# 2014 Technology Transfer Society Conference

**THURSDAY OCTOBER 23, 2014**

Marriott Inner Harbor, Baltimore, MD, USA

<table>
<thead>
<tr>
<th>TIME</th>
<th>Event</th>
<th>Location</th>
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</table>
| 1:00-3:00 p.m.     | Pre-Conference Paper Development Workshop Group 1  
                    Room: Salon B |                |
|                    | Pre-Conference Paper Development Workshop Group 2  
                    Room: Salon C |                |
| 3:00-6:00 p.m.     | Conference Registration        | Foyer          |
| 6:00-6:45 p.m.     | **OPENING ADDRESS**            | East Ballroom  |
|                    | Igniting Opportunity: Innovation and the Research University  
                    Ronald J. Daniels, President, The Johns Hopkins University |                |
| 6:45-7:45 p.m.     | Cocktail Reception             | East Ballroom  |

Sponsored by:

*Johns Hopkins Carey Business School*
# 2014 Technology Transfer Society Conference

**FRIDAY OCTOBER 24, 2014**  
**Marriott Inner Harbor, Baltimore, MD, USA**

## Continental Breakfast  
**Foyer**  
7:00-8:30 a.m.

### Time | Room: University 1 | Room: University 2 | Room: University 3 | Room: University 4
---|---|---|---|---
**8:30-10:00 a.m.** | **Regional Development 1**  
Reza Djavanshir, Chair  
1. Lasrado, O’Neal, *Constructing and Conducting Economic Impact Studies: A Case Study of UCF’s Business Incubation Program*  
2. Lawton, Bagchi-Sen, *Divergent Trajectories in Technology Driven Economic Development in Europe: The Case of the Healthcare Sector*  
Cheryl Cejka, Chair  
1. Campbell, *Skin in the Game: Does Increased Cost Sharing in Federally Funded Research Suggest Greater Commitment and an Increased Likelihood of Success?*  
2. Geisler, Turchetti, *Evaluation of Technology and Innovation Transfer from R&D to Market: A Reexamination and Some Findings from the STEM Project*  
Peter Gianiodis, Chair  
1. Novak, *Use of Knowledge Commons in Open Innovation Systems: The Case of Free and Open Source Software*  
Gary Anderson, Chair  
1. Hardin, Lanahan, Brun, *State Government Funded R&D as Complements to Federally Funded R&D*  
2. Bercovitz, Feldman, Graddy-Reed, Roach, *Show Me the Money: Dynamics in Academic Research Funding and Implications for Translational Efforts in the Biomedical Fields*  

## Break  
**Foyer**  
10:00-10:15 a.m.
# 2014 Technology Transfer Society Conference

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## KEYNOTE

**The Future of Patenting: Key Trends and Issues in the U.S. and Around the World**  
East Ballroom

<table>
<thead>
<tr>
<th>TIME</th>
<th>Session 5</th>
<th>Session 6</th>
<th>Session 7</th>
<th>Session 8</th>
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</thead>
</table>
| 10:15-11:00 a.m. | Federal R&D Programs  
Nicholas Vonortas, Chair  
1. Lal, *Transformative Research: Separating the Myth from Reality*  
3. Anderson, *The Impact of Federally Performed R&D: 20 Years of Economic Analysis at the National Institute of Standards and Technology* | Accelerating Translation 2  
Albert Link, Chair  
1. Meoli, Vismara, *The Impact of the University Context on the Creation of Academic Spinoffs: Lack of Academic Job Opportunities and Administrative Inadequacy*  
2. Piazza, *Assessing the Survival of SBIR/STTR Grantees*  
Jonathan Pillai, Chair  
2. Hefley, Ding, Rosenbaum, Michaels, Hazelbach, Berry, Somma, Weber, Bradley, Cawley, Chatot, DeFelice, Deely, Dibua, Dobos, Duffy, Hu, Kearns, Kiniry, Magath, Rosenfeld, Strouse, Venema, Yang, *Commercializing Smart Kitchen Technologies: Technology Transfer Pathways from the Lab to the Home*  
Troy Scott, Chair  
1. Gagliardi, Woodell, *Science and Technology Policy Reconsidered*  
2. Liu, Fan, Liu, Rui, *Towards the "Entrepreneurial University Model" — the Chinese Way*  

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| 11:00-12:30 p.m. | Federal R&D Programs  
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<tr>
<th>TIME</th>
<th>Lunch</th>
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<tbody>
<tr>
<td>12:30-2:00 p.m.</td>
<td>Lunch</td>
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**Lunch Salons A, B, C**
# 2014 Technology Transfer Society Conference

**FRIDAY OCTOBER 24, 2014**

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## 2:00-2:45 p.m.

### KEYNOTE

**Academic Drug Discovery as a New Model for BioInnovation**

Barbara Slusher, Director, JHU Brain Science Institute NeuroTranslational Drug Discovery Program

East Ballroom

## Session 9: Incubators and Incubation

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<tr>
<th>Room: University 1</th>
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<tbody>
<tr>
<td>Vernet Lasrado, Chair</td>
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<tr>
<td>1. Laric, Ratinho, <strong>Toward an Aggregate Theory for Business Incubators: Agency, Stewardship, Performance and Satisfaction</strong></td>
</tr>
<tr>
<td>2. Amezcua, Ratinho, Jayamohan, <strong>When do Incubated Firms Perform Better? Exploring the Effects of Strategic Groups and Agglomerated Economies</strong></td>
</tr>
<tr>
<td>3. Lasrado, O’Neal, Ford, Garibay, Sivo, <strong>Do Graduated University Incubator Firms Benefit from Their Relationships with University Incubators?</strong></td>
</tr>
</tbody>
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## Session 10: Corporate Sponsored R&D

<table>
<thead>
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<th>Room: University 2</th>
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<tbody>
<tr>
<td>LaKami Baker, Chair</td>
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<tr>
<td>1. Bercovitz, Feldman, Graddy-Reed, <strong>Does it Matter Who Writes the Check? Sponsor Influence on Academic Research Agreements</strong></td>
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<tr>
<td>2. Drivas, Lei, Merrill, Wright, <strong>Corporate Sponsored Research: New Evidence on a Continuing Controversy</strong></td>
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<td>3. Baker, <strong>Developing a Competitive Advantage through Technology Commercialization</strong></td>
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## Session 11: Regional Development 2

<table>
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<tr>
<th>Room: University 3</th>
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<tbody>
<tr>
<td>Shin’ichi Kato, Chair</td>
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## Session 12: Human Capital and Innovation

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<tr>
<th>Room: University 4</th>
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</thead>
<tbody>
<tr>
<td>Soo Hoon Lee, Chair</td>
</tr>
<tr>
<td>1. Protopogerou, Caloghiro, Vonortas, <strong>The Effect of Company Founders on Young Firms’ Innovative Performance: An Empirical Approach</strong></td>
</tr>
<tr>
<td>2. Washington, Madden, Seay, Watson, <strong>Innovation Speed: The Relation of Design Attitude to Speed of Innovation for Transferring University Technology to Market</strong></td>
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<tr>
<td>3. Subramanian, Choi, Lee, Hang, <strong>Interdependencies Between Educational Level Diversity and Technological Diversity in Innovation Performance</strong></td>
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</tbody>
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## 4:15-4:30 p.m.

Break

Foyer
## Session 13

**Room: University 1**

<table>
<thead>
<tr>
<th>TIME</th>
<th>Topic</th>
<th>Chair</th>
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<tbody>
<tr>
<td>4:30-6:00 p.m.</td>
<td><strong>Industry Innovation System</strong>&lt;br&gt;(author: Bhavya Lal)</td>
<td><strong>Bhavya Lal</strong>, Chair</td>
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<td></td>
<td>2. Huang, Swamidass, Raju, <em>The nature of innovation in emerging industries in China: An exploratory study</em></td>
<td></td>
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## Session 14

**Room: University 2**

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<tr>
<td>4:30-6:00 p.m.</td>
<td><strong>Accelerating Translation 3</strong>&lt;br&gt;(author: Chris Hayter)</td>
<td><strong>Chris Hayter</strong>, Chair</td>
</tr>
<tr>
<td></td>
<td>1. Toole, Czarnitzki, Rammer, <em>University Research Alliances, Absorptive Capacity and Startup Growth: Evidence from Germany</em></td>
<td></td>
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<td></td>
<td>2. Sohn, Lim, <em>Technology Credit Scoring Model for Biotechnology Industry</em></td>
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## Session 14

**Room: University 3**

<table>
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<tr>
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<tbody>
<tr>
<td>6:00-7:30 p.m.</td>
<td><em>Journal of Technology Transfer&lt;br&gt;Editorial Review Board Meeting</em></td>
<td>Albert Link, Editor-in-Chief</td>
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<tr>
<td></td>
<td>2. Huang, Swamidass, Raju, <em>The nature of innovation in emerging industries in China: An exploratory study</em></td>
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**Reception**<br>Salons A, B, C
2014 Technology Transfer Society Conference  
SATURDAY OCTOBER 25, 2014  
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<table>
<thead>
<tr>
<th>TIME</th>
<th>Session 15</th>
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<tbody>
<tr>
<td>7:00-8:30 a.m.</td>
<td>Continental Breakfast Foyer</td>
<td>Foyer</td>
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| 8:30-10:00 a.m. | **Technology Transfer Offices**  
Peter Gianiodis, Chair  
1. Hayter, Link, *On the Economic Impact of University Proof of Concept Centers*  
2. Hewitt-Dundas, *Determinants of Technology Transfer Success: The Effect of University Strategy and Organizational Supports on Technology Transfer Outcomes*  
3. Gagliardi, *Uncovering Academic Entrepreneurship*  
**Entrepreneurship Education**  
Phillip Phan, Chair  
1. Louie, Munshaw, Blakeslee, Ferguson, Marchessault, Gordon, *Discovery to Market – A Program Model for Partnership Between Technology Transfer offices and the Johns Hopkins Carey Business School*  
2. Iacobucci, Micozzi, Micozzi, *Rethinking Entrepreneurship Education within Universities: The Knowledge Sharing as Value Proposition*  
Koichiro Okamura, Chair  
2. Czarnitzki, Doherr, Hussinger, Schliessler, Toole, *Patent Rights and Research Incentives for Knowledge Production and Disclosure: Evidence from a Natural Experiment in Germany*  
3. Drivas, Panagopoulos, *Defensive Patents and the Change of Rules for Calculating US Patent Terms*  
10:00-10:15 a.m. | **Break**  
Foyer                                                                                                                                                                                                                                                                                      |
## 2014 Technology Transfer Society Conference
SATURDAY OCTOBER 25, 2014
Marriott Inner Harbor, Baltimore, MD, USA

### 10:15-11:00 a.m.

**KEYNOTE**
Research in Technology Transfer: Currently Challenges and Future Directions  
Donald Siegel, Dean, University at Albany Business School and President, Technology Transfer Society  
East Ballroom

### Session 18

**TIME**  
Room: University 1

| 11:00-12:30 p.m. | Technology Transfer Offices 2  
Donato Iacobucci, Chair  
1. Fan, Liu, *Study on Influence Factors of University Technology Transfer in China*  
3. Iacobucci, Lazzeri, Micozzi, Piccaluga, *Technology Transfer Offices and Academic Spin-offs: An Empirical Analysis of their Relations*

### Session 19

**TIME**  
Room: University 2

| 11:00-12:30 p.m. | SME Technology Alliances  
Maryann Feldman, Chair  
1. Kuhn, Schneider, Sørensen, *Innovation Vouchers, Science, and Productivity–Evidence from a lottery*  

CONFERENCE ENDS