COURSE INFORMATION:

Class Meetings:

Thursdays, 1:15 to 3:05 pm.
509 CERAS Bldg., SCANCOR Conference Room

Instructors:

Walter W. Powell
School of Education, CERAS 509
Phone: 725-7391
Email: woodyp@stanford

Purpose of the Workshop:

This is a two-quarter (fall and winter) research workshop on the contexts, processes, and outcomes of the commercialization of knowledge. The workshop is intended for students who are either currently studying processes of knowledge transfer or commercialization or have an interest in doing so. Students will play a key role in the workshop in two respects: one, in sharing the task of presenting and discussing the material with the instructor and two, in reporting results of research, either on your own projects or of analysis of data sets provided by the instructor.

Viewed broadly, the commercialization of knowledge involves the transfer of basic science into commercial application. This movement, however, covers an enormous array of processes, actors, and circumstances. Knowledge can be either highly codified or rather tacit. The development can occur through formal channels within an organization, between organizations, or across a market interface or through informal means such as spillovers and knowledge sharing. The carriers of knowledge can be individuals, knowledge communities, social networks, or formal organization. The process of transfer is shaped by both legal regimes and national systems of innovation. Important policy debates and political negotiations shape both how and when knowledge can be commercialized. Indeed, the concepts of intellectual capital and intellectual property are relatively recent constructions.
Our goal in the workshop is twofold: to develop a broad appreciation of the diverse literatures that inform research on knowledge commercialization, and two, empirical analysis of the process in a range of settings. A short list of such topics might include: university patenting, technology transfer policies, the commercialization of university education via the internet, licensing between universities and commercial firms, counter movements such as the open software community, academic entrepreneurialism, the history of centralized corporate R&D labs, and historical studies of knowledge communities.

**Course Requirements:**

Students will be expected to actively participate in class discussions, take significant responsibility for one of the weekly discussions, and present either their own research or analysis of data provided by the instructor sometime during the fall or winter quarters.

**Readings:**

My plan is to distribute copies of the readings on a weekly basis. If, however, there are more students than I anticipate, I'll have Field Copy put together a course packet.

**September 28**  
INTRODUCTION

**October 5**  
KEY STARTING POINTS


October 12 UNIVERSITY – INDUSTRY INTERFACES


October 19 JASON OWEN-SMITH ON UNIVERSITY PATENTING


October 26 SPILLOVERS, TECHNICAL COMMUNITIES AND OTHER KNOWLEDGE NETWORKS


November 2  KNOWLEDGE AS PROPERTY


November 9  POLITICS – THE ROLE OF THE STATE, ETHICS, CONFLICTS OF INTEREST


November 16th  METHODS: OVERVIEW OF DIFFERENT APPROACHES (ACTOR-NETWOK THEORY, BIBLIOMETRICS, NETWORK ANALYSIS, SEQUENCE METHODS, ORGANIZATIONAL THEORY)
November 30th    KELLEY PORTER ON ORGANIZATIONAL FOUNDINGS


NO CLASS ON DECEMBER 7TH

December 14th    WRAP UP AND PLAN FOR NEXT QUARTER
Additional Recommended Readings:


