



# EU INNOVATE

## Deliverable D 8.9 *Annual PhD Summer Academy*

Project name: Sustainable Lifestyles 2.0: End User Integration,  
Innovation and Entrepreneurship

Grant agreement no: 613194

Number of deliverable: D 8.9

Name of peer-review: Marianne Kreissig



## D 8.9 ANNUAL PHD ACADEMY

The Academy is a three days gathering that addresses PhDs and young scholars interested in Sustainable Innovation and Entrepreneurship.

The Academy adopts an interdisciplinary approach in order to create a multidisciplinary community of experienced and young scholars for exchanging ideas and building research collaborations.

Participation levels of approximately 15 doctoral students are foreseen on the basis of a competitive submission process.

The experts invited as speakers and other senior researchers will support the PhD students and the young scholars in developing their research. They will also assist in defining relevant research topics and explain the complex and relevant links with other research streams close to their research topics.

- The program will award 4 ECTS (European Credit Transfer System) to the participants.
- Participants are required to read 20-25 papers provided by the invited speakers and the scientific committee before the start of the Academy. The papers will include introductory works, recent contributions and methodological papers. The participants will receive this material at least two months before the start of the Academy.
- Participants are required to send a research paper (20-30 pages) or a research proposal (5-10 pages) to be discussed during one of the days of the academy. This should be sent one month before the start of the Academy.
- The participants will present their research paper/proposal during the Academy and they will receive in-depth feedback on the content, the related literature and the methodology from an invited speaker, another senior researcher in the field and the remaining participants.
- The scientific committee will assign each research paper/proposal to the different sections according to the thematic focus.

### **Scientific committee:**

Prof. Frank-Martin Belz (Technische Universität München), Prof. Minna Halme (Aalto University), Prof. Paolo Landoni (Politecnico di Milano)

The Academy is developed in the context of the EU-InnovatE project funded under the European Union's Seventh Framework Programme for research, technological development and demonstration. The EU-InnovatE project is a groundbreaking, three year research project which addresses the obstacles and prospects for sustainable lifestyles and green economy in Europe through to 2050. The Academy will focus on the professional and scientific development of the next generation of researchers in the research areas of sustainable innovation and entrepreneurship.

# Sustainable Innovation and Entrepreneurship Academy 2014

*Politecnico di Milano, Milan, Italy*

*Department of Management, Economics & Industrial Engineering*

*Via Lambruschini 4/b 20156 – Milan, Italy*

*1st – 3rd September 2014*

## **DAY ONE (Monday, September 1, 2014): Sustainability**

### **Morning: Council Hall**

09:00 Welcome session (room Council Hall)

- Prof. Alessandro Perego, Deputy Director, Department of Management Economics and Industrial Engineering, Politecnico di Milano
- Prof. Paolo Landoni, Director of the Sustainable Innovation and Entrepreneurship Academy, Politecnico di Milano

09:30 Introductory session to the EU-InnovatE project: Research with Impact

- Prof. Frank-Martin Belz, Coordinator of the EU-InnovatE project, Technische Universität München

11:00 Innovating for Sustainability

- Prof. Raffaella Cagliano, Politecnico di Milano
- Prof. Roberto Verganti, Politecnico di Milano

### **13:00 Social lunch with catering**

### **Afternoon: Room 0.1**

14:00 Discussion of participants' papers or research proposals (room 0.1)

16:00 Closing of day one

**16:30 Guided city tour**

**20:30 Welcome dinner**

**DAY TWO (Tuesday, September 2, 2014): Innovation**

**Morning: Council Hall**

09:00 Prominent research in strategy, innovation, and sustainability

- Prof. Michael Russo, University of Oregon

From Front to Back: Crafting a Manuscript for a Top Management Journal

- Prof. Michael Russo, University of Oregon

**13:00 Social lunch with catering**

**Afternoon: Room 0.1**

14:00 Discussion of participants' papers or research proposals

18:00 Closing of day two

**20:30 Social event**

**DAY THREE (Wednesday, September 3, 2014): Entrepreneurship**

**Morning: Council Hall**

09:00 Prominent research in entrepreneurship

- Prof. Marc Gruber, École Polytechnique Fédérale De Lausanne (EPFL)

Meet the Editor/how to publish in international journals

- Prof. Marc Gruber, École Polytechnique Fédérale De Lausanne (EPFL)

**13:00 Social lunch with catering**

**Afternoon: Room 0.1**

14:00 Discussion of participants' papers or research proposals

18:00 Closing of the Academy

**CONTACTS:**

**Scientific questions:** Prof. Paolo Landoni, Politecnico di Milano, Via Lambruschini 4/b 20156 – Milano – Italy; MAIL: [paolo.landoni@polimi.it](mailto:paolo.landoni@polimi.it)

**Administrative questions:** Dr. Elena Perondi, Politecnico di Milano, Via Lambruschini 4/b 20156 – Milano – Italy; MAIL: [elena.perondi@gmail.com](mailto:elena.perondi@gmail.com)

## Reading List:

### **Roberto Verganti and Raffaella Cagliano**

Stefan Schaltegger and Marcus Wagner (2011) Sustainable Entrepreneurship and Sustainability Innovation: Categories and Interactions, *Business Strategy and the Environment*, vol. 20, 222–237

Adams, R J; Jeanrenaud, S; Bessant, J (2013) “Sustainability-oriented innovation: a systematic review”; Open Research Exter <http://hdl.handle.net/10871/14285>

Roberto Verganti (2008) “Design, Meanings, and Radical Innovation: a meta-model and a research agenda”, *Journal of Product Innovation Management*, vol. 25, n. 5, 436-456.

Davide Ravasi and Ileana Stigliani, (2012) “Product Design: a Review and Research Agenda for Management Studies”, *International Journal of Management Reviews*, Vol. 14, 464–488

#### *Additional readings*

Ram Nidumolu, C.K. Prahalad, and M.R. Rangaswami (2009) Why Sustainability Is Now the Key Driver of Innovation, *Harvard Business Review*, September 2009

### **Michael Russo**

#### *Session One - Prominent Research in Strategy, Innovation, and Sustainability*

King, A., Lenox, M. & Terlaak, A. 2005. The strategic use of decentralized institutions: Exploring certification with the ISO 14001 management standard. *Academy of Management Journal*, 48(6): 1091-1106.

Parmigiani, A., Klassen, R. D, and Russo, M. V. 2011. Efficiency Meets Accountability: Performance Implications of Supply Chain Configuration, Control, and Capabilities, *Journal of Operations Management*, 29(1): 212-223.

Berrone, P., Fosfuri, A., Gelabert, L., & Gomez-Mejia, L. R. 2013. Necessity as the mother of “green” inventions: Institutional pressures and environmental innovations. *Strategic Management Journal*, 34(8): 891-909.

Petkova, A. P., Wadhwa, A., Yao, X, & Jain, S. 2014 Reputation and decision making under ambiguity: A study of U.S. venture capital firms’ investments in the emerging clean energy sector, *Academy of Management Journal*, 57(2): 422-448.

*Session Two - From Front to Back: Crafting a Manuscript for a Top Management Journal*

Various Authors: Publishing in the AMJ. A series published in the Academy of Management Journal in 2011 and 2012.

Starbuck, W. H. 2003. Turning Lemons into Lemonade: Where Is the Value in Peer Reviews? Journal of Management Inquiry, 12(2): 344-351.

**Marc Gruber**

*Session One - Prominent research in entrepreneurship*

Emmanuelle Fauchart and Marc Gruber (2011). Darwinians, Communitarians, and Missionaries: The Role Of Founder Identity In Entrepreneurship, Academy of Management Journal; Vol. 54, No. 5, 935–957.

*Session One - Additional readings*

Brewer, M. B., & Gardner, W. (1996). Who is this "we"? Levels of collective identity and self representations. Journal of Personality and Social Psychology, 71, 83-93.

Cardon, M. S., Wincent, J., Singh, J., & Drnovsek, M. (2009). The nature and experience of entrepreneurial passion. Academy of Management Review, 34(3), 511-532.

Kimberly, J. R. (1979). Issues in the creation of organizations: Initiation, innovation, and institutionalization. Academy of Management Journal, 22(3), 437-457.

*Session Two - Meet the Editor/how to publish in international journals*

Gerard George (2014). From the Editors - Rethinking Management Scholarship, Academy of Management Journal, Vol. 57, No. 1, 1–6.

July, 2013

**Michael V. Russo**  
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University of Oregon  
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#### ACADEMIC POSITIONS

Visiting Research Professor, Bocconi University	2011
Charles H. Lundquist Professor of Sustainable Management	2005-
Professor of Management, University of Oregon	2001-2005
Associate Professor of Management, University of Oregon	1995-2001
Indefinite Tenure Granted, 1995	
Visiting Associate Professor, University of Michigan	2000
Visiting Associate Professor, University of Minnesota	1996-1997
Assistant Professor of Management, University of Oregon	1989-1995

#### EDUCATION

University of California, Berkeley, California  
PhD, Business Administration, 1989  
MBA, 1986

Stanford University, Stanford, California  
MS, Civil Engineering, 1980

Columbia University, New York, New York  
BS, Civil Engineering, 1979

#### RESEARCH INTERESTS

Management of Natural Environmental Issues, National and International Political Influences on Corporate Strategy, Social Entrepreneurship, Collaborative Strategies

#### TEACHING INTERESTS

Strategic Management, Management of Environmental Issues, National and International Business-Government Relations, Technology Policy

## ARTICLES IN REFEREED JOURNALS AND RESEARCH ANNUALS

- Husted, Bryan, Russo, Michael V., Basurto-Meza, Carlos and Tilleman, Suzanne G. An Exploratory Study of Environmental Attitudes and the Willingness to Pay for Environmental Certification in Mexico, *Journal of Business Research*, forthcoming.
- Parmigiani, Anne, Klassen, Robert D, and Russo, Michael V. "Efficiency Meets Accountability: Performance Implications of Supply Chain Configuration, Control, and Capabilities," *Journal of Operations Management*, 2011, 29:212-223.
- Lee, Sang Myung, Ungson, Gerardo R. and Russo, Michael V. "What determines an engaging website?: An empirical study of website characteristics and operational performance," *Journal of High Technology Management Research*, 2011, 22:67-79.
- Russo, Michael V. "Explaining the Impact of ISO 14001 on Emission Performance: A Dynamic Capabilities Perspective on Process and Learning," *Business Strategy and the Environment*, 2009, 18:307-319 (published on-line July 11, 2007)
- Delmas, Magali, Russo, Michael V., and Montes-Sancho, Maria. "Deregulation and Environmental Differentiation in the Electric Utility Industry," *Strategic Management Journal*, 2007, 28:189-209.
- Russo, Michael V. and Harrison, Niran S. "Internal Organization and Environmental Performance: Clues from the Electronics Industry," *Academy of Management Journal*, 2005, 48:582-593.
- Russo, Michael V. "The Emergence of Sustainable Industries: Building on Natural Capital," *Strategic Management Journal*, 2003, 24:317-331.
- Russo, Michael V. "Institutions, Exchange Relationships, and the Emergence of New Fields: Regulatory Policies and Independent Power Production in America, 1978-1992," *Administrative Science Quarterly*, 2001, 46:57-86.
- Haveman, Heather A., Russo, Michael V., and Meyer, Alan D. "Institutional Environments in Flux: The Impact of Regulatory Change on CEO Succession and Performance," *Organization Science*, 2001, 12:253-273.
- Shafer, Brian and Russo, Michael V. "Political Strategies and Industry Environments," in Post, James E. (ed.), *Research in Corporate Social Performance and Policy*, Greenwich CT: JAI Press, 1998, 15:3-15.
- Russo, Michael V. and Fouts, Paul A. "A Resource-Based Perspective on Corporate Environmental Performance and Profitability," *Academy of Management Journal*, 1997, 40:534-559.
- Research Translation appears as Forte, Monique, and Lamont, Bruce T. 1998. "The Bottom Line Effects of Greening," *Academy of Management Executive*, 12:89-90.
- Reprinted in Bruce, Brian R. 1998. *The Investment Research Guide to Socially Responsible Investing*, Plano TX: Investments Research Forums, Inc.
- Park, Seung Ho and Russo, Michael V. "When Competition Eclipses Cooperation: An Event History Analysis of Joint Venture Failure," *Management Science*, 1996, 42:875-890.
- Russo, Michael V. "Japan's Equivocal Environmentalism," *Business and the Contemporary World*, 1994, 6(4):91-106.
- Reprinted in *Business, Public Policy, and the Environment*, Washington, D.C.: Management Institute for Environment and Business, 1996.
- Russo, Michael V. "On Collective Strategy in the Public Policy Domain," in Shrivastava, Paul, Huff, Anne, and Dutton, Jane E. (eds.), *Advances in Strategic Management*, Greenwich CT: JAI Press, 1993, 9:353-374.
- Russo, Michael V. "Bureaucracy, Economic Regulation, and the Incentive Limits of the Firm," *Strategic Management Journal*, 1992, 13:103-118.
- Russo, Michael V. "Power Plays: Regulation, Diversification, and Backward Integration in the Electric Utility Industry," *Strategic Management Journal*, 1992, 13:13-27.
- Russo, Michael V. "Managing Deregulatory Tensions: Changing Patterns of Public Policies and Political Strategies," in Post, James E. (ed.), *Research in Corporate Social Performance and Policy*, Greenwich CT: JAI Press, 1992, 13:219-234.
- Russo, Michael V. "The M-form as an Enabling Device: A Longitudinal Study of Discretionary Cash as a Strategic Resource," *Academy of Management Journal*, 1991, 34:718-733.



- Russo, Michael V. "Regulatory Restructuring and Strategic Evolution: Lessons from the American Experience," *Long Range Planning*, 1991, 24(2):37-45.
- Russo, Michael V. "Regulatory Strategies and Market Entry: Natural Gas Distribution in California," *Energy Systems and Policy*, 1988, 12(2):69-83.
- Russo, Michael V. "Technology, Deregulation, and the Public Interest: Preserving Universal Telephone Service," *IEEE Technology and Society Magazine*, 1988, 7(1): 4-11.

#### ARTICLES IN REFEREED PROCEEDINGS

- Russo, Michael V. "Institutional Change & Organizational Strategy: ISO 14001 and Emissions in the Electronics Industry," *Academy of Management Best Papers Proceedings*, 2002, D. Nagao (ed.).
- Russo, Michael V. "Exchange Relationships and Organizational Foundings," *Academy of Management Best Papers Proceedings*, 1995, D. Moore (ed.), 261-265.

#### BOOK

- Russo, Michael V. *Companies on a Mission: Entrepreneurial Strategies for Growing Sustainably, Responsibly, and Profitably*, Stanford University Press, 2010.

#### CHAPTERS IN EDITED RESEARCH VOLUMES

- Russo, Michael V. and Minto, Amy. "Competitive Strategy and the Environment: A Field of Inquiry Emerges," in Bansal, T. and Hoffman, A. (eds), *The Oxford Handbook of Business and the Environment*, Oxford, UK: Oxford University Press, 2012.
- Delmas, M., Russo, M., Montes-Sancho, M. and Tokat, Y. "Deregulation, Efficiency and Environmental Performance: Evidence from the Electric Utility Industry" In Ghertman, Michael and Menard, Claude (eds.), *Regulation, Deregulation & Reregulation*. Cheltenham, UK: Edward Elgar Publishing, 2009
- Russo, Michael V. and Schultz, F. "Top Managers And Institutional Stakeholders: A Test Of Two Models Of Adaptation And Performance," in Andriof, Jörg, Waddock, Sandra, Rahman, Sandra, and Husted, Bryan (eds.), *Unfolding Stakeholder Thinking 2*, Sheffield, UK: Greenleaf, 2003.
- Russo, Michael V. and Teece, David J. "Natural Gas Distribution in California: Regulation, Strategy, and Market Structure," in Gilbert, Richard J. (ed.), *Regulatory Choices: A Perspective on Developments in Energy Policy*, Berkeley, CA: University of California Press, 1991.
- Pisano, Gary P., Russo, Michael V., and Teece, David J. "Joint Ventures and Collaborative Arrangements in the Telecommunications Equipment Industry," in Mowery, David C. (ed.), *International Collaborative Ventures in U.S. Manufacturing*, Cambridge, MA: Ballinger, 1988.

#### WORKING PAPERS

- "Institutional Logics and Regional Cluster Emergence: Evidence from the Wind and Solar Energy Industries," with Suzanne Tilleman
- "Passion, Purpose, and Place: Shared Values, Geographic Clustering and Capability Development in Hybrid Companies"
- "Geographic Clustering by Hybrid Companies: Shared Values, Institutions, and Resource Acquisition," with Andrew Earle, Brooke Lahneman, and Suzanne Tilleman

#### NON-REFEREED PUBLICATIONS

- Russo, Michael V. "What you can learn from mission-driven companies," *European Financial Review*, November 2010. (A note on the same topic appears in the HBR blog at [http://blogs.hbr.org/cs/2010/05/what\\_you\\_can\\_learn\\_from\\_missio.html](http://blogs.hbr.org/cs/2010/05/what_you_can_learn_from_missio.html))
- Russo, Michael V. "Building a Green Brand by Creating Attraction to your Products," on GreenBiz.com, published July 6, 2010 at <http://www.greenbiz.com/blog/2010/07/06/building-green-brand-creating-attraction-your-products>
- Corbett, Charles J. and Russo, Michael V. "ISO 14001: Irrelevant or Invaluable?," *ISO Management Systems*, December, 2001.

Russo, Michael V., Floyd, Nancy C., and Fester, Mordechai. "Adding On: How to Make Diversification Work," *Public Utilities Fortnightly*, February 15, 1993.

### TEXTBOOK

Russo, Michael V. (ed.) *Environmental Management: Readings and Cases, 2<sup>nd</sup> Edition*, Thousand Oaks, CA: Sage Publications, 2008. Complete instructor's manual also produced by editor.

### TEACHING MODULE

Russo, Michael V. (ed.), *The Greening of Strategy: Readings and Discussion Notes*, Washington, D.C.: Management Institute for Environment and Business, 1996.

### BOOK REVIEWS

Russo, Michael V. and Salvo, Mark N. "Paul Hawken's Risky Romance with Economics," Review of Hawken, Paul, *The Ecology of Commerce*, *Journal of Environmental Law and Litigation*, 1996, 11:153-163.

Russo, Michael V. Review of Moore, Curtis, and Miller, Alan, *Green Gold: Japan, Germany, the United States, and the Race for Environmental Technology*, *Academy of Management Review*, 1995, 20:1098-1101.

Russo, Michael V. Review of United Nations University (ed.) *Environmental Pollution Control: The Japanese Experience*, *Industrial and Environmental Crisis Quarterly*, 1994, 8(2):187-189.

Russo, Michael V. Review of Kent, Calvin A. (ed.) *Entrepreneurship and the Privatizing of Government*, *Administrative Science Quarterly*, 1989, 34:157-159.

### DISSERTATION

Generating Strategy: A Dynamic Analysis of Regulation and Diversification in the Electric Utility Industry, Filed April, 1989.

### CONFERENCE PRESENTATIONS

Russo, Michael V. "Enclaves of Enlightenment: Shared Values, Institutions, and Geographic Clustering by Hybrid Companies," Keynote Presentation to Madrid Strategic Group Workshop on Sustainability and Shared Values, December, 2012.

Russo, Michael V, Earle, Andrew G., Lahneman, Brooke A., and Tilleman, Suzanne G. "Geographic Clustering by Hybrid Companies: Shared Values, Institutions, and Resource Acquisition," presentation at 72<sup>nd</sup> Annual Meeting of the Academy of Management, Boston, MA, August 2012

Russo, Michael V. "Passion, Purpose, and Place: Shared Values, Geographic Clustering and Capability Development in Hybrid Companies," presentation at the Conference on Theorizing Organizational Responses to Systemic Problems, University of Western Ontario, April, 2012 and the 72<sup>nd</sup> Annual Meeting of the Academy of Management, Boston, MA, August 2012

The Geography of Sustainable Enterprise and the Concentration of Mission Driven Companies" presentation at the 70<sup>th</sup> Annual Meeting of the Academy of Management, Montreal, Canada, August, 2010.

Russo, Michael V. and Earle, Andrew G. "The Geography of Sustainable Enterprise and the Concentration of Mission Driven Companies" presentation at the 70<sup>th</sup> Annual Meeting of the Academy of Management, Montreal, Canada, August, 2010.

Russo, Michael V. "Public Policy, Substitution Effects, and Alternative Energy," presentation at the 69<sup>th</sup> Annual Meeting of the Academy of Management, Chicago, IL, August, 2009.

Tilleman, Suzanne G. and Russo, Michael V. "Local Institutions and the Emergence of Cleantech," presentation at the 69<sup>th</sup> Annual Meeting of the Academy of Management, Chicago, IL, August, 2009

Russo, Michael V. and Earle, Andrew G. "The Geography of Sustainable Enterprise and the Concentration of Mission Driven Companies" presentation at the 25<sup>th</sup> EGOS Colloquium, Barcelona, Spain, July 2009.

**PROF. DR. MARC GRUBER**

Full Professor, College of Management of Technology  
Chair of Entrepreneurship and Technology Commercialization  
École Polytechnique Fédérale de Lausanne (EPFL)  
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**I. EDUCATIONAL BACKGROUND**

- 2005            **Privatdozent (PD), University of Munich (LMU)**  
Thesis (Habilitation): Marketingplanung von Unternehmensgründungen – eine theoretische und empirische Analyse.  
Principal Committee: Prof. D. Harhoff, Ph.D., Prof. Dr. M. Schwaiger
- 2000            **Dr. oec., University of St. Gallen (HSG)**  
Thesis: Der Wandel von Erfolgsfaktoren mittelständischer Unternehmen.  
Principal Committee: Prof. Dr. H.J. Pleitner, Prof. Dr. A. Grüner
- 1995            **Lic. oec., University of St. Gallen (HSG)**

**II. POSITIONS**

- 2005 -            **École Polytechnique Fédérale de Lausanne (EPFL), Lausanne**  
Assistant Professor (2005-2008), Associate Professor (2008-2010), Full Professor (since 2011)
- 2004 (Fall Term)    **Wharton School, University of Pennsylvania, Philadelphia**  
Visiting Scholar
- 2000 - 2005        **University of Munich (LMU), Munich School of Management**  
“Habilitation” in the Institute of Innovation Research, Technology Management and Entrepreneurship (Prof. Dietmar Harhoff, Ph.D.) and Founding Manager, ODEON Center for Entrepreneurship (LMU)
- 1999            **Wharton School, University of Pennsylvania, Philadelphia**  
Visiting Scholar, and Ph.D. Student (visiting) in the Management Department
- 1995 - 1998        **University of St. Gallen (HSG)**  
Ph.D. Student and Research Assistant

**III. EDITORIAL ACTIVITIES**

**Associate Editor**

- Academy of Management Journal (AMJ), Innovation & Entrepreneurship, from August 2013

**Board of Reviewers**

- Academy of Management Journal (AMJ), since 2010
- Journal of Business Venturing (JBV), since 2009
- Entrepreneurship Theory & Practice (ET&P), since 2009

- Frontiers of Entrepreneurship Research, 2009-2013
- Zeitschrift für Klein- und Mittelunternehmen & Entrepreneurship (ZfKE), since 2003

## IV. PUBLICATIONS

### A. Research Interests:

Entrepreneurship, Technology Commercialization, Innovation and Technology Management, Strategic Management

### B. Articles (Refereed):

#### **Published / forthcoming (Anglo-American Journals):**

- (16) The Effects of Opportunities and Founder Experience on New Firm Performance (with Dencker, J.), Strategic Management Journal, forthcoming.
- (15) Knowledge Recombination across Technological Boundaries: Scientists versus Engineers (with Harhoff, D., Hoisl, K.), Management Science, No.4/2013, pp. 837-851.
  - “*Jürgen Hauschildt Award*” for the Best Paper in Innovation Management, TIE Commission, VHB, 2012.
- (14) Escaping the Prior Knowledge Corridor: What shapes the Number and Variety of Market Opportunities identified before Market Entry of Technology Start-ups? (with MacMillan, I.C., Thompson, J.D.), Organization Science, No. 1/2013, pp. 280-300.
- (13) From Minds to Markets: How Human Capital Endowments Shape Market Opportunity Identification of Technology Start-ups (with MacMillan, I.C./Thompson, J.D.), Journal of Management, No. 5/2012, pp. 1421-1449.
- (12) Darwinians, Communitarians and Missionaries: The Role of Founder Identity in Entrepreneurship (with Fauchart, E.), Academy of Management Journal, No. 5/2011, pp. 935-957.
  - “*Thought Leader Award*” of the Entrepreneurship Division at the Academy of Management 2012
  - “*Jürgen Hauschildt Award*” for the Best Paper in Innovation Management, TIE Commission, VHB, 2011.
- (11) “In Pursuit of the Real Deal” – A Longitudinal Study of VC Decision Making (with Petty, J.), Journal of Business Venturing, No. 2/2011, pp. 172-188.
  - “*Irene M. McCarthy Award*” for the Best Paper on the Topic of High Technology, Babson College Entrepreneurship Research Conference 2009
- (10) Configurations of Resources & Capabilities and their Performance Implications: An Exploratory Study on Technology Ventures (with Heinemann, F./Brettel, M./Hungeling, S.), Strategic Management Journal, No. 12/2010, pp. 1337-1356.
  - *Best Paper Award Innovation Management, 3<sup>rd</sup> prize, European Business School 2011*
  - *Stephan Schrader Munich Best Paper Award for Entrepreneurship Studies 2011.*
- (9) Exploring the Origins of Organizational Paths: Empirical Evidence from Newly Founded Firms, Journal of Management, No. 5/2010, pp. 1143-1167.

- (8) Individual and Opportunity Factors Influencing Job Creation in New Firms (with Dencker, J.C./Shah, S.K.), Academy of Management Journal, No. 6/2009, pp. 1125–1147.
- “Thought Leader Award” of the Entrepreneurship Division at the Academy of Management 2010
  - All-Academy Carolyn Dexter Award for the Best International Paper, Finalist (Top 4), Academy of Management 2008
  - Reprinted in D.A. Shepherd/D. Grégoire (Eds.) *Entrepreneurial Opportunity, The International Library of Entrepreneurship*, Edward Elgar Publishing, 2012.
- (7) Pre-Entry Knowledge, Learning & the Survival of New Firms (with Dencker, J.C./Shah, S.K.), Organization Science, No. 3/2009, pp. 516-537.
- (6) Look before you Leap: Market Opportunity Identification in Emerging Technology Firms (with MacMillan, I.C./Thompson, J.D.), Management Science, No. 9/2008, pp. 1652 - 1665.
- “Thought Leader Award” of the Entrepreneurship Division at the Academy of Management 2009
  - “Best Paper Award Innovation Management”, *European Business School 2009*
- (5) Venture Capitalists’ Evaluations of Start-up Teams: Trade-offs, Knock-out Criteria, and the Impact of VC Experience (with Franke, N./Harhoff, D./Henkel, J.), Entrepreneurship Theory & Practice, No. 5/2008, pp. 459-483.
- Reprinted in M. Wright/I. Vanaelst (Eds.), *Entrepreneurial Teams and New Business Creation, The International Library of Entrepreneurship*, Edward Elgar Publishing, 2009.
- (4) Uncovering the Value of Planning in New Venture Creation – A Process and Contingency Perspective, Journal of Business Venturing, No. 6/2007, pp. 782-807.
- Reprinted in D. Kuratko/M. Morris (Eds.), *Entrepreneurial Leadership, The International Library of Entrepreneurship*, Edward Elgar Publishing, 2013.
- (3) “What you are is what you like” – Similarity Biases in Venture Capitalists’ Evaluations of Start-up Teams (with Franke, N./Harhoff, D./Henkel, J.), Journal of Business Venturing, No. 6/2006, pp. 802-826.
- (2) New Ventures based on Open Innovation – an Empirical Analysis of Start-up Firms in Embedded Linux (with Henkel, J.), International Journal of Technology Management (IJTM), No. 4/2006, pp. 356-372.
- (1) Research on Marketing in Emerging Firms: Key issues and Open Questions, International Journal of Technology Management (IJTM), No. 5-6/2003, pp. 600-620.

#### **Refereed Best Paper Conference Proceedings:**

- (5) How Experience Shapes the Subjective Evaluation of Opportunities (with Brinckmann, J., Kim, S.M.), Frontiers of Entrepreneurship Research, 2010, Vol. 30, pp. 285-299.
- (4) “This Deal is Dead!” A Longitudinal Study of VC Decision Making (with Petty, J.), Frontiers of Entrepreneurship Research, 2009, Vol. 29, pp. 85-99.
- (3) Individual, Organizational and Environmental Drivers of Job Creation in New Firms (with Dencker, J.C./Shah, S.K.), Best Paper Proceedings of the Academy of Management, 2008.

- (2) Knowledge Acquisition Activities, Prior Knowledge and Experience & the Survival of New Firms (with Dencker, J./Shah, S.), Frontiers of Entrepreneurship Research, 2007. Vol. 27, Article 2.
- (1) Process Matters: Empirical Evidence on the Value of Marketing Planning in VC-backed Startups, Best Paper Proceedings of the Academy of Management, 2005.

**Published (German Journals):**

- (9) “Die Kunst, die Zukunft zu erfinden” – Theoretische Erkenntnisse und empirische Befunde zum Einsatz des Corporate Foresight in deutschen Grossunternehmen (with Venter, C.), Zeitschrift für betriebswirtschaftliche Forschung (Zfbf), No. 11/2006, pp. 958-984.
- (8) Anreizsysteme als elementare Gestaltungsgrösse im Personalmanagement von jungen Wachstumsunternehmen (with Tausend, C./Katzauer, A.), Zeitschrift Führung + Organisation (zfo), No. 1/2006, pp. 24-28.
- (7) Die Bewertung von Gründerteams durch Venture-Capital-Geber – Eine empirische Analyse (with Franke, N./Henkel, J./Hoisl, K.), Die Betriebswirtschaft (DBW), No. 6/2004, pp. 651-670.
- (6) Marketing in New Ventures: Theory and Empirical Evidence, Schmalenbach Business Review (ZfbF), No. 2/2004, pp. 164-199.
- (5) Entrepreneurial Marketing, Die Betriebswirtschaft (DBW), No. 1/2004, pp.78-100.
- (4) Die Rolle des Corporate Foresight im Innovationsprozess: Ziele, Ausgestaltung und Erfahrungen am Beispiel der Siemens AG (with Kolpatzik, B./Schönhut, J./Venter, C.), Zeitschrift Führung + Organisation (zfo), No. 5/2003, pp. 285-290.
- (3) Business-Planning in Start-ups: Wissenschaftliche Erkenntnisse und praktische Erfahrungen (with Elsenmüller, B./Fischer, F./Grampp, M.), Zeitschrift für Klein- und Mittelunternehmen und Entrepreneurship (ZfKE), No. 4/2002, pp. 217-237.
- (2) Marktorientierte Dienstleistungsgestaltung bei B2B-Einkaufsplattformen (with Runge, A.), Thexis, No. 3/2002, pp. 28-34.
- (1) Der Wandel von Erfolgsfaktoren mittelständischer Unternehmen, Zeitschrift für Klein- und Mittelunternehmen und Entrepreneurship (ZfKE), No. 4/2000, pp. 236-251.

**C. Books and Editorships:**

- (5) Frontiers of Entrepreneurship Research 2011 (Co-Editor with Zacharakis, A. et al.), A.M. Blank Center for Entrepreneurship, Babson College, Babson Park, MA, 2011.
- (4) Frontiers of Entrepreneurship Research 2010 (Co-Editor with Zacharakis, A. et al.), A.M. Blank Center for Entrepreneurship, Babson College, Babson Park, MA, 2010.
- (3) Marketingplanung von wagniskapitalfinanzierten Unternehmensgründungen – eine theoretische und empirische Analyse (Research Monograph), Gabler Verlag, 2005.
- (2) Gründungsmanagement – Wie Jungunternehmer Ideen finden, Strategien entwickeln und Wachstum erzielen (Co-Editor, with Henkel, J./Witzler, R.), Frankfurter Allgemeine Buch (FAZ-Institut), 2002.
- (1) Der Wandel von Erfolgsfaktoren mittelständischer Unternehmen. DUV/Gabler, 2000.

#### D. Chapters in Books and Encyclopaedias, Book Reviews:

- (15) Towards an improved Understanding of Knowledge Requirements in Entrepreneurship: An Empirical Investigation of Founder and Opportunity Characteristics (with Dencker, J.), in: J. Brewer, S.W. Gibson (Eds.) *Necessity-Entrepreneurs: Micro-Enterprise Education & Economic Development*, Edward Elgar, 2014.
- (14) Book Review on „Getting to Plan B: Breaking through to a Better Business Model” by J. Mullins/ R. Komisar, in: *Academy of Management Perspectives*, Nr. 3/2010, pp. 93-96.
- (13) Die Ideenumsetzung im Rahmen von Markteintrittsstrategien (with Emes, J.), in: Freiling, J./Kollmann, T./Welling, M. (Eds.) *Entrepreneurial Marketing*, Gabler, Wiesbaden, 2007, pp. 305-322. (new edition: 2014)
- (12) Managing the Process of New Venture Creation: An Integrative Perspective, in: Hanusch, H./Pyka, A., (Eds.), *Neo-Schumpeterian Economics*, Elgar Companion Series, 2007, pp. 182-192.
- (11) Corporate Venturing (with Henkel, J.), in: Albers, S./Gassmann, O., (Eds.) *Handbuch Technologie- und Innovationsmanagement*, Gabler, Wiesbaden, 2005, pp. 137- 153.
- (10) Marketing und Vertrieb, in: Kollmann, T., (Ed.), *Lexikon Unternehmensgründung*, Gabler, Wiesbaden, 2005.
- (9) Book Review on “The Economics of Knowledge” by D. Foray, in: *Journal of Evolutionary Economics*, Nr. 5/2005, Vol. 15, pp. 595-598.
- (8) Finanzielle Entwicklung junger Wachstumsunternehmen (with Harhoff, D./ Tausend, C.), in: Achleitner, A.-K./Bassen, A., (Eds.), *Controlling für junge Unternehmen*, Schaeffer-Poeschel, Stuttgart, 2003, pp. 27-50.
- (7) Transformation as a Challenge: New Ventures on their Way to Viable Entities, in: Füglistaller, U./Pleitner, H.J./Volery, T./Weber, W., (Eds.), *Radical change in the world - will SMEs soar or crash? (Proceedings of the Rencontres de St.Gall 2002)*. Verlag KMU, 2002, pp. 193-201.
- (6) Book Review on “The Entrepreneurial Mindset” by R.G. McGrath/I.C. MacMillan, in: *Schmalenbach Business Review (ZfbF)*, No. 4/2002, pp. 380-381.
- (5) Campus Companies, (with Harhoff, D.), *Betriebswirtschaftliche Forschung und Praxis (BFuP)*, No. 4/2002, pp. 388-401.
- (4) Strategisches Management in Start-ups: Generierung und nachhaltige Sicherung komparativer Wettbewerbsvorteile (with Harhoff, D.), in: Hommel, U./Knecht, T., (Eds.), *Wertorientiertes Start-up Management*. Gabler, Wiesbaden, 2002, pp. 320-334.
- (3) Der Wandel von strategischen Erfolgsfaktoren mittelständischer Unternehmen - eine wirtschaftshistorische Betrachtung, in: Brauchlin, E./Pichler, J.H., (Eds.), *Unternehmer und Unternehmensperspektiven für Klein- und Mittelunternehmen - Festschrift für Hans Jobst Pleitner*. Duncker & Humblot, Berlin, St. Gallen, 2000, pp. 403-419.
- (2) Corporate Venturing, in: Meyer, J.-A./Schwering, M.G., (Eds.), *Lexikon für kleine und mittlere Unternehmen*. Verlag Vahlen, München, 2000, p. 51.
- (1) Chancen und Gefahren für KMU, in: Siegwart, H./Neugebauer, G., (Eds.), *Mega-Fusionen – Analysen, Kontroversen, Perspektiven*. Verlag Paul Haupt, Bern, Stuttgart, Wien, 1998, pp. 391-402.

E. Articles in Non-Refereed Journals:

- (3) L'identification des opportunités de marché par les entreprises technologiques: (with Thiel, J.), in *Revue Economique et Sociale*, No. 3/2009, pp. 25-39
- (2) Passing the torch: Competitive advantage, core capabilities and entrepreneur succession (with Müller, C.), in: *Journal for Management and Development*, No. 2/2002, pp. 36-43.
- (1) Synergiefelder bei Unternehmensgründungen: Managementteams und die Rolle von Universitäten (with Müller, C.), in: *Journal for Management and Development*, No. 6-7/2001, pp. 73-78.

F. Articles published in the Frankfurter Allgemeine Zeitung (FAZ), FAZ.net, The Entrepreneurship Column (Transfer of scientific knowledge to practitioners)

- Die Suche nach der Geschäftsidee (February 20, 2003)
- Quo vadis? Von der Technologie zum Produkt zum Markt (January 9, 2003)
- Vom Personalmanagement in Gründungsunternehmen (November 28, 2002)
- Marketing auf kleinem Fuß (November 7, 2002)
- Gute Zeiten, schlechte Zeiten - Gründerzeiten?! (October 17, 2002)
- Ausbildung zum Entrepreneur (September 19, 2002)
- Mit Meilensteinen zum Start-up-Erfolg (July 25, 2002)
- Der Business Plan - mehr als ein Dokument! (July 11, 2002)
- Was ist Entrepreneurship? (May 23, 2002)
- Planen. Planen? Planen! ...für die Unternehmensgründung (April 18, 2002)
- Mehr als Mode: Strategisches Management (April 11, 2002)
- Wo Engel das Fliegen lehren: Business Angels unter der Lupe (March 28, 2002)
- Erfolgsfaktor Marketing (March 21, 2002)
- Leben mit Damokles: Die Herausforderungen des Gründungsmanagements (February 7, 2002)
- Mit Guerrilla-Marketing in die Offensive (January 31, 2002)
- Business Planning - aber richtig! (December 6, 2001)
- B2B - or not to be (November 8, 2001)
- Unternehmensgründer aus Gewohnheit (November 1, 2001)
- Unternehmensgründer auf Trüffelsuche (September 27, 2001)
- Blick zurück nach vorn: Start-ups während der Industrialisierung (August 30, 2001)
- 100 Jahre Erfolg (August 2, 2001)
- Performance Measurement in der „New“ Economy (June 28, 2001)
- Boom der Gründermessen (May 18, 2001)
- Die Chamäleon-Strategie - Anpassungsfähigkeit als Erfolgsfaktor (May 3, 2001)
- Kunden gesucht: Der Erste ist der Schwerste (March 23, 2001)
- Live and let die: VCs bereinigen ihre Beteiligungsportfolios (March 1, 2001)
- Inkubatoren bereichern Universitäten (November 17, 2000)



## V. RECENT CONFERENCE PRESENTATIONS (SINCE 2008)

- User Entrepreneurship & Founder Identity, Keynote at OUIC Workshop, Harvard Business School, August 2012.
- Private, Communal and Societal Wealth Creation (with E. Fauchart), Academy of Management Conference, Boston, August 2012.
- Founder Identity and Opportunity Identification (with E. Fauchart), Academy of Management Conference, Boston, August 2012.
- The Exploitation of Business Opportunities: Patterns, Biases, and Processes (with Block, J./Petty; J.S.) Babson Entrepreneurship Research Conference, Syracuse, June 2011.
- Inventive Processes and Knowledge Recombination Across Technological Boundaries” (with Harhoff, D./Hoisl, K.), Strategic Management Society Conference, Rome, September 2010.
- How Experience Shapes the Subjective Evaluation of Opportunities (with Brinckmann, J., Kim, S.M.), Babson Entrepreneurship Research Conference, Lausanne, June 2010.
- “This Deal is Dead: A Longitudinal Study of VC Decision Making” (with J. Petty) Academy of Management Conference, Chicago, August 2009.
- “The Jack of All Technologies: Knowledge Recombination across Technological Boundaries” (with Harhoff, D./Hoisl, K.), Academy of Management Conference, Chicago, August 2009.
- “This Deal is Dead: A Longitudinal Study of VC Decision Making” (with J. Petty) Babson-Kauffman Entrepreneurship Research Conference, Babson College, June 2009.
- “The Jack of All Technologies: Knowledge Recombination across Technological Boundaries” (with Harhoff, D./Hoisl, K.), EPIP Conference, Berne, October 3<sup>rd</sup> 2008.
- “Individual, Organizational and Environmental Drivers of Job Creation in New Firms” (with Shah, S./Dencker, J.), Academy of Management (AoM), August 13, 2008.
- “Founder Identity, Opportunity Identification & Firm Heterogeneity” (with Fauchart, E./Shah, S.K.), Harvard-MIT Workshop in User Innovation, August 4, 2008.
- “Individual, Organizational and Environmental Drivers of Job Creation in New Firms” (with Shah, S./Dencker, J.), American Sociological Association Conference, August 2, 2008.
- “Individual, Organizational and Environmental Drivers of Job Creation in New Firms” (with Shah, S./Dencker, J.), Cornell-McGill Research Conference on Institutions & Entrepreneurship, June 25, 2008.
- “Individual, Organizational and Environmental Drivers of Job Creation in New Firms” (with Shah, S./Dencker, J.), Babson-Kauffman Entrepreneurship Research Conference, June 7, 2008.
- “Do European Entrepreneurs evaluate business opportunities differently than US Entrepreneurs? A Conjoint Experiment on Two Continents” (with Brinckmann, J./Rao, V.) Babson-Kauffman Entrepreneurship Research Conference, June 6, 2008.

## **VI. TEACHING ACCOMPLISHMENTS**

### **A. Teaching Interests:**

Innovation and Technology Management, Entrepreneurship, Strategic Management, Technology Commercialization

### **B. Teaching Positions Held:**

Various courses on the Bachelor / Master / Ph.D. Level

Various courses in Executive Education, including

- École Polytechnique Fédérale de Lausanne, EPFL
- University of St. Gallen, HSG
- Rochester-Bern Executive Programs

## **VII. OTHER ACCOMPLISHMENTS & RECOGNITIONS**

- TUM Research Excellence Award, EURAM 2012
- Academic Director, College of Management of Technology EPFL, since April 2009 (tasks include development and implementation of new Bologna Master Program)
- Member of the Global Entrepreneurship Monitor Team, Switzerland 2007
- Adjunct Senior Teaching Fellow, Technion, Haifa, Israel (2009-2013)
- Co-host of the Babson College Entrepreneurship Research Conference Lausanne 2010 (EPFL & IMD)
- Co-director of the Doctoral Consortium, Babson College Entrepreneurship Research Conference 2010
- Co-Founder of a Clean Energy Start-up in 2008