science and Technology, Mexico
		“Learning from Successes and Failures: Lessons for Developing Countries”	Enrique Campos- López	George Washington University

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<b>2:15 p.m. Room B118</b>	<b>Research Collaboration</b> Chair-Joel West	“Technology Convergence through ‘Modular’ Combinations in Bionanotechnology: Why are Research Teams and Collaborations Less Interdisciplinary than Expected”	Ismael Rafols and Martin Meyer	University of Sussex, UK
		“Do University/Industry Collaborations Generate Valuable Inventions? An Examination of Arising IP in Sponsored Research”	Steven Price Sarah Castello and Stephen Harsy	Oklahoma State University University of Wisconsin-Madison
		“Tapping the Knowledge of Remote Universities: Technological Entrepreneurship in the San Diego Telecom Industry”	Joel West Caroline Simard	San Jose State University Anita Borg Institute for Women and Technology
<b>4:00 p.m. Room B200</b>	<b>Innovation and Public Policy</b> Chair-Debbie Strumsky	“Non-competes and Inventor Mobility: Specialists, Stars, and the Michigan Experiment”	Matt Marx, Debbie Strumsky, and Lee Fleming	Harvard Business School
		“German University Patenting and Licensing: Does Policy Matter?”	Marcel Huelsbeck and Dominik Menno	University of Augsburg, Denmark
		“Intellectual Property Strategy in Publicly Funded R&D Centres: A Comparison of University-Based and Company-based Research Centres”	Beth Young Nola Hewitt-Dundas Stephen Roper	Aston Business School, UK Queen’s University Belfast Aston Business School, UK

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<b>4:00 p.m. Room B114</b>	<b>The Entrepreneurial University II</b> Chair-Phil Phan	“Promoting or Preventing Commercialization? The Entrepreneurial Cognitions of University Technology Transfer Officers”	Andrew Corbett and Phillip Phan	Rensselaer Polytechnic Institute
		“Evaluation of Entrepreneurship Education Programs: What Do We Really Know?”	Elaine Rideout and Denis Gray	North Carolina State University
		“Educational Programs for Technology Transfer Professionals: Evidence From Stevens Institute of Technology”	Elliot Fishman	Stevens Institute of Technology
<b>4:00 p.m. Room B117</b>	<b>Networks, Alliances, and Collaborations</b> Chair-William Kaghan	“Technology Readiness Levels in Theory and in Practice: Moving Beyond the Basic and Applied Research Dualism in the Study of Science Businesses”	William Kaghan	Santa Clara University
		“Internationalizing R&D Co- optition: Dress for the Dance with the Devil”	Anja Schmiele and Wolfgang Sofka	Centre for European Economic Research, Germany
		“Implications of Research Networks: Collaboration, Alliance, Convergence, Transfer, or What?”	Yongsuk Jang	George Washington University

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<b>4:00 p.m. Room B118</b>	<b>Technology Commercialization at Small Companies</b> Chair-Simon Wakeman	“The Effect of Patent Protection on Biotech Commercialization Strategy”	Simon Wakeman	European School of Management and Technology, Germany
		“First-time Entrepreneurial Authority: Gaining Influence through Education and Action”	Karen Williams	Chalmers University of Technology, Sweden
		“Determinants of Technological Innovation: Evidence from Poland, Hungary, and Czech Republic”	Besnik Krasniqi	University of Prishtina, Kosovo
<b>FRIDAY October 26</b>				
<b>9:00 a.m. Room B200</b>	<b>Metrics for Effective Innovation Policy</b> Chair-Dana Bostrom	“The American View”	Dana Bostrom	Portland State University and Association of University Technology Managers
		“The Canadian View”	Angus Livingston	University of British Columbia, Canada
		“The European View”	Kevin Cullen	University of Glasgow
<b>9:00 a.m. Room B114</b>	<b>Alternative Energy, Venture Capital, and Entrepreneurship</b> Chair-Don Siegel	tba	Steve Weiss Mike Napoli	Coachella Valley Angel Network Tech Coast Angels
		“Connecting Entrepreneurship With Innovation Value in University Knowledge Transfer”	Peter W. Moroz Robert Anderson Kevin Hindle	Swinburne University of Technology, Australia University of Regina, Canada
		“Center for Research on Energy Alternative Technologies Enterprise (CREATE)”	Don Siegel	University of California, Riverside

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<b>9:00 a.m. Room B117</b>	<b>Diffusion of Innovation</b> Chair-John Hardin	“Impact Evaluation of Undergraduate and Graduate Entrepreneurship Education Programs”	Elaine Rideout and Denis Gray	North Carolina State University
		“Determinants of Software Piracy: Economics, Institutions, and Technology”	Rajeev Goel Michael Nelson	Illinois State University University of Akron
		“Barriers to the Diffusion of Nanotechnology”	Barry Bozeman John Hardin  Albert Link	University of Georgia North Carolina Board of Science and Technology University of North Carolina at Greensboro
<b>9:00 a.m. Room B118</b>	<b>Innovation and Human Capital</b> Chair-Andrew Toole	“Exploring the Relationship between Scientist Human Capital and Firm Performance: The Case of Biomedical Academic Entrepreneurs in the SBIR Program”	Andrew Toole	Rutgers University
		“The Effects of Human Capital and Entrepreneurial Competencies on the Career Success of SME Entrepreneurs in Thailand”	Chinintorn Nakhata	Bangkok University, Thailand
		“Bottlenecks in University Technology Transfer: An Empirical Study”	Paul Swamidass and Venubabu Vulasa	Auburn University
<b>10:45 a.m. Room B200</b>	<b>Bringing Technology to Market</b> Chair-Diana Hicks	“A Taxonomy of Small Firm Technology Commercialization”	Dirk Libaers and Diana Hicks Alan Porter	Georgia Institute of Technology Search Technology, Inc.
		“Entrepreneurial Innovation Policy: Customer-driven Innovation Strategies”	Martina Lauk	Centre for European Economic Research, Germany
		“When Does New Technology Transform into New Products?”	Patrick Beschorner	Centre for European Economic Research, Germany

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<b>10:45 a.m. Room B114</b>	<b>Technology Commercialization I</b> Chair-Courtney Price	“A New Approach to Improve Technology Commercialization in University Medical Schools”	Courtney Price Richard Huston	VentureQuest, Ltd. University of Kansas
		“IP to IPO: What We Discovered from Two Recent Spin-outs”	Marco Rubin	Exoventures Associates, LLC.
		“Commercialization and the Federal Laboratories”	Brad Ashton	Concurrent Technologies Corporation
<b>10:45 a.m. Room B117</b>	<b>Issues in International Innovation and R&amp;D</b> Chair, Brigitte Nones	“The Embeddedness of Innovative Foreign Subsidies in the National Innovation System of Austria: The Case of a Small Open Economy”	Helmut Gassler and Brigitte Nones	Joanneum Research Institute, Austria
		“Are Local Milieus the Key to Innovation Performance?”	Hanna Binz and Dirk Czarnitzki	KU Leuven, Belgium
		“Secrets Behind the Finnish Miracle: The Rise of Nokia”	Andy Hira	Simon Frasier University
<b>10:45 a.m. Room B118</b>	<b>New Technology Ventures</b> Chair-Anne Fuller	“The Effect of Faculty Founders on New Technology Venture Performance”	Anne Fuller	Georgia Institute of Technology
		“Innovation Governance for Value Capture: A Simple Model”	Christos Pitelis Andreas Panagopoulos	University of Cambridge, UK Lancaster University, UK
		“Open Source Software Commercialization Strategies and Risk Management”	Christine Piché	National Research Council of Canada

	<b>Session</b>	<b>Title of Paper</b>	<b>Author(s)</b>	<b>Affiliation(s)</b>
<b>1:15 p.m. Room B200</b>	<b>The Generation of Spin-offs from Public Research in Europe</b> Chair-Rosa Grimaldi	“Academic Spin-off Firms in Europe: What Have We Learned from Ten Years of Experience?”	Phillippe Mustar Mike Wright Bart Clarysse	Ecole Nationale Supérieure des Mines de Paris Nottingham University Business School, UK Imperial College, UK
		“Public Research Organizations as a Base for High Tech Entrepreneurship in Europe”	Phillippe Mustar Bart Clarysse Mirjam Knockaert	Ecole Nationale Supérieure des Mines de Paris Imperial College, UK Vlerick Leuven Gent Management School, Belgium
		“Exploring New Venture Founders’ Entrepreneurial Orientation and its Determinants: An Empirical Analysis Based on Italian Research-Based Spin-offs”	Ricardo Fini, Rose Grimaldi and Maurizio Sobrero	University of Bologna, Italy
<b>1:15 p.m. Room B114</b>	<b>Technology Commercialization II</b> Chair-Pam Roth	“Global Discovery / American Innovation”	Theodore Maher and Gary Holland	Ten Star Enterprises, Inc.
		“Emerging Trend in Early Stage Funding Opportunities Offers Potential to Students”	Robert Shedd Robert Macy	IBM Penn State University
		“Building an Intellectual Asset/Intellectual Property Centric Organization”	Pam Roth	IP*InSource(SM)

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<b>1:15 p.m. Room B117</b>	<b>Technology Transfer and Entrepreneurship</b> Chair-Charles Morrissey	“Social Entrepreneurship in High Tech Enterprises”	M.S. Chhikara and A. Sahay	Management Development Institute, India
		“Gender Relations in Science”	Elza Vasconcellos and Sandra Brisolla	State University of Campinas, Brazil
		“Technology Transfer Models with R&D University-Industry Cooperation Contexts”	José Albors A. Hidalgo	Universidad Politécnica de Valencia, Spain Universidad Politécnica de Madrid, Spain
		“The Sustainable Application of Leadership and Teaming in HRM- Models for the Today’s Organisation’s Needs: A Meta-Level Perspective”	Zahid Hussain, Martin Lechner, Harald Milchrahm, Sara Shahzad, Wolfgang Slany and Thomas Vlk	Technical University of Graz, Austria
<b>1:15 p.m. Room B118</b>	<b>Financial Innovative Activity</b> Chair-Michael Shimazu	“Characteristics of License-for-Equity Deals by US Universities”	Michael Shimazu Douglas Cumming	Rensselaer Polytechnic Institute York University, Canada
		“Commercialization of the Public Good in Health Technology”	Margaret McKay	National Research Council of Canada
		“Debt and Equity Financing Fostering High Tech Entrepreneurship”	Tommaso Minola and Tim Minshall Marco Giorgino	University of Cambridge Politecnico di Milano, Italy