

Strategic Entrepreneurship Research

课程编号: 02804100

授课对象: 博士研究生

学分: 2

任课教师: 路江涌

课程类型: 必修

开课学期: 2014 秋

先修课程:

任课教师联系方式: lujiangyong@gsm.pku.edu.cn

辅导、答疑时间: 周一上午 10: 00-12:00

一、项目培养目标

学习目标 1 系统掌握从事学术研究所需要的专业知识及理论。

具体目标 1、系统掌握本学科基础知识及基本理论

具体目标 2、掌握本学科前沿知识和理论、具有足够的相关领域的知识

具体目标 3、熟练掌握本学科的研究方法

学习目标 2 具有从事创新性研究的能力; 能够撰写并发表高质量的毕业论文和学术论文

具体目标 1、撰写高质量的毕业论文和学术论文

具体目标 2、具有高水平的分析能力和批判思维能力, 能够创造性地解决问题

学习目标 3 具有宽阔的国际视野, 能够与国际学者进行交流、合作的能力。

具体目标 1、具有优秀的口头交流和文字交流能力

具体目标 2、能够熟练地运用至少一门外语进行学术交流与沟通

学习目标 4 了解学术伦理, 具有强烈的社会责任感、关注社会问题

具体目标 1、了解社会责任感的重要性

具体目标 2、了解学术生涯中的学术道德问题

具体目标 3、关注现实社会问题

二、课程概述

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) organisations, while strategic management is about advantage seeking actions of organisations. The combination of these perspectives and areas of research generates

interesting new theoretical vistas and research questions for examining central organisational phenomena in China and worldwide.

三、课程目标（包括学生所提高的技能要求），本课程目标如何服务于项目的培养目标

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.

四、内容提要及学时分配

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., & Sapprasert, K. 2012. Innovation: Exploring the knowledge base. *Research Policy*, 41(7): 1132-1153.

Discussion in CLASS #1: Topic choice

George, 2012, Publishing in AMJ for non-U.S. Authors, *Academy of Management Journal*

Colquitt, J. A. & George, G. 2011. Publishing in AMJ-Part 1: *Topic Choice*. *Academy of Management Journal*, 54(3): 432-35.

Homework #1: Read the theoretical paper (1st submission), and write **2-page** comments to the author hypothesizing you are a reviewer of the submission. You have **1 week** for the homework.

***Note: Materials for homework will be distributed after the class.**

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.

Discussion in CLASS #2: Homework #1

Discussion in CLASS #2: Research design

Bono, J. E. & McNamara, G. 2011. Publishing in AMJ-Part 2: Research Design. *Academy of Management Journal*, 54(4): 657-60.

Homework #2: Read the decision letter and comments from real reviewers of the paper (1st submission), and write strategic plan for the revision of the paper. Please try to address each comment from the editor and reviewer. You have **1week**s for the homework.

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.

Discussion in CLASS #3: Homework #2

Discussion in CLASS #3: Setting the hook

Grant, A. M. & Pollock, T. G. 2011. Publishing in AMJ-Part 3: Setting the Hook. *Academy of Management Journal*, 54(5): 873-79.

Homework #3: Read the revised paper and the response letter (2nd submission), and write **2-page** comments to the author hypothesizing you are a reviewer of the submission. You have **1 week** for the homework.

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.

Discussion in CLASS #4: Homework #3

Discussion in CLASS #4: Grounding hypotheses

Sparrowe, R. T. & Mayer, K. J. 2011. Publishing in AMJ-Part 4: Grounding Hypotheses. Academy of Management Journal, 54(6): 1098-102.

Mayer, 2013, Integrating theories in AMJ articles, Academy of Management Journal, 56(4): 917-922.

Homework #4: Read the decision letter and comments from real reviewers of the paper (2nd submission), and write strategic plan for the revision of the paper. Please try to address each comment from the editor and reviewer. You have **1week** for the homework.

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 Annuals, 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.

Discussion in CLASS #5: Homework #4

Discussion in CLASS #5: Methods and results

Zhang, Y. & Shaw, J. D. 2012. Publishing in AMJ-Part 5: Crafting the Methods and Results. Academy of Management Journal, 55(1): 8-12.

Combs, 2010, Big Samples and Small Effects Let's not Trade Relevance and Rigor for Power, Academy of Management Journal, 53: 9-13

Homework #5: Read the revised paper and the response letter (on the 3rd submission), and write **1-page** comments to the author hypothesizing you are a reviewer of the

submission. You have **1 week** for the homework.

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.

Discussion in CLASS #6: Homework #5

Discussion in CLASS #6: Implication

Geletkanycz, M. & Tepper, B. J. 2012. Publishing in AMJ-Part 6: Discussing the Implications. Academy of Management Journal, 55(2): 256-60.

Homework #6: Read the conditional acceptance decision letter and comments from real reviewers of the paper (on the 3rd submission), the 4th submission, and the final version of the paper. Write a reflection of the R&R process. You have **1 week** for the homework.

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.

Discussion in CLASS #7: Homework #6

Homework #7: Read the second empirical paper (1st submission), and write **2-page** comments to the author hypothesizing you are a reviewer of the submission. You have **1 week** for the homework.

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.

Discussion in CLASS #8: Homework #7

Homework #8: Read the decision letter and comments from real reviewers of the second empirical paper (1st submission), and write strategic plan for the revision of the paper. Please try to address each comment from the editor and reviewer. You have **1 weeks** for the homework.

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.

Discussion in CLASS #9: Homework #8

Homework #9: Read the revised paper and the response letter (2nd submission), and write **2-page** comments to the author hypothesizing you are a reviewer of the submission. You have **1 week** for the homework.

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.

Discussion in CLASS #10: Homework #9

Homework #10: Read the decision letter and comments from real reviewers of the

paper (2nd submission), and write strategic plan for the revision of the paper. Please try to address each comment from the editor and reviewer. You have **1weeks** for the homework.

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

【Required papers】

Homework #11: Read the revised paper and the response letter (on the 3rd submission), and write **1-page** comments to the author hypothesizing you are a reviewer of the submission. You have **1 week** for the homework.

Discussion in CLASS #11: Homework #10

Discussion in CLASS #11: OPEN DISCUSSION

五、教学方式

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.

六、教学过程中 IT 工具等技术手段的应用

Computer and Projector

七、教材

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

八、参考书目

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

九、教学辅助材料，如 CD、录影等

None

十、课程学习要求及课堂纪律规范

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

十一、学生成绩评定办法（需详细说明评估学生学习效果的方法）

The general course requirements are:

1. Homework (50%):

- a) You will be asked to write about 10 hypothetical reviewer reports and author 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.