

**2025 Roundtable for Engineering Entrepreneurship Research (REER)
In Honor of Marie Thursby (1947-2025)**

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

NOVEMBER 7-8, 2025

PROGRAM

VERSION: NOVEMBER 6, 2025

CONFERENCE INFORMATION AND PAPERS: [HTTPS://BIT.LY/REER 2025](https://bit.ly/reer_2025)

Friday, November 7

Presenters in Bold

11:00am — 12:00 PM

Lunch (boxed, can be brought into room if arriving late)

12:00pm — 12:20 PM

Welcome, Marie Thursby In Memoriam, and Introductions

Science-Based Entrepreneurship: Incentives & Value Capture

12:20 – 1:10 PM

Science, Startups, and the Problem of Value Capture:

Thin Acquisition Markets, Weak Outside Options

Roger Masclans (Duke Fuqua)

Discussant: Matt Marx (Cornell Dyson)

1:10 – 2:00 PM

The Burden of University Equity Stakes for Spin-outs

Thomas Hellmann (Oxford Saïd), Junida Mulla (Oxford Saïd), **Matthias Qian** (ESMT Berlin)

Discussant: Hong Luo (Toronto Rotman)

Information Shocks, Market Signals, and Strategic Response

2:20 – 3:10 PM

Negative Product Disclosure and Innovation

Colleen Cunningham (Utah Eccles), Jennifer Kao (UCLA Anderson)

Discussant: Josh Krieger (Harvard Business School)

3:10 – 4:00 PM

Should I Stay or Should I Go: Startup Repositioning Following Rival Acquisitions

John McKeon (Boston Questrom)

Discussant: Sharique Hasan (Duke Fuqua)

The Infrastructure of Science: Instruments & Data Standards

4:20 – 5:10 PM

Instrumental Burden:

Rising Capital Intensity in Science and Consequences for Innovation

Jungkyu Suh (NYU Stern)

Discussant: Carolyn Stein (UC Berkeley Haas)

5:10 – 6:00 PM

How Digitization Shapes Scientific Collaboration:

Evidence from Electronic Health Records

Max Wang (Columbia GSB)

Discussant: Matteo Tranchero (UPenn Wharton)

Reception and Dinner

6:30 – 9:30 PM

Rowdy Tiger Restaurant (in Renaissance Hotel), 866 W Peachtree St NW

Saturday, November 8

8:00 – 9:00 AM Breakfast

Experimentation at Scale in the AI Era

9:00 – 9:50 AM *If You Had One Shot: Scale and Herding in Innovation Experiments*
Ashish Arora, Sharique Hasan, **William Miles** (Duke Fuqua)
Discussant: Scott Stern (MIT Sloan)

9:50 – 10:40 AM *When AI Meets Entrepreneurship: Evidence from the Commercialization of ChatGPT*
Edoardo Marchesi (Chicago Booth), Sixun Tang (Chicago Booth)
Discussant: Bo Cowgill (Columbia GSB)

System Constraints on Innovation: Institutions & Borders

11:00 – 11:50 AM *Global Science Sustains U.S. Innovation*
Christopher Esposito (UCLA Anderson)
Discussant: Megan MacGarvie (Boston Questrom)

11:50 – 12:40 PM *When Low Performance Takes Root: Deadwood and Delay at the U.S. Patent Office*
Christina A. Nguyen (MIT Sloan)
Discussant: Deepak Hegde (NYU Stern)

12:40 – 12:50 PM Closing Remarks

12:50 PM Boxed Lunch

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