

## Strategic Entrepreneurship Research

Course No : 02804100

Credit : 2

Prerequisite :

Program : Graduate

Instructor : Lu Jiangyong

Semester : 2015 Fall

Instructor's resume/brief introduction(Within 500 words):

Dr. Jiangyong Lu is a Professor of Strategic Management at Guanghua School of Management, Peking University. He got PhD degree from School of Business at University of Hong Kong. He joined Guanghua in 2009. His current research interests include returnee entrepreneurship and venture capital investment in China and outward FDI from China. He has published more than 20 papers in international journals and more than 10 papers in top Chinese journals. He also coauthored three books.



Instructor's contact information :

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TA's contact information::

Office hour:

周二上午 10 : 00-12:00

### **Program Learning Goals and Objectives**

- 1 **Learning Goal 1** Graduates will be thoroughly familiar with the specialized knowledge and theories required for the completion of academic research.
  - 1.1 Objective 1 Graduates will have a deep understanding of basic knowledge and theories in their specialized area.
  - 1.2 Objective 2 Graduates will be familiar with the latest academic findings in their specialized area and will be knowledgeable about related areas.
  - 1.3 Objective 3 Graduates will be familiar with research methodologies in their specialized area, and will be able to apply them effectively.
- 2 **Learning Goal 2** Graduates will be creative scholars, who are able to write and publish high-quality graduation dissertation and research papers.
  - 2.1 Objective 1 Graduates will write and publish high-quality graduation dissertation and research papers
  - 2.2 Objective 2 Graduates will be critical thinkers and innovative problems solvers.
- 3 **Learning Goal 3** Graduates will have a broad vision of globalization and will be able to communicate and cooperate with international scholars
  - 3.1 Objective 1 Graduates will have excellent oral and written communication skills
  - 3.2 Objective 2 Graduates will be able to conduct efficient academic communication in at

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least one foreign language

- 4 **Learning Goal 4** Graduates will be aware of academic ethics and will have a sense of social responsibility.
- 4.1 Objective 1 Graduates will have a sense of social responsibility.
  - 4.2 Objective 2 Graduates will be aware of potential ethical issues in their academic career.
  - 4.3 Objective 3 Graduates will demonstrate concern for social issues.

### **Course Overview**

Strategic entrepreneurship (SE), as an area of research, borrows from, and integrates entrepreneurial and strategic theoretical perspectives in an attempt to explain competitive advantage and entrepreneurial activity. Discovering and exploiting opportunities is the cornerstone of the entrepreneurial challenge of (emerging) organizations, while strategic management is about advantage seeking actions of organizations. The combination of these perspectives and areas of research generates interesting new theoretical vistas and research questions for examining central organizational phenomena in China and worldwide.

### **Course Objectives**

This seminar has two major purposes. One is to explore important, contemporary issues focused on entrepreneurial topics at the intersection with strategy and international business from a variety of theoretical, methodological, and topic-oriented perspectives. The second is to practice a variety of skills such as synthesizing research, understanding research designs, and developing research questions that should prove useful in your academic careers.

### **Detailed Course Plan**

#### **SESSIONS**

#### **Class #1: Introduction to the course and general discussion on research topics**

##### ***【Required papers】***

- Landstrom, H., Harirchi, G., & Astrom, F. 2012. Entrepreneurship: Exploring the knowledge base. *Research Policy*, 41(7): 1154-1181.
- Sorenson, O. & T. E. Stuart. 2008. Entrepreneurship: A Field of Dreams? *Academy of Management Annals*.2(1): 517-43.
- Rin, M. D., T. F. Hellmann, M. Puri. 2013. A survey of venture capital research, in *Handbook of the Economics and Finance*, 573-648.

##### ***【Optional papers】***

- Aldrich, H. E. 2012. The emergence of entrepreneurship as an academic field: A personal essay on institutional entrepreneurship. *Research Policy*, 41(7): 1240-1248.
- Martin, B. R., Nightingale, P., & Yegros-Yegros, A. 2012. Science and technology studies: Exploring the knowledge base. *Research Policy*, 41(7): 1182-1204.
- Martin, B. R. 2012. The evolution of science policy and innovation studies. *Research Policy*, 41(7): 1219-1239.
- Fagerberg, J., Landstrom, H., & Martin, B. R. 2012. Exploring the emerging knowledge base of 'the knowledge society'. *Research Policy*, 41(7): 1121-1131.
- Clausen, T., Fagerberg, J., & Gulbrandsen, M. 2012. Mobilizing for change: A study of research

units in emerging scientific fields. *Research Policy*, 41(7): 1249-1261.

Bhupatiraju, S., Nomaler, O., Triulzi, G., & Verspagen, B. 2012. Knowledge flows - Analyzing the core literature of innovation, entrepreneurship and science and technology studies. *Research Policy*, 41(7): 1205-1218.

Fagerberg, J., Fosaas, M., & Sappasert, K. 2012. Innovation: Exploring the knowledge base. *Research Policy*, 41(7): 1132-1153.

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## **Class #2: Entrepreneur and Entrepreneurship**

### **【Required papers】**

Shane, S. and S. Venkataraman (2000). "The promise of entrepreneurship as a field of research." *Academy of Management Review* 25(1): 217-226.

Zahra et al., 2001. Dialogue on The promise of entrepreneurship as a field of research. *Academy of Management Review*, 26(1): 8-16.

Shane, S. 2012. Reflections on the 2010 AMR Decade Award: Delivering on the Promise of Entrepreneurship as a Field of Research. *Academy of Management Review*, 37(1): 10-20.

Sarason, Y., Dean, T., & Dillard, J. F. 2006. Entrepreneurship as the nexus of individual and opportunity: A structuration view. *Journal of Business Venturing*, 21(3): 286-305.

Mole, K. F. & Mole, M. 2010. Entrepreneurship as the structuration of individual and opportunity: A response using a critical realist perspective Comment on Sarason, Dean and Dillard. *Journal of Business Venturing*, 25(2): 230-237.

Sarason, Y., Dillard, J. F., & Dean, T. 2010. How can we know the dancer from the dance? *Journal of Business Venturing*, 25(2): 238-243.

### **【Optional papers】**

Venkataraman, S., Sarasvathy, S. D., Dew, N., & Forster, W. R. 2012. Reflections on the 2010 AMR Decade Award: Whither the Promise? Moving Forward with Entrepreneurship as a Science of the Artificial. *Academy of Management Review*, 37(1): 21-33.

Alvarez et al., 2013. Dialogue on The promise of entrepreneurship as a field of research. *Academy of Management Review*, 38(1): 154-166

Carnahan, S., Agarwal, R., & Campbell, B. A. 2012. Heterogeneity in turnover: The effect of relative compensation dispersion of firms on the mobility and entrepreneurship of extreme performers. *Strategic Management Journal*, 33(12): 1411-1430.

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## **Class #3: Organization and Entrepreneurship**

### **【Required papers】**

Hitt, M. A., Ireland, R. D., Sirmon, D. G., & Trahms, C. A. 2011. Strategic Entrepreneurship: Creating Value for Individuals, Organizations, and Society. *Academy of Management Perspectives*, 25(2): 57-75.

Sorensen, J. B. & Fassiotto, M. A. 2011. Organizations as Fonts of Entrepreneurship. *Organization Science*, 22(5): 1322-1331.

Kacperczyk, A. J. 2012. Opportunity Structures in Established Firms: Entrepreneurship versus Intrapreneurship in Mutual Funds. *Administrative Science Quarterly*, 57(3): 484-521.

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#### **Class #4: Relation (Network) and Entrepreneurship**

##### **【Required papers】**

- Kwon, S.-W., Heflin, C., & Ruef, M. 2013. Community Social Capital and Entrepreneurship. *American Sociological Review*, 78(6): 980-1008.
- Campbell, B. A., Ganco, M., Franco, A. M., & Agarwal, R. 2012. Who leaves, where to, and why worry? Employee mobility, entrepreneurship and effects on source firm performance. *Strategic Management Journal*, 33(1): 65-87.
- Zott, C. & Huy, Q. N. 2007. How Entrepreneurs Use Symbolic Management to Acquire Resources. *Administrative Science Quarterly*, 52(1): 70-105.

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#### **Class #5: Institution and Entrepreneurship**

##### **【Required papers】**

- Tolbert, P. S., David, R. J., & Sine, W. D. 2011. Studying Choice and Change: The Intersection of Institutional Theory and Entrepreneurship Research. *Organization Science*, 22(5): 1332-1344.
- Battilana, J., B. Leca, E. Boxenbaum. 2009. How actors Change Institutions: Towards a Theory of Institutional Entrepreneurship. *Academy of Management Annals*, 3(1): 65-107
- Sine, W. D. & Lee, B. H. 2009. Tilting at Windmills? The Environmental Movement and the Emergence of the US Wind Energy Sector. *Administrative Science Quarterly*, 54(1): 123-155.

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#### **Class #6: Cross-nation and Entrepreneurship**

##### **【Required papers】**

- Oviatt, B. M. & McDougall, P. P. 2005. The internationalization of entrepreneurship. *Journal of International Business Studies*, 36(1): 2-8.
- Oviatt, B. M. & McDougall, P. P. 2005. Toward a theory of international new ventures. *Journal of International Business Studies*, 36(1): 29-41.
- Jones, M. V., Coviello, N., & Tang, Y. K. 2011. International Entrepreneurship research (1989-2009): A domain ontology and thematic analysis. *Journal of Business Venturing*, 26(6): 632-659.

##### **【Optional papers】**

- Kiss, A. N., Danis, W. M., & Cavusgil, S. T. 2012. International entrepreneurship research in emerging economies: A critical review and research agenda. *Journal of Business Venturing*, 27(2): 266-290.
- Keupp, M. M. & Gassmann, O. 2009. The Past and the Future of International Entrepreneurship: A Review and Suggestions for Developing the Field. *Journal of Management*, 35(3): 600-633.

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**Class #7: Organization and Venture Capital****【Required papers】**

- Sahlman, W. A., 1990, The structure and governance of venture-capital organizations, *Journal of Financial Economics*, 27: 473-521.
- Wasserman, N. 2008. Revisiting the strategy, structure, and performance paradigm: The case of venture capital. *Organization Science*, 19(2): 241-259.
- Hsu, D., & M. Kenney, 2005, Organizing venture capital: the rise and demise of American Research & Development Corporation, 1946-1973. *Industrial and Corporate Change*, 14 (4): 579-616.

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**Class #8: Relation (Network) and Venture Capital****【Required papers】**

- Rider, C. I. 2012. How Employees' Prior Affiliation Constrain Organizational Network Change: A Study of U.S. Venture Capital and Private Equity. *Administrative Science Quarterly*, 57(3): 453-483.
- Hochberg, Y. V., A. Ljungqvist, et al. 2007. Whom you know matters: Venture capital networks and investment performance. *Journal of Finance*, 62(1): 251-301.
- Sorenson, O. & Stuart, T. E. 2008. Bringing the context back in: Settings and the search for syndicate partners in venture capital investment networks. *Administrative Science Quarterly*, 53(2): 266-294.

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**Class #9: Institution and Venture Capital****【Required papers】**

- Lerner, J. & Tag, J. 2013. Institutions and venture capital. *Industrial and Corporate Change*, 22(1): 153-182.
- Guler, I. 2007. Throwing good money after bad? Political and institutional influences on sequential decision making in the venture capital industry. *Administrative Science Quarterly*, 52: 248-285.
- Lu, H., Tan, Y., & Huang, H. 2013. Why do venture capital firms exist: An institution-based rent-seeking perspective and Chinese evidence. *Asia Pacific Journal of Management*, 30(3): 921-936.

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**Class #10: Cross-nation and Venture Capital****【Required papers】**

- Humphery-Jenner, M. & Suchard, J.-A. 2013. Foreign venture capitalists and the internationalization of entrepreneurial companies: Evidence from China. *Journal of International Business Studies*, 44(6): 607-621.
- Guler, I. & Guillen, M. F. 2010. Home country networks and foreign expansion: evidence from the venture capital industry. *Academy of Management Journal*, 53(2): 390-410.
- Gu, Q. A. & Lu, J. W. 2011. Effects of inward investment on outward investment: The venture capital industry worldwide 1985-2007. *Journal of International Business Studies*, 42(2): 263-284.

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## **Class #11: Wrap-up class: Cross-level and integrating research opportunities on entrepreneurship, innovation and venture capital**

### **Final Exam:**

### **Teaching Methods**

We share responsibility for discussing the readings and raising issues. You are expected to do all of the required readings and to be prepared to discuss the readings (singly and collectively) in class on the assigned day. I require every student to be prepared to speak about the week's assigned readings, and will assign one student with primary responsibility for co-leading the discussion every week. The class format will involve some introductory remarks by me, followed by a group discussion of your analyses of the papers for the day. "Analyzing" means laying out:

- research question(s)
- central arguments and hypotheses as appropriate
- for empirical papers, methods (research design, sample, data collection, construct measures, analytic techniques) and results
- key conclusions
- strengths, weaknesses, contributions to the literature, and interesting areas/questions for discussion.

We will conclude class by synthesizing the connections among the readings.

### **IT tools to be used in the classroom**

Computer and Projector

### **Textbooks**

None (Learning and class discussion is based on journal articles, not books)

### **References & Readings**

Fayolle, A. & M. Wright, How to Get Published in the Best Entrepreneurship Journals, Edward Elgar, 2014.

### **Videos, CD-ROMs and other adjunct learning resources used**

None

### **Rules students must follow**

Grading is based on homework (50%) and class participation (10%) and class discussion (30%)

### **Course Assessment**

The general course requirements are:

1. Homework (50%):
  - a) You will be asked to write about 10 hypothetical reviewer reports and author

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responses during the course. The **students themselves** will grade on your homework.

2. Class participation (10%):

- a) One will lose the 3% if you are absent for one class. One will lose the 10% if you are absent for two classes. One will lose the grade (100%) of the course if you are absent for three or more classes. The **professor** will grade on your class participation.

3. Class discussion (40%)

- a) In the classroom, each student is expected to contribute to discussions. The **classmates** will evaluate contribution of individual students.