

**2024 Roundtable for Engineering Entrepreneurship Research  
(REER) Conference**

Scheller College of Business, Room 103 – 800 West Peachtree St., NW Atlanta GA

**NOVEMBER 1-2, 2024**

**PROGRAM**

VERSION: OCTOBER 30, 2024



**CONFERENCE INFORMATION AND PAPERS:** [https://bit.ly/reer\\_2024](https://bit.ly/reer_2024)

**Friday, November 1**

**Presenters in Bold**

11:00am — 12:00 PM *Lunch (boxed, can brought into conference room if arriving late)*  
12:00pm — 12:10 PM *Welcome and Introductions*  
12:10pm — 12:45PM *AOM TIM Lifetime Achievement Award honoring Paula Stephan*

*Bridging Academia and Industry: Talent and the Commercial Value of Science*

1:00 – 1:45 PM *Measuring the Commercial Potential of Science*  
Roger Masclans-Armengol, Sharique Hasan, **Wes Cohen** (Duke)  
Discussant: Frank Rothaermel (Georgia Tech)

1:45 – 2:30 PM *Competing for Scientific Talent: Industry vs. Academia*  
**Justine Boudou** (HBS)  
Discussant: Janet Bercovitz (Colorado)

*The Ecosystem of Entrepreneurship: Physical Spaces and Strategic Interventions*

2:45 – 3:30 PM *Learning to Quit: A Multi-Year Field Experiment with Innovation-Driven Entrepreneurs*  
Esther Bailey (Houston), **Daniel Fehder** (USC Marshall), Eric Floyd (UCSD), Yael Hochberg (Rice), Daniel Lee (Delaware)  
Discussant: David Hsu (Wharton)

3:30 – 4:15 PM *Third Places and Neighborhood Entrepreneurship: Evidence from Starbucks Cafés*  
Jinkyong Choi, **Jorge Guzman**, Mario Small (Columbia)  
Discussant: Maria Roche (HBS)

*Shaping Science and Innovation: Industry and Contests as Drivers of Research*

4:30 – 5:15 PM *Commercializing Contrarian Ideas: Evidence from AI Contests*  
**Luca Gius** (MIT Sloan)  
Discussant: Milan Miric (USC Marshall)

5:15 – 6:00 PM *How Does Industry Shape Academic Science? Evidence from 'Million Dollar Plants'*  
**Hongyuan Xia** (Cornell)  
Discussant: Maryann Feldman (Arizona State)

*Reception and Dinner*

6:30 – 9:30 PM *Peachtree Club, 28<sup>th</sup> Floor, 999 Peachtree Street NE*

## Saturday, November 2

8:00 – 9:00 AM Breakfast

### Barriers to Innovation: Communication Gaps and Geopolitical Tensions

9:00 – 9:45 AM *Building a Wall Around Science: The Effect of U.S.-China Tensions on International Scientific Research*  
Robert Flynn (Boston), **Britta Glennon** (Wharton), Raviv Murciano-Goroff (Boston)  
Discussant: Pierre Azoulay (MIT)

9:45 – 10:30 AM *Lost in Translation? Science Communication and The Commercial Diffusion of Ideas*  
**Saqib Mumtaz** (UC Berkeley)  
Discussant: Peter Thompson (Georgia Tech)

### AI in Action: Strategic Shifts in Work, Learning, and Labor Markets

10:50 – 11:35 AM *Generative AI and Distributed Work: Evidence from Open Source Software*  
**Manuel Hoffmann** (HBS), Sam Boysel (HBS), Frank Nagle (HBS), Sida Peng (Microsoft), Kevin Xu (GitHub)  
Discussant: Annamaria Conti (IE Business School)

11:35 – 12:20 PM *Strategic Responses to Technological Change: Evidence from ChatGPT and Upwork*  
Shun Yiu (Wharton), Rob Seamans (NYU Stern), **Manav Raj** (Wharton), Ten Liu (Upwork Research Institute)  
Discussant: Xiang Hui (WashU)

12:20 – 12:30 PM Closing Remarks  
12:30 PM Boxed Lunch

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### ORGANIZING COMMITTEE:

Marco Ceccagnoli, Stuart Graham, Astrid Marinoni,  
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