Kathy Eisenhardt gives overview of Stanford Technology Ventures Program. Handouts are available from kme@stanford.edu.

Next is University of Oregon. Alan Meyer talks about research and applied research at Oregon. Basic research carried out through grants, mostly in nanotechnology (methods: social network analysis, ethnography, etc.). In addition, partnership with Tech Transfer Labs, law school and U Oregon entrepreneurship center, joint work to provide students with internships on new technologies.

Presentation of Georgia Tech’s Efforts by Marie Thursby. Efforts w/in strategy dept. In addition, NSF joint program, which is 2 yrs long, students in teams, w/ projects on potential commercialization of existing research. In addition, NSF Grant for PhD’s to be teaching assistant and do their research on entrepreneurship. They can also get NSF grants. Two PhD studies, one on alliances in pharmaceutical firms. The other one by a marketing student on founding team decision making. In addition, some of the engineering students are putting entrepreneurial chapters in their dissertation.

Purdue Presentation by Tim Folta. New interdisciplinary center. Question about how to deviate from the traditional model into the new research center. One issue w/ the center is that faculty is not as engaged as needed to be with the center to make the center successful.

Questions:

1. In UK, it is difficult to find funding for entrepreneurship. How is it in the US? In US, NSF has a broad research spectrum, so that helps a lot. At Stanford, we use small grants and put them together. In the UK, the meaning research is changing, and entrepreneurship is a new topic that needs to find its place. Right now, it is stuck between engineering and social science.

2. Breadth versus depth in entrepreneurship research. Entrepreneurs need to be focused, yet are we limiting them by telling them to focus on one idea? It would be impossible to take it to market w/o focus.

3. How do you motivate faculty to get engaged in research in entrepreneurship? Alan Meyer started w/ PhD students at Oregon. They were the first ones doing entrepreneurship research. Plus, as a professor, it gives you credibility in the classroom to know entrepreneurship.

4. How do you attract students from other disciplines to study entrepreneurship?
There are overlaps between entrepreneurship, and marketing, strategy, OB, and finance. In addition, it is a fact that some of the cutting research in strategy is around entrepreneurship.

5. Many entrepreneurship centers don’t have a research component to it. Is it necessary or not? (Problem w/ Purdue and UNC Chapel Hill) Kathy Eisenhardt: It is important to have a research agenda that you can bring into the classroom. Another question followed: is it really necessary to create knowledge if you are just teaching one entrepreneurial finance course? Doesn’t get in the way?

Presentation of entrepreneurship efforts in the Southeast Ireland. How to build a network to motivate entrepreneurial activity and the study of this activity.

Presentation of Caltech entrepreneurship efforts: Field Study of 5 different companies. Next task is writing cases and papers.

New Zealand: Entrepreneurship center. Difficulties to direct brilliant students to do entrepreneurship research if your institution is not able to support one.

Kathy Eisenhardt’s Question: Tension between adjunct executives and research faculty in entrepreneurship centers.

Commercialization of knowledge:
Entrepreneurship speaker series don’t teach people very well. There has to be a very strong theme underlying the presentations for students to take something away. USC funds faculty to commercialize their research. And the winner is paired with an industry expert. Building a team around faculty in entrepreneurship centers is important.

Ken Zolot from MIT: Who is the customer of entrepreneurship research? PhD students, fellow academics, policy makers, business circles. A combination of all…

Broad question: does our research really lead to more successful entrepreneurs? The question of value of research to practitioners versus rigor. Is it a continuous spectrum?

Entrepreneurship centers as match makers: enablers of creation and dissemination of new ideas. Channel through which these new ideas reach the market.

Are there too many journals of entrepreneurship or too few? KME and Alan Meyer: we don’t write for them, because they are not good. It is better for now, to publish in top journals of other topics.