Chuck Eesley – Reading List for General Exams (May 15-18th, 2007)
Technological Innovation & Entrepreneurship Group
MIT Sloan School of Management

I am interested in studying the origin and evolution of new businesses especially those commercializing scientific and technological innovations. I have approached this topic in a number of ways. Since joining MIT Sloan in the summer of 2005, I have been working on a large-scale project analyzing a major, new database of over 2,111 MIT Alumni entrepreneurs. Several papers are planned out of this database.

The generals reading list below is designed to meet two separate goals. First, it provides an overview of the literature in the field of technological innovation and entrepreneurship. This reading list includes a variety of key papers and books outlining three major lenses with which to view the topic: an economic perspective, a strategy perspective, and an organizational theory perspective. The second goal is to focus more deeply in my area of interest. My disciplinary focus is on science-based, high-tech entrepreneurship via the lens of an economist, so these readings are emphasized.

Current Research:
1. Continue and complete first research paper on serial entrepreneurs, focusing on the performance improvements of subsequent foundings. This is my 2nd year paper and will be submitted to a Special Issue of Organization Science on “Learning from Rare Experience” in February.
2. Continue and complete a second research paper on serial entrepreneurs, focusing on who becomes an entrepreneur and differences in funding sources between those individuals who start only one firm and those who start multiple companies.
3. Continue prior work on the firms that have emerged from MIT alumni entrepreneurial activities.
4. Continue comparative analyses of female vs. male entrepreneurship from the MIT alumni database.
5. Further conceptualization of a planned interview-based study of flexibility in product/market strategy among entrepreneurial firms.

In parallel with analysis of the U.S. sample, we will collect data from Tsinghua Univ. alumni, which I have won a Kauffman Foundation Dissertation Fellowship to complete. First, I will focus on the sources of innovation and how entrepreneurial firms deal with IP and expropriation in the People’s Republic of China (PRC). Secondly, I will focus on the startup process including sources of initial capital for start-ups in China and the recruitment of cofounders, sales/marketing leaders and the resulting influence on performance and returns.

Finally, the reading list is in large part similar to that of classmates before me, except that my readings focus much more on entrepreneurship and come more from an economics point of view.

Entrepreneurship: My aim for this section is to have a deep understanding of the research related to the specific issues that I hope to study. I have therefore arranged the readings in this section along the lines of the issues rather than the disciplines.

On the following page, a high level overview of the reading list outlines the structure in more detail.
Outline of Reading List

1. Entrepreneurship
   1.1. Classics of Entrepreneurship
       1.1.1. Underlying Economic Theory – IO / Labor
   1.2. Sources of Entrepreneurship
   1.3. Entrepreneurial labor markets: Economics - theory & empirical
   1.4. Behavioral entrepreneurship
   1.5. Entrepreneurship and firm dynamics
       1.5.1. Entrepreneurship and industry evolution
       1.5.2. Human Resources, Entrepreneurship, and Organizational Methods
   1.6. Entrepreneurial Finance
   1.7. Effects of Entrepreneurship
       1.7.1. Consequences of Entrepreneurship
       1.7.2. Entrepreneurship and Economic Transition

2. Foundations in Management of Technology
   2.1. Overviews
       2.1.1. Economic Perspectives – Focus on Labor/IO
   2.2. Patterns of Technological Change & Evolutionary Dynamics
   2.3. Product Development
       2.3.1. Innovation in Services
   2.4. Intellectual Property
   2.5. Science and Innovation
   2.6. Industry Dynamics
   2.7. Competition / Industry Races
   2.8. Adaptation and Failure of Firms as a Result of Technical Change
   2.9. Networks and Formal Contracts – Entrepreneurial and Technical
   2.10. Human Side of Technological Innovation

Reviewed by: Jim Utterback, Steve Kahl, Ethan Mollick, Diane Burton, Fiona Murray, Michael Cusumano, Ed Roberts, Tom Allen
1. Entrepreneurship

1.1 “Classics of entrepreneurship”

1.1.1 Underlying Economic Perspectives – IO / Labor

1.2 The Sources of Entrepreneurship


1.3 Entrepreneurial labor markets: Economics - theory & empirical


1.4 Behavioral entrepreneurship


34. Landier, Augustin, and David Thesmar, 2003, Contracting with optimistic entrepreneurs: theory and evidence, University of Chicago.


1.5 Entrepreneurship and firm dynamics

1.5.1 Entrepreneurship and industry evolution


1.5.2 Human Resources, Entrepreneurship, and Organizational Methods

1.6 Entrepreneurial Finance

2. Foundations in Management of Technology

2.1 Overviews

2.1.1 Economic Perspectives –IO/Contract Theory/Organizational Economics

2.2 Patterns of Technological Change & Industry Evolutionary Dynamics
78. Freeman, Christopher. *The Economics of Industrial Innovation*, 3rd edn. (co-author with Luc Soete), Pinter, London, 1997.

2.3 Product Development

2.3.1 Innovation in Services

2.4 Intellectual Property

2.5 Science and Innovation

2.6 Industry Dynamics

2.6.1 Innovation and Learning


2.7 Competition


2.8 Adaptation and the Failure of Firms as a Result of Technical Change


2.9 Networks and Formal Contracts – Entrepreneurial and Technical


2.10 Human Side of Technological Innovation

