

2016 Technology Transfer Society Annual Conference

Beyond formal university technology transfer:

Innovative mechanisms for the exchange of new knowledge

November 3 – 5, 2016



ASU college of **public service
& community solutions**

ARIZONA STATE UNIVERSITY

Center for Organization Research and Design

Thursday, Nov. 3	
4:00 pm – 6:00 pm	Optional Trip to the Desert Botanical Gardens For those signed up, buses will leave from the front of the hotel at 4:00pm.
Friday, Nov. 4	
7:30 am – 8:30 am	Continental Breakfast
8:30 am – 9:00 am	Welcome and Introduction – Encanto B Barry Bozeman, Arizona Centennial Professor of Science and Technology Policy and Public Management and Director of the Center for Organization Research and Design (CORD)
9:00 am – 9:45 am	Keynote: R.F. “Rick” Shangraw Jr., CEO, ASU Foundation for A New American University
9:45 am – 10:00 am	Break
10:00 am – 11:30 am	Concurrent Session 1
	Panel 1 – Encanto B Policy Coordination Mechanisms for the Implmentation of KTO in Mexican Public Universities <i>Jorge Culebro and Pascual Ogarrio</i> Foreign Direct Investment and Global Entrepreneurship: Gender Differences <i>Rajeev Goel</i> Exploring Inter-Regional Technology Transfer from Academia via Paten Licensing Data in China <i>Bo Kyeong Lee, Danjing Li and So Young Sohn</i>
	Panel 2 – Maryvale A Alternative Models and Metrics: Enabling Success for ‘Mid-Major’ Research Universities Engaged in Technology Transfer <i>Jacob Rooksby</i> Subsidies for Enterprises–Universities Partnerships: Is it Good Strategy for Fostering Knowledge and Innovation Within an Emerging Economy? <i>Fernando Herrera</i> The Innovative Behavior of Women-Owned Firms: Evidence from Entrepreneurial Firms in EU Countries <i>Sara Amoroso and Al Link</i>
	Panel 3 – Maryvale B Innovation and Entrepreneurship in Medical Research <i>Philip Phan</i> Relationships and Innovation of Family and Non-Family Firms: Evidence from an Italian Life Science Cluster <i>Tomaso Minola</i> Impact Orientation of Medical Device Publicly Funded Principal Investigators <i>Brendan Dolan</i>
	Panel 4 – Cave Creek Prizes, Grants and Patents: Complementary Incentives for Innovation <i>Troy Scott</i> University R&D Collaborations in the Biotechnology Innovation System <i>Shih-Hsin Chen, Wei-Ting Lin, Duen-Kai Chen</i> Startup Tech Transfer Under the Threat of Imitation; Lessons from Copyright <i>Andreas Panagopoulos</i>
11:30 – 12:30	Lunch – Valley of the Sun How to Publish in the Journal of Management Studies <i>Donald Siegel, Professor, School of Business, University at Albany, SUNY</i> <i>President, Technology Transfer Society</i> <i>General Editor, Journal of Management Studies</i> <i>Corinne Post, Associate Professor, Scott Hartz ‘68 Professorship,</i> <i>College of Business and Economics, Lehigh University</i> <i>Associate Editor, Journal of Management Studies</i>

12:30pm – 2:00 pm	Concurrent Session 2
	Panel 1 – Encanto B Shaping the Development of a Novel Federal Laboratory Technology Transfer Dataset <i>Zack Oliver, Gary Anderson, Al Link and Alan O'Connor</i>
	Panel 2 – Maryvale A Who am I Scientist or Academic Entrepreneur: Identity based views of Academic Entrepreneurship <i>Rhonda Reger, Matthew Wood, Daniel White and Nick Mmbaga</i>
	Panel 3 – Maryvale B Toward a Model of Technology and Knowledge Transfer in Ecuador <i>Glenda Sanchez-Vasquez</i> University–Industry Technology Transfer in Emerging Economies <i>Jose Carlos Rodriguez and Mario Gomez</i> The Technology Transfer in the Energy Sector: An Analysis of Italian Spin off Companies <i>Agatino Nicita and Antonio Pietro Francesco Andalaro</i>
	Panel 4 – Cave Creek Public Procurement as Policy Instrument for Innovation <i>Dirk Czarnitzki</i> Multidisciplinarity Breeds Diversity: The Influence of Innovation Project Characteristics on Diversity Creation in Nanotechnology <i>Frank Van Rijnsoever</i>
2:00 pm – 2:15pm	Break
2:15 pm – 3:45 pm	Concurrent Session 3
	Panel 1 – Encanto B Diffusion of University Innovation and Building University-Industry Collaboration through the Use of State-Wide Web Portals <i>Iryna Lendel, Amy Finley, Kim Lloyd, Sharlini Sankaran, George Raudenbush, Kathryn Kelley and Brad Fenwick</i>
	Panel 2 – Maryvale A Technology-based Innovation Ecosystems in a Knowledge Economy A Case Study of the Ontario Network of Entrepreneurs <i>Nicola Hepburn</i> Applying an Assessment Tool to Understand the Success of Research Triangle Region, NC as an Innovation Environment <i>Marcelo Amaral, Denis Gray and Adriana Faria</i> Firm Performance and Regional Innovation Mechanisms: The Moderating Role of Absorptive Capacity <i>Matthias Menter</i>
	Panel 3 – Maryvale B Public Scientists Contributing to Local Literary Fiction. An Exploratory Analysis Joaquín M. Azagra-Caro, Anabel Fernández-Mesa and Nicolás Robinson-García The Role of Scientific Advice in the Political Process: An Investigation of Nanoscientists' Perceptions about Political Involvement <i>Elizabeth Corley, Dietram A. Scheufele and Youngjae Kim</i> Grand Challenge Science: Organizing Research to Maximize Impact <i>David Attis</i>
	Panel 4 – Cave Creek Do University Technology Transfer Offices Make a Difference? Additionality and Contributions to Academic Spin-off Success <i>Adam Novotny, Einar Rasmussen, Anders Billstrom and Ferran Giones</i> Expectations and Outcomes about Research and Commercialization in International University Research Ventures <i>Jan Youtie and Zak Taylor</i>

3:45 pm – 4:00 pm	Break
4:00 pm – 5:30 pm	Concurrent Session 3
	Panel 1 – Encanto B Technology Transfer Initiatives among Federal Labs <i>Mojeh Bahar, Daniel Lockney, Courtney Silverthorn and Jennifer Stewart</i>
	Panel 2 – Maryvale A Assessing the Antecedents and Consequences of Academic Entrepreneurship: The Role of Micro/OB Factors <i>Don Siegel, David Waldman, Rachel Balven and Virgil Fenters</i> The Articulation Between Formal and Informal technology Transfer Activities: A Longitudinal Approach <i>Sila Ocalan-Ozel, Julien Penin and Veronique Schaeffer</i> Technology Transfer in Poland - 2014 Legislation and Socialized Economy Legislation <i>Maria Popis and Malgorzata Wilinska</i>
	Panel 3 – Maryvale B Earning Legitimacy: Organizational Innovations and Knowledge Production in The U.S Research University <i>Jarrett Warshaw</i> The Role of Proof of Concept Center Resources in SMEs' Evaluation of University–Industry Collaboration Opportunities <i>Frederik Meulman</i> Nanotechnology Commercialization and Social Implications in the Context of the I-Corps Program <i>Jan Yountie</i>
	Panel 4 – Cave Creek Transition in External Academic Engagement <i>Alan Hughes</i> Guilt by Association (Scientific Misconduct) <i>Maikel Pellens</i> Not In My Job Description: Academic Research Contracting as Entrepreneurial Deviance <i>Adam Bock</i>
6:00 pm – 7:30 pm	Reception (Cash Bar) – Valley Overlook Light snacks will be served

Saturday, Nov. 5	
7:30 am – 8:30 am	Continental Breakfast
8:30 am – 10:00 am	Concurrent Session 1
	<p>Panel 1 – Encanto B</p> <p>University-Industry Collaboration as a Conduit for Academic Knowledge-Intensive Entrepreneurship <i>Bruno Fischer, Paola Schaeffer, Nicholas Vonortas and Sergio Quieroz</i></p> <p>University-Industry Collaboration in Brazil: A Sectoral Approach <i>Diego Silva, Andre Furtado and Nicholas Vonortas</i></p> <p>The Innovation Activities of SMEs and Their Growth: A Quantile Regression Analysis <i>SooGeum Ahn, YoungJun Kim and Jeewhan Yoon</i></p>
	<p>Panel 2 – Maryvale A</p> <p>Wrapping it up in a Person: Technology Transfer through NIST Post-docs <i>Gary Anderson</i></p> <p>The Determinants of Early Smart Meter Diffusion in the US Electric Power Industry <i>Derek Strong</i></p> <p>Technology Transfer from Technological and Scientific Search to Support Fruitful Industry Change <i>Mario Coccia</i></p>
	<p>Panel 3 – Maryvale B</p> <p>Towards a Typology of Science–Industry Licensing Agreements <i>Matt Mireille, Frédéric Corolleur and Adélaïde Fadhuile</i></p> <p>Knowledge Creates Markets: The Influence of Entrepreneurial Support and Patent Rights on Academic Entrepreneurship <i>Andrew Toole</i></p> <p>University Researcher Capacity Development for Open Innovation Contexts <i>Sally Davenport, Urs Daellenbach, Margaret Hyland, Katharina Ruckstuhl and Shirley Leitch</i></p>
	<p>Panel 4 – Cave Creek</p> <p>What's In It For Me? Does Academic Entrepreneurship Benefit Laboratories? <i>Corine Genet</i></p> <p>Faculty Founders and the Multi-generational University Spinoff <i>Michael Ciuchta</i></p> <p>Technology Novelty and Performance of Academic Spin-offs in Norway <i>Ferran Giones, Anders Billström, Einar Rasmussen, Adam Novotny</i></p>
10:00 am – 10:30 am	Break
10:30 am – 12:00 pm	Concurrent Session
	<p>Panel 1 – Encanto B</p> <p>Non-Linear Approaches to University–Industry Technology Transfer: The Case of a Danish Unmanned Aerial Systems Centre <i>Rene Goduscheit</i></p> <p>Comparison of Students Trained at I–U Centers and Traditional Departments <i>Lena Leonchuk</i></p> <p>Why Do Firms, Universities and Knowledge Institutes Collaborate in Multidisciplinary Research Programs? A Mixed Methods Approach to Evaluation <i>Kevin Broecks</i></p>

	<p>Panel 2 – Maryvale A</p> <p>Connecting Academic Entrepreneurship and Regional Competitiveness: An Exploratory Study of Entrepreneurial Universities in United Kingdom <i>James Cunningham</i></p> <p>Network Actors and the Success of Technology Commercialization—Empirical Evidence from Norwegian Science-based Firms <i>Adam Novotny, Anders Billstrom and Einar Rasmussen</i></p> <p>Come Together: The Influence of Entrepreneurs' Social Capital on the Performance of Incubated Clean-tech Start-ups <i>Chris Eveleens</i></p>
	<p>Panel 3 – Maryvale B</p> <p>Have You Been Served? The Impact of University Support on Firms' Network <i>Shiri Breznitz</i></p> <p>Alliance Management Capabilities in University Technology Transfer <i>Anja Geigenmüller and Alexander Leischnig</i></p> <p>Gimme Shelter—A Discrete Choice Experiment to Explain Entrepreneurs' Choice of an Incubator <i>Frank Van Rijnsoever</i></p>
	<p>Panel 4 – Cave Creek</p> <p>Duty to Disseminate A Nested Multi-Case Study of the Research University Mission <i>Samantha Bernstein-Sierra</i></p> <p>Measuring Macro-level Effects of the Global Economic Recession on University–Industry Research Cooperation <i>Joaquín M. Azagra-Caro, Robert J.W. Tijssen and Alfredo Yegros-Yegros</i></p> <p>Teaching Smeaching: The Impact of a Performance-based University Research Funding System on Faculty Time Allocation <i>Niels Opstrup</i></p>
12:00 pm – 1:00 pm	Lunch
1:00 pm – 2:30 pm	Concurrent Session 3
	<p>Panel 1 – Encanto B</p> <p>Publicly Funded Principal Investigators' Entrepreneurial Effectuation for Public Sector Entrepreneurship Programmes <i>James Cunningham</i></p> <p>Alumni, Former Employees and Knowledge Backflows to Parent Organizations <i>Matthias Geissler</i></p> <p>Positive Ambiguity in Human Enterprise: The Case of Technology Transfer Management and Policy <i>Derrick Anderson</i></p>
	<p>Panel 2 – Maryvale B</p> <p>Knowledge Intensive Greenfield FDI and New Domestic Entry <i>Sara Amoroso</i></p> <p>Business Plan Competitions: Private Ordering of Incomplete Contracts <i>Tabrez Ebrahim</i></p> <p>Commercial Complexity and Entrepreneurial Finance <i>Troy Scott, John Scott and Al Link</i></p>

2016 Attendees

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First call for papers

In pursuit of smart growth: the role of technology transfer

Technology Transfer Society (T²S) Annual Conference

Hosted at GMU and Co-sponsored by the GWU, RTI and GMU

November 2-4, 2017

The Technology Transfer Society (T²S) will hold its 2017 annual conference in Washington, DC

We invite you to submit a paper to present at the 2017 Annual Meeting of the Technology Transfer Society. The theme of the 2017 conference is **In Pursuit of Smart, Sustainable and Inclusive Growth: The Role of Technology Transfer and Commercialization from a Nexus of Theory, Policy, Practice and Politics Perspectives**.

The Technology Transfer Society 2017 Annual Conference will focus on the role of technology transfer and commercialization across sectors, locations and institutions as an enabler of smart, sustainable and inclusive growth especially in developed democracies and vis a vis its role in emerging economies mostly of a less open and democratic nature (emerging autocracies).

In particular, the conference will aim to address the nature and dynamics of Government, University, Industry and Civil Society (the four pillars of the Quadruple Innovation Helix Model (Carayannis et al, 2006-2016)) interactions and interdependencies from a multiple lens approach namely blending theory, policy, practice and politics perspectives to identify insights and formulate grounded theories as well as recommendations for policy and practice.

These four pillars are embedded in and interacting with the Environment (the fifth pillar which along with the other four pillars serve as the constituent elements of the Quintuple Innovation Helix Model (Carayannis et al, 2010-2016) that aims to ensure triple-bottom line (social, financial and environmental) sustainability of growth-centric policies and practices.

This conference especially solicits paper submissions dealing with the interfaces of government, university and industry, civil society and the environment research, particularly in trans-national and global/local (“glocal”) contexts (Carayannis & Alexander, 2006).

Topics of interest can include:

- Creative Knowledge Economy and Society
- Social, Sustainable and Frugal Innovation
- Entrepreneurship and Innovation Ecosystems
- Research and Innovation Smart Specialization Strategies
- Value Added Chains
- Transnational Learning
- Nature and Dynamics of Co-opetitive, Inter-sectoral, Glocal (Global/Local) Ecosystems
- Fractal Research, Education and Innovation Ecosystems
- The Entrepreneurial Government
- The Entrepreneurial University
- The Academic Firm
- Trans-National Public-Private Partnerships for Research, Innovation and Entrepreneurship
- Evaluation of Technology Transfer
- Impact of Technology Transfer on the Economy and Society
- Formal and Informal Knowledge Flows
- Metrics for Evaluating University Technology Transfer Performance
- Revisiting Bayh-Dole: Impact on Academic Research and Culture
- Technology Transfer & Economic Development: Views from Federal Labs and Universities
- Regional and Sectoral Innovation Networks
- Entrepreneurship and Technology Transfer
- Universities in regional economic development and cluster evolution
- The university in the national innovation ecosystem
- Regional and sectoral innovation networks: influence on entrepreneurial activity and success
- Tangible and intangible knowledge exchanges
- Revisiting Bayh-Dole: impact on academic culture and industrial competitiveness
- Comparing costs and benefits of university technology transfer
- Measuring social impact and social benefits of technology transfer
- New methods and analytical tools for technology transfer evaluation
- University technology transfer offices
- University spin-offs
- Technology licensing
- University – government collaboration
- University – industry collaboration
- Large firm/small firm dynamics in academic technology development and diffusion
- Intellectual property management in start-up companies and in universities

Those who wish to present a paper should submit an abstract by **July 31, 2017**. Those who wish to organize and chair a session should submit a proposal also by **July 31, 2017**. Feedback will be provided by **September 15, 2017**. Proposals and abstracts should be submitted electronically to **both** conference organizers as follows:

- Professor Elias G. Carayannis | caraye@gwu.edu
- Dr. Jeffrey Alexander | jmalexander@rti.org

Additional information regarding the 2017 T²S annual conference, including proposal templates, hotel, and registration information, will be posted soon on the T²S website.

We look forward to many productive and interesting discussions in November 2017!

Professor Elias G. Carayannis

Professor of Science, Technology, Innovation and Entrepreneurship | School of Business, George Washington University, Washington, DC

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Senior Manager, Innovation Policy | RTI International, North Carolina

Professor David Hart

Director, Center for Science and Technology Policy | George Mason University, Virginia

The 2016 Technology Transfer Society (T²S) annual conference is sponsored by the Center for Organization Research and Design at Arizona State University.

Since 1975, T²S has been a not-for-profit professional organization dedicated to sharing methods, opportunities and schools of thought with the technology transfer community.

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