

RESEARCH/PUBLICATIONS

A. Editorships

Editor: *Journal of Business Venturing*
Series Editor, Innovation, Yale University Press
Series Editor: New Horizons in Entrepreneurship, Edward Elger Press
Co-Editor: Entrepreneurship and Ethics, The Ruffin Series, #3, A publication of the Society for Business Ethics

B. Publications

1. Books

The Portable MBA, Fourth Edition. (with R. Bruner, M. Eaker, R.E. Freeman, R. Spekman, and E. Teisberg) New York, NY: John Wiley. 2003.

The innovation journey. (With A. H. Van de Ven, D. Polley, and R. Garud). Oxford University Press. 1999.

2. Published Papers (* = Peer reviewed Journals)

2006

*Aspirations, market offerings and the pursuit of entrepreneurial opportunities. With Joo-Heon Lee. *Journal of Business Venturing*, Vol. 21(1), 107-123.

*Innovative stakeholder relations: When “Ethics” pays (and When it doesn’t). With Troy Harting and Susan Harmeling. *Business Ethics Quarterly*, Vol. 16(1), 43-68.

2005

*Why Stockholder and Stakeholder Theories are Not Necessarily Contradictory: A Knightian Insight. *Journal of Business Ethics*, Vol. 61(3): 249-262.

*An Empirical Study of the Transition from Paid Work to Self-Employment. *Journal of Entrepreneurial Finance and Business Ventures*, Vol. 10(1): 1-16.

Entrepreneurship and Ethics. In Dictionary of Ethics, R. Edward Freeman and Patricia Werhane (Editors), Blackwell Press, Pp. 170-175.

Entrepreneurial opportunity. In Encyclopedic Dictionary of Entrepreneurship. Michael Hitt and Duane Ireland (Editors), Blackwell Press. Pp.100-103.

2004

* Not walls, windows! Capture value in the digital age. (With Sam Bodily). *Journal of Business Strategy*. Vol. 25 (3), 15-25.

* The economic implications of exaptation. (With Nicholas Dew and Saras Sarasvathy). *Journal of Evolutionary Economics*. Vol. 14(1) 69-85.

Entrepreneurial opportunities. In *Next Generation Business Handbook*. Subir Chowdhury (Editor). John Wiley & Sons: NJ., 666-679.

* Dispersed knowledge and an entrepreneurial theory of the firm. (With Nicholas Dew and Rama Velamuri.) *Journal of Business Venturing*. Vol 19 (5), 659-680.

* Regional transformation through entrepreneurship. *Journal of Business Venturing*. Vol. 19 (1), 153-167.

2003

* Doctoral education in the field of entrepreneurship. (With C. G. Brush, et. al.) *Journal of Management*, Vol. 29(3), 309-331.

Guest editors' introduction to the special issue on technological entrepreneurship. With Scott Shane. *Research Policy*, Vol. 32 (2), 181-184.

Entrepreneurship: Creating something new and of enduring value with very limited resources. The Portable MBA, Fourth Edition. New York, NY: John Wiley. 2003.

Three views of entrepreneurial opportunity. (With Saras Sarasvathy, Nicholas Dew and Rama Velamuri). In Handbook of Entrepreneurship, Zolton Acs (Editor). Boston, MA:Kluwer Academic Press, 141-160.

2002

* The role of irreversibilities in competitive interaction: Behavioral considerations from Organization Theory. (With Ming-Jer Chen, Ian MacMillan and Sylvia Black). *Managerial and Decision Economics*.

* Stakeholder value equilibration and the entrepreneurial process. *Special Issue of the Society for Business Ethics*. The Ruffin Series # 3.

2001

Strategy and entrepreneurship: Outlines of an untold story. (With Saras Sarasvathy). In Handbook of Strategic Management, Michael Hitt, R. Edward Freeman, and Jeffrey Harrison, (Editors), MA: Blackwell Publishers, 650-668, 2001.

* Entrepreneurship as a field of research: Encouraging dialogue and debate. (With Scott Shane). In the Dialogue section, *Academy of Management Review*. Vol 26 (1): 8 -16.

2000

* The promise of entrepreneurship as a field of research. (With Scott Shane). *Academy of Management Review*. Vol. 25 (1): 217-226.

Reprinted in the Foundations of Entrepreneurship, Scott Shane (Editor), Edward Elgar Press, 2002.

1998

* Hostile environmental jolts, transaction set and new business development. (With A. H. Van de Ven). *Journal of Business Venturing*, Vol. 13 (3), 231- 255.

* Network effects and technology adoption in US telecommunications. (With S. Majumdar). *Strategic Management Journal*, Vol. 19 (11), 1045-1062.

1997

The distinctive domain of entrepreneurship research. In Advances in entrepreneurship, firm emergence and growth, Volume III, J. Katz (ed.). JAI Press, Vol. 3, 119 - 138.

Reprinted in the Foundations of Entrepreneurship, Scott Shane (Editor), Edward Elgar Press, 2002.

Anticipating reactions: Factors that shape competitor responses. (With Ming Jer Chen and I. C. MacMillan). In G. Day and D. Reibstein (eds.), Wharton on competitive strategies. John Wiley & Sons, New York: NY.

1996

* Renegade and rational championing strategies: The influence of individualism-collectivism. (With S. Shane). *Organization Studies*, Vol. 17(5), 751-771.

* Innovation, Competitive advantage and rent: A Model and test. (With R. McGrath, M. Tsai, and I. C. MacMillan). *Management Science*, March, Vol. 423 (3), 389-403.

Extraordinary feats of entrepreneurial enterprise: Strategies of sustained rapid growth. (With Thomas Kraemer). In S. Birley and I. C. MacMillan (Eds.). Proceedings of the fourth global conference on entrepreneurship. 1996, Routledge, 82-107. (Previous versions published in *Frontiers of Entrepreneurship Research*, 1993; and *PDMA Proceedings*, 1993.)

Choice of organizational mode in new business development: Theory and propositions. (With I. C. MacMillan). Entrepreneurship: 2000, D. Sexton and R. Smilor, (eds.). Upstart Publishing, Chicago: Illinois.

1995

* Defining and developing competence - A strategic process paradigm. (With R. McGrath, and I.C. MacMillan). *Strategic Management Journal*, Vol., 16 (4), 251-275.

* Cultural differences in innovation championing strategies. (With S. Shane, and I. C. MacMillan). *Journal of Management*, Vol. 21 (5).

1994

* Developing an entrepreneurship game for teaching and research. (With Murray Low and V. Srivatsan). *Simulation and Gaming*, Vol., 25 (3), 386-404.

* The advantage chain: Antecedents to rents from internal corporate ventures. (With R. McGrath and I. C. MacMillan). *Journal of Business Venturing*, Vol. 9 (5), 350-369.

* The effects of liabilities of age and size on autonomous sub-units of established firms in the steel distribution industry. (With M. Low). *Journal of Business Venturing*, Vol. 9 (3): 189-204.

* The effects of cultural differences in new technology championing behavior within firms. (With S. Shane, and I. C. MacMillan). *Journal of High Technology Management Research*, Vol. 5 (2), 163-181.

1993

* New technology adoption in US telecommunications: The role of competitive pressures and firm-level inducements. (With S. Majumdar). *Research Policy*, Vol. 22, 521-536.

* The design of information technology planning systems for varying organizational contexts. (With V. Sambamurthy and G. DeSanctis). *European Journal of Information Systems*, Vol. 2(1), 23-35.

* Renegade and rational innovation championing strategies in global corporations. (With S. Shane). *Academy of Management, Best Paper Proceedings*, August, 85-89.

The outcomes of corporate venturing and corporate renewal: An assessment framework. (With R. McGrath, and I. C. MacMillan). PDMA Proceedings, 13-21.

Some central tensions in the management of corporate venturing. (With S. Shane, R. McGrath, and I. MacMillan). In S. Birley and I. MacMillan (Eds.), Proceedings of the second global conference on entrepreneurship, 177-199.

Championing behavior: A study of large Japanese organizations. (With T. Ohe, S. Sano, S. Honjo, S. Shane, and I. MacMillan). Frontiers of Entrepreneurship Research, 427-436.

1992

* Measuring outcomes in corporate venturing: An alternative perspective. (With R. McGrath and I. C. MacMillan). *Academy of Management, Best Paper Proceedings*, August, 85-89.

Desirable disappointment : Capitalizing on failures in new corporate ventures. (With R. McGrath, I. C. MacMillan, and O. Boulind). Frontiers of Entrepreneurship Research, 537-551.

Progress in research on corporate venturing. (With I. C. MacMillan, and R. McGrath), in D.L. Sexton (ed.), State of the art in Entrepreneurship Research, 487-519, Boston, MA: PWS-Kent publishing.

1990

* Starting up in a turbulent environment: A process model of failure among firms with high customer dependence. (With A.H. Van de Ven, J. Buckeye, and R. Hudson). *Journal of Business Venturing*, Vol 5 (5), 277-295.

1989

Process of new business creations in different organizational settings. (With A.H. Van de Ven, D. Polley, and R. Garud), in A.H. Van de Ven, H. Angle, and M. Scott-Poole (eds.). Research on the Management of Innovation, 221-297, New York, NY: Harper and Row (Ballinger division).

3. Cases

Pedero Medina (A)

PepsiCo: The Challenge of Growth through Innovation

Intel Corporate Venturing, Darden Case Collection, DEMS # UVA-ENT-0011.

Unilever: Corporate Venturing and Environmental Sustainability (A). Darden Case Collection, DEMS # UVA-E-0152. (With Mike Gorman and Pat Werhane).

Qnetics new business creation case. 1989. (With A. H. Van de Ven), in A.H. Van de Ven, H. Angle, and M. Scott-Poole (eds.). Research on the Management of Innovation, NY: Harper and Row (Ballinger division), 228-243 .

4. Other Materials

Associate Editor's Note. *Journal of Business Venturing*. Vol. 9, 3-6. 1994.

Book review of Time, Chance and Organizations: Natural Selection in a Perilous Environment, by Herbert Kaufman. Reviewed by S. Venkataraman and A.H. Van de Ven. *American Journal of Sociology*, Vol. 94, 201- 204, July 1988.

5. Refereed/competitive paper presentations

Aspiration level, labor market evaluation, and the decision to become an entrepreneur. (With Joo-Heon Lee.) Academy of Management Meetings, Washington, D.C., August 2001.

Extraordinary feats of entrepreneurial enterprise, INFORMS-KORMS, Seoul, S. Korea, 2000.

A rivalry model of venture capitalists and business angels and competitive advantages. (With Joo-Heon Lee). Academy of Management Conference, San Diego, CA, 1998.

Some methodological considerations in entrepreneurship research. Academy of Management Conference, Cincinnati, OH, 1996.

Renegade and rational innovation championing strategies in global corporations. S. Shane and S. Venkataraman. Academy of Management Conference, Atlanta, 1993.

Cultural differences in innovation championing strategies. S. Shane and S. Venkataraman. Academy of Management Conference, Atlanta, 1993.

Measuring outcomes in corporate venturing: An alternative perspective, R. McGrath, S. Venkataraman, and I. C. MacMillan. Academy of Management Conference, Las Vegas, 1992.

Desirable disappointments: Learning from disappointments in corporate venturing, R. McGrath, S. Venkataraman, I. C. MacMillan, and O. Boulind, Babson Entrepreneurial Conference, Fontainebleau, June, 1992.

Micro-market structure and the propensity of innovativeness in U. S. Telecommunications, S. Majumdar and S. Venkataraman. Academy of Management Conference, Miami, 1991.

On the nature of critical relationships: A test of the liabilities of age and size hypotheses, S. Venkataraman and Murray Low. Babson Entrepreneurial Conference, Pittsburgh, April, 1991.

New business creations in the small business context, S. Venkataraman. Academy of Management Conference, New Orleans, 1987.

A process model of small business failure, J. Buckeye, R. Hudson, A. H. Van de Ven, and S. Venkataraman. Academy of Management Conference, Chicago, 1986.

Longitudinal study of new business start-ups, J. Buckeye, R. Hudson, A. H. Van de Ven and S. Venkataraman. Academy of Management Conference, San Diego, 1985.

7. Invited presentations

Regional transformation through entrepreneurship. IESE, Barcelona, Spain, September 2005.

Ethics and entrepreneurship. IESE, Barcelona, Spain, September 2005.

The role of entrepreneurship education in regional transformation. ISB, Hyderabad, India, August, 2005.

Enabling entrepreneurship: Shifting the paradigm on entrepreneurship education. UNECE Conference, February 2005.

Enabling entrepreneurship: Shifting the paradigm on entrepreneurship education. Lecture on behalf of the US Department of Commerce at Stockholm, Sweden, October 2004.

Enabling entrepreneurship: Shifting the paradigm on entrepreneurship education. Lecture on behalf of the US Department of Commerce at Temprere, Finland, October 2004.

Enabling entrepreneurship: Shifting the paradigm on entrepreneurship education. Sao Paolo, Brazil, October 2004.

What gets sent to JBV and what gets published: An Editors View. First West Coast Conference on Entrepreneurship, Sao Paolo, Brazil, October, 2004.

The Challenge of Innovation, Young Entrepreneurs' Association, Hyderabad Chapter, India, August 2004

Enabling entrepreneurship: Shifting the paradigm on entrepreneurship education. Lecture on behalf of the US Department of Commerce at Lima, Peru, March 2004.

Enabling entrepreneurship: Shifting the paradigm on entrepreneurship education. Conference on education in emerging markets, organized by the International Finance Corporation, January 2004.

Enabling entrepreneurship: Shifting the paradigm on entrepreneurship education. Presented to a Japanese delegation from MITI arranged by US Department of Commerce, USA, January 2004.

What gets sent to JBV and what gets published: An Editors View. First West Coast Conference on Entrepreneurship, University of Washington, Seattle, September 2003.

Regional transformation through entrepreneurship, Keynote lecture at University of Los Andes, honoring distinguished entrepreneur, Mr. Echavarria, Bogotá, Colombia, September 2003

What makes entrepreneurs entrepreneurial? Creating something new with very limited resources. University of Los Andes, Bogotá, Colombia, September, 2003.

The Challenge of Innovation, IPADE, Mexico City, April 2003

Entrepreneurship: Creating something new with what you already have, IPADE, Mexico City, April 2003

Entrepreneurship: Creating something new and of enduring value with very limited resources. National University of Singapore, July 2002.

Building competitive advantage. Annual conference of CFOs, IMEF, Monterrey, Mexico, June 2002.

Human capital, ability and the decision to become an entrepreneur, Boston University Colloquium Series, April 2002.

Dispersed knowledge and an entrepreneurial theory of the firm, (with Nicholas Dew and Rama Velamuri). Lally-Batten retreat of junior faculty, Virginia, March, 2002.

Aspiration level, labor market evaluation, and the decision to become an entrepreneur, (with Joo-Heon Lee). Lally-Batten retreat of junior faculty, Virginia, March, 2002.

Dispersed knowledge and an entrepreneurial theory of the firm, Humboldt University Seminar Series, December 2001.

The decision to become an entrepreneur. Harvard Business School Seminar Series, December 2001.

Regional transformation through entrepreneurship, United States Chamber of Commerce, Monterrey, Mexico, November 2001.

Current trends in entrepreneurship research, Doctoral Consortium, Academy of Management, Entrepreneurship Division, Washington, D.C., 2001.

Managing the revise and resubmit process, Junior Faculty Consortium, Academy of Management, Entrepreneurship Division, Washington, D.C., 2001.

Dispersed knowledge and an entrepreneurial theory of the firm, National university of Singapore, July 2001.

The decision to become an entrepreneur, National University of Singapore, July 2001.

Regional transformation through entrepreneurship, Keynote address. Technological entrepreneurship in the emerging regions of the new millennium. National University of Singapore, June 2001.

Regional transformation through entrepreneurship, Distinguished Lecture Series, Duxx Graduate School of Leadership, Monterrey, Mexico, June 2001.

The decision to become an entrepreneur, Stern School, New York University, April 2001.

Central issues in entrepreneurship research, Doctoral Consortium, Academy of Management, Entrepreneurship Division, Toronto, 2000.

Managing the revise and resubmit process, Junior Faculty Consortium, Academy of Management, Entrepreneurship Division, Toronto, 2000.

The birth and evolution of great entrepreneurial regions, High technology venture forum, Seoul, S. Korea, June 2000.

The birth and evolution of great entrepreneurial regions, eCommunity and INKE, June 2000.

Keynote address, The international council of small business, ICSB World Congress, Brisbane, Australia, June 2000.

The distinctive domain of entrepreneurship research, University of Colorado, Boulder, February, 2000.

Stakeholder equilibration and the entrepreneurial process. Ruffin Distinguished Lecture series, Darden School, University of Virginia, 1999.

The distinctive domain of entrepreneurship research, Academy of Management, Entrepreneurship Division, Pre-Conference symposium, Chicago, 1999.

Central issues in entrepreneurship research, Doctoral Consortium, Academy of Management, Entrepreneurship Division, Chicago, 1999.

Publishing and the editorial process, Junior Faculty Consortium, Academy of Management, Entrepreneurship Division, Chicago, 1999.

The emergence and growth of great industrial districts, National University of Singapore, 1999.

The role and mission of entrepreneurship centers in academia, National University of Singapore, 1999.

The distinctive domain of entrepreneurship research, National University of Singapore, 1999.
Invited doctoral seminar series, Columbia University, Graduate School of Business, 1998

The distinctive domain of entrepreneurship research. New York University, Economics Department, 1998.

The distinctive domain of entrepreneurship research. University of Wisconsin, Madison, April, 1998.

Panelist, Central issues in entrepreneurship research. Carnegie Mellon University, November, 1997

The distinctive domain of entrepreneurship research. Sloan School of Management, MIT, Cambridge, MA, September, 1997.

Doctoral consortium, Academy of Management, Entrepreneurship Division, Boston, 1997.

The emergence and growth of great industrial districts. Presented to the Technology Council and the Software Council of the Greater Capital District of New York, October 1996, and August 1997.

The continuous development of new businesses and innovations in the large corporation, University of Naples, Italy, June, 1996; The Darden School, University of Virginia, April, 1997.

Editor's Forum, Doctoral and Junior Faculty consortium, Academy of Management, Entrepreneurship Division, Cincinnati, 1996.

Determinants of entrepreneurial competence within the R&D function of the firm: An evolutionary perspective, (with Atul Nerkar and I. C. MacMillan). Imperial College, London, England, July, 1996.

Hostile environmental jolts, transaction set and new business development. ESSEC, France, June 1996.

Choice of organizational mode in new business development: Theory and propositions, The Kaufmann foundation, Kansas City, May, 1996, and University of Bologna, Italy, June, 1996.

Editor's Forum, Doctoral and Junior Faculty consortium, Academy of Management, Entrepreneurship Division, Vancouver, 1995.

Network effects and new technology adoption in US Telecommunications, INSEAD, January, 1995; Darden School, University of Virginia, February, 1995; and University of Texas at Austin, Texas, April, 1995.

The distinctive domain of entrepreneurship research. Paper presented at the Darden School, University of Virginia, June, 1994, and Rensselaer Polytechnic Institute, January, 1995.

Editor's Forum, Doctoral and Junior Faculty consortium, Academy of Management, Entrepreneurship Division, Atlanta, 1994.

Some issues in bringing back the spirit of enterprise in large, established firms. Paper presented at the University of Bologna, Italy, June, 1994.

Extraordinary feats of entrepreneurial enterprise. Paper presented at the PDMA conference, San Diego, October, 1993 and at the Fourth global conference on entrepreneurship, INSEAD, France, March, 1994.

Environmental jolts, transaction set and new business development. Paper presented at University of Bologna, Bologna, Italy. Also presented at ESSEC, Paris, France, May 1993.

The allocation of entrepreneurial talent in societies and An entrepreneurship game at Stanford University, July, 1993.

The outcomes of corporate venturing and corporate renewal: An assessment framework. Conference on corporate venturing, Wharton School, University of Pennsylvania, November, 1992.

The continuous development of competencies. Colloquium presentation at INSEAD, Fontainebleau, France, June 29, 1992.

Some central tensions in the management of corporate venturing. Second global conference on entrepreneurship, Imperial College, London, March, 1992.

Perspectives in research on corporate venturing: A review. Conference on State of the Art Research in Entrepreneurship, Chapel Hill, North Carolina, October, 1990.

Performance of courseware companies in a turbulent environment. Minnesota Software Association, Minneapolis, September, 1987.

Process of new business creations in the small business context. Minnesota Innovation Research Program Workshop, Minneapolis, May, 1987.

D. Research interests

Entrepreneurial opportunity, New venture financing, Corporate growth through innovation, Regional development, Entrepreneurship education.