

PhD Seminar

School of Entrepreneurship
<http://entrepreneurship.okstate.edu>

Entrepreneurship: Cross-Disciplinary Interfaces

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The complexity of entrepreneurship as a process occurring at the nexus of individuals and opportunities, within and outside of existing organizations, as well as influencing and being influenced by society, finds the study of entrepreneurship being informed by different disciplines. As such, a diverse set of research streams have recently emerged in different areas exploring entrepreneurship-related phenomena, such as accounting, anthropology, economics, finance, marketing, operations management, political science, psychology, and sociology. This seminar seeks to examine how entrepreneurship-related phenomena are studied by scholars in neighboring disciplines and the insights we, as core entrepreneurship scholars, can glean from our fellow scholars outside our discipline.

The present seminar seeks to achieve a number of core objectives:

1. Enhance understanding of the breadth of entrepreneurship research and to discern linkages that may exist or could be formed across disciplinary boundaries.
2. Develop a more effective understanding of how entrepreneurship scholars can inform other disciplines by increasing awareness and knowledge of neighboring disciplines' theories and methodologies.
3. Provide a greater understanding of entrepreneurship phenomena by examining entrepreneurship using multiple lenses.

Grades

Grading will be based on the following components:

Active participation in class discussions:	10%
Discussion leader sessions:	25%
Final journal-targeted paper:	25%
Final written exam:	25%
Final oral exam:	15%

Participation will involve the following requirements:

1. Reading assigned articles, chapters, and other materials
2. Active participation in class discussion of all articles, chapters, and materials
3. Regular attendance

Discussion leader sessions will involve the following requirements:

1. Providing an organized summary of each assigned reading
2. Providing a synthesis of the assigned readings and thoughts for future research
3. Initiating class discussion of the assigned readings

Final journal-targeted paper will involve the following requirements:

1. Writing a full paper examining entrepreneurship-related phenomena that should be tailored to a specific journal.
2. Meeting relevant due dates. Please see the attached schedule.

The final exam will have two components: (1) an essay exam in which you will be asked to respond to 3 out of 5 questions, and (2) an oral exam in which you will be asked to respond to a few broad questions related to the entrepreneurship process. The oral exam will last approximately 20-30 minutes.

Week 1: Accounting

Cassar, G. 2009. Financial statement projection preparation in start-up ventures. *Accounting Review*, 84: 27-51.

Cavila, A., & Foster, G. 2005. Management accounting systems adoption decisions: Evidence and performance implications from early-stage/startup companies. *Accounting Review*, 80: 1039-1068.

Fleischman, R. K., & Parker, L. D. 1991. British entrepreneurs and pre-industrial revolution evidence of cost management. *Accounting Review*, 66: 361-375.

Guo, R.-J., Lev, B., & Zhou, N. 2004. Competitive costs of disclosure by biotech IPOS. *Journal of Accounting Research*, 42: 319-355.

Hand, J. R. M. 2005. The value relevance of financial statements in the venture capital markets. *Accounting Review*, 80: 613-648.

Hogan, C. E. 1997. Costs and benefits of audit quality in the IPO market: A self-selection analysis. *Accounting Review*, 72: 67-86.

Hughes, J. S., & Pae, S. 2004. Voluntary disclosure of precision information. *Journal of Accounting and Economics*, 37: 261-289.

Kaplan, R. S. 1984. The evolution of management accounting. *Accounting Review*, 59: 390-418.

Titman, S., & Trueman, B. 1986. Information quality and the valuation of new issues. *Journal of Accounting and Economics*, 8: 159-172.

Weber, J., & Willenborg, M. 2003. Do expert informational intermediaries add value? Evidence from auditors in microcap IPOs. *Journal of Accounting Research*, 41: 681-720.

Week 2: Anthropology

Bletzer, K. V. 2003. Latino naming practices of small-town businesses in rural southern Florida. *Ethnology*, 42: 209-235.

Bornstein, A. S. 2001. Border enforcement in daily life: Palestinian day laborers and entrepreneurs crossing the green line. *Human Organization*, 60: 298-307.

Endter-Wada, J., & Keenan, S. P. 2005. Adaptations by long-term commercial fishing families in the California bight: Coping with changing coastal ecological and social systems. *Human Organization*, 64: 225-239.

Greenhalgh, S. 1994. De-Orientalizing the Chinese family firm. *American Ethnologist*, 21: 746-775.

Gudeman, S. 1992. Remodeling the house of economics: Culture and innovation. *American Ethnologist*, 19: 141-154.

Konstantinov, Y. 1996. Patterns of reinterpretation: Trader-tourism in the Balkans (Bulgaria) as a picaresque metaphorical enactment of post-totalitarianism. *American Ethnologist*, 23: 762-782.

Pessar, P. R. 1995. The elusive enclave: Ethnicity, class, and nationality among Latino entrepreneurs in Greater Washington, DC. *Human Organization*, 54: 383-392.

Rohatynskyj, M. 2011. Development discourse and selling soap in Madhya Pradesh, India. *Human Organization*, 70: 63-73.

Villar, M. D. L. 1994. Hindrances to the development of an ethnic economy among Mexican migrants. *Human Organization*, 53: 263-268.

Week 3: Economics, 1

Caballero, R. J., & Hammour, M. L. 1996. On the timing and efficiency of creative destruction. *Quarterly Journal of Economics*, 111: 805-852.

Desmet, K., & Rossi-Hansberg, E. 2012. Innovation in space. *American Economic Review*, 102: 447-452.

Gentry, W. M., & Hubbard, R. G. 2000. Tax policy and entrepreneurial entry. *American Economic Review*, 90: 283-287.

Huang, H., & Xu, C. 1999. Institutions, innovations, and growth. *American Economic Review*, 89: 438-444.

Johnson, S., McMillan, J., & Woodruff, C. 2002. Property rights and finance. *American Economic Review*, 92: 1335-1356.

Khan, B. Z., & Sokoloff, K. L. 2004. Institutions and democratic invention in 19th-century America: Evidence from "great inventors," 1790-1930. *American Economic Review*, 94: 395-401.

Oyelere, R., & Belton, W. 2012. Coming to America: Does having a developed home country matter for self-employment in the United States? *American Economic Review*, 102: 538-542

Paulson, A. L., Townsend, R. M., & Karaivanov, A. 2006. Distinguishing limited liability from moral hazard in a model of entrepreneurship. *Journal of Political Economy*, 114: 100-144.

Schmitz, J. A. 1989. Imitation, entrepreneurship, and long-run growth. *Journal of Political Economy*, 97: 721-739.

Week 4: Economics, 2

Castro, R., Clementi, G. L., & MacDonald, G. 2004. Investor protection, optimal incentives, and economic growth. *Quarterly Journal of Economics*, 119: 1131-1175.

Coleman, R. D. 2006. *What is econometrics?* Retrieved March 26, 2007, from <http://www.numeraire.com/download/whatiseconometrics.pdf>

Francois, P., & Lloyd-Ellis, H. 2003. Animal spirits through creative destruction. *American Economic Review*, 93: 530-550.

Grossman, G. E., & Helpman, E. 1990. Comparative advantage and long-run growth. *American Economic Review*, 80: 796-815.

Holmes, T. J., & Schmitz, J. A. 1990. A theory of entrepreneurship and its application to the study of business transfers. *Journal of Political Economy*, 98: 265-294.

Howitt, P. 1999. Steady endogenous growth with population and R&D inputs growing. *Journal of Political Economy*, 107: 715-730.

Iyigun, M. F., & Owen, A. L. 1998. Risk, entrepreneurship, and human-capital accumulation. *American Economic Review*, 88: 454-457.

Moscarini, G., & Postel-Vinay, F. 2012. The contribution of large and small employers to job creation in times of high and low unemployment. *American Economic Review*, 102: 2509-2539.

Young, A. 1998. Growth without scale effects. *Journal of Political Economy*, 106: 41-63.

Week 5: Finance

Almeida, H., & Wolfenzon, D. 2006. Should business groups be dismantled? The equilibrium costs of efficient internal capital markets. *Journal of Financial Economics*, 79: 99-144.

Caggese, A. 2012. Entrepreneurial risk, investment, and innovation. *Journal of Financial Economics*, 106: 287-307.

Chemmanur, T. J., & Paeglis, I. 2005. Management quality, certification, and initial public offerings. *Journal of Financial Economics*, 76: 331-368.

Datta, S., Iskandar-Datta, M., & Patel, A. 1999. Bank monitoring and the pricing of corporate public debt. *Journal of Financial Economics*, 51: 435-449.

Gompers, P., Kovner, A., Lerner, J., & Scharfstein, D. 2010. Performance persistence in entrepreneurship. *Journal of Financial Economics*, 96: 18-32.

Krigman, L., Shaw, W. H., & Womack, K. L. 2001. Why do firms switch underwriters? *Journal of Financial Economics*, 60: 245-284.

Lee, P. M., & Wahal, S. 2004. Grandstanding, certification and the underpricing of venture capital backed IPOs. *Journal of Financial Economics*, 73: 375-407.

Mello, A. S., & Parsons, J. E. 1998. Going public and the ownership structure of the firm. *Journal of Financial Economics*, 49: 79-109.

Ravid, S. A., & Spiegel, M. 1997. Optimal financial contracts for a start-up with unlimited operating discretion. *Journal of Financial and Quantitative Analysis*, 32: 269-286.

Week 6: Management

Ahuja, G., & Lampert, C. M. 2001. Entrepreneurship in the large corporation: A longitudinal study of how established firms create breakthrough inventions. *Strategic Management Journal*, 22: 521-543.

Alvarez, S. A., & Barney, J. B. 2005. How do entrepreneurs organize firms under conditions of uncertainty. *Journal of Management*, 31: 776-793.

Benner, M. J., & Tushman, M. L. 2003. Exploitation, exploration, and process management: The productivity dilemma revisited. *Academy of Management Review*, 28: 238-256.

Cohen, B. D., & Dean, T. J. 2005. Information asymmetry and investor valuation of IPOs: Top management team legitimacy as a capital market signal. *Strategic Management Journal*, 26: 683-690.

Daily, C. M., McDougall, P. P., Covin, J. G., & Dalton, D. R. 2002. Governance and strategic leadership in entrepreneurial firms. *Journal of Management*, 28: 387-412.

Gulati, R., & Higgins, M. C. 2003. Which ties matter when? The contingent effects of interorganizational partnerships on IPO success. *Strategic Management Journal*, 24: 127-144.

Patel, P.C. 2012. How do young firms manage product portfolio complexity? The role of absorptive capacity and ambidexterity. *Strategic Management Journal*, 33: 1516-1539.

Sheremata, W. A. 2004. Competing through innovation in network markets: Strategies for challengers. *Academy of Management Review*, 29: 359-377.

Miller, T.L., Grimes, M.G., & McMullen, J.S. 2012. Venturing for others with heart and head: How compassion encourages social entrepreneurship. *Academy of Management Review*, 37: 616-640.

Week 7: Marketing, 1

Atuahene-Gima, K. 2005. Resolving the capability–rigidity paradox in new product innovation. *Journal of Marketing*, 69: 61-83.

Bass, F. M., Krishnan, T. V., & Jain, D. C. 1994. Why the Bass model fits without decision variables. *Marketing Science*, 13: 203-223.

Chandy, R. K., & Tellis, G. J. 2000. The incumbent's curse? Incumbency, size, and radical product innovation. *Journal of Marketing*, 64: 1-17.

Chandrashekar, M., & Sinha, R. K. 1996. Isolating the determinants of innovativeness: A split-population Tobit (SPOT) duration model of timing and volume of first and repeat purchase. *Journal of Marketing Research*, 32: 444-456.

Cooper, L. G. 2000. Strategic marketing planning for radically new products. *Journal of Marketing*, 64: 1-16.

Coviello, N.E., & Joseph, R.M. 2012. Creating major innovations with customers: Insights from small and young technology firms. *Journal of Marketing*, 76: 87-104.

Gatignon, H., Eliashberg, J., & Robertson, T. S. 1989. Modeling multinational diffusion patterns: An efficient methodology. *Marketing Science*, 8: 231-247.

Sood, A., & Tellis, G. J. 2005. Technological evolution and radical innovation. *Journal of Marketing*, 69: 152-168.

Sorescu, A. B., Chandy, R. K., & Prabhu, J. C. 2003. Sources and financial consequences of radical innovation: Insights from pharmaceuticals. *Journal of Marketing*, 67: 82-102.

Week 8: Marketing, 2

Dahlstrom, R., & Nygaard, A. 1999. An empirical investigation of ex post transaction costs in franchised distribution channels. *Journal of Marketing Research*, 36: 160-170.

Gatignon, H., & Xuereb, J.-M. 1997. Strategic orientation of the firm and new product performance. *Journal of Marketing Research*, 34: 77-90.

Hurley, R. F., & Hult, G. T. M. 1998. Innovation, market orientation, and organizational learning: An integration and empirical examination. *Journal of Marketing*, 62: 42-54.

Kalnins, A. 2004. An empirical analysis of territorial encroachment within franchised and company-owned branded chains. *Marketing Science*, 23: 476-489.

Matsuno, K., Mentzer, J. T., & Ozsomer, A. 2002. The effects of entrepreneurial proclivity and market orientation on business performance. *Journal of Marketing*, 66: 18-32.

Read, S., Dew, N., Sarasvathy, S.D., Song, M., & Wiltbank, R. 2009. Marketing under uncertainty: The logic of an effectual approach. *Journal of Marketing*, 73: 1-18.

Zhou, K. Z., Yim, C. K., & Tse, D. K. 2005. The effects of strategic orientations on technology- and market-based breakthrough innovations. *Journal of Marketing*, 69: 42-60.

Week 9: Operations management, 1

Choi, T. Y., & Krause, D. R. 2006. The supply base and its complexity: Implications for transaction costs, risks, responsiveness, and innovation. *Journal of Operations Management*, 24: 637-652.

Hyer, N. L., & Brown, K. A. 1999. The discipline of real cells. *Journal of Operations Management*, 17: 557-574.

Ireland, R. D., & Webb, J. W. 2007a. A multi-theoretic perspective on trust and power in strategic supply chains. *Journal of Operations Management*, 25: 482-497.

Kickul, J.R., Griffiths, M.D., Jayaram, J., & Wagner, S.M. 2011. Operations management, entrepreneurship, and value creation: Emerging opportunities in a cross-disciplinary context. *Journal of Operations Management*, 29: 78-85.

Kim, D., Kumar, V., & Kumar, U. 2012. Relationship between quality management practices and innovation. *Journal of Operations Management*, 30: 295-315.

Koufteros, X., Vonderembse, M., & Jayaram, J. 2005. Internal and external integration for product development: The contingency effects of uncertainty, equivocality, and platform strategy. *Decision Sciences*, 36: 97-133.

Nahm, A. Y., Vonderembse, M. A., & Koufteros, X. A. 2003. The impact of organizational structure on time-based manufacturing and plant performance. *Journal of Operations Management*, 21: 281-306.

Singhal, J., & Singhal, K. 2002. Supply chains and compatibility among components in product design. *Journal of Operations Management*, 20: 289-302.

Tatikonda, M. V., & Rosenthal, S. R. 2000. Successful execution of product development projects: Balancing firmness and flexibility in the innovation process. *Journal of Operations Management*, 18: 401-425.

Week 10: Operations management, 2

Agarwal, R., & Prasad, J. 1999. Are individual differences germane to the acceptance of new information technologies? *Decision Sciences*, 30: 361-391.

Corbett, L. M., & Campbell-Hunt, C. 2002. Grappling with a gusher! Manufacturing's response to business in small and medium enterprises. *Journal of Operations Management*, 20: 495-517.

Goodale, J.C., Kuratko, D.F., Hornsby, J.S., & Covin, J.G. 2011. Operations management and corporate entrepreneurship: The moderating effect of operations control on the antecedents of corporate entrepreneurial activity in relation to innovation performance. *Journal of Operations Management*, 29: 116-127.

Grover, V. 1993. An empirically derived model for the adoption of customer-based interorganizational systems. *Decision Sciences*, 24: 603-640.

Jarvenpaa, S. L., & Ives, B. 1993. Organizing for global competition: The fit of information technology. *Decision Sciences*, 24: 547-580.

Kumar, S., & Swaminathan, J. M. 2003. Diffusion of innovations under supply constraints. *Operations Research*, 51: 866-879.

Martens, B.J., Scheibe, K.P., & Bergey, P.K. 2012. Supply chains in sub-Saharan Africa: A decision support system for small-scale seed entrepreneurs. *Decision Sciences*, 43: 737-759.

Ravichandran, T. 2000. Swiftness and intensity of administrative innovation adoption: An empirical study of TQM in information systems. *Decision Sciences*, 31: 691-724.

Salimath, M., Cullen, J., & Umesh, U. 2008. Outsourcing and performance in entrepreneurial firms: Contingent relationships with entrepreneurial configurations. *Decision Sciences*, 39: 359-381.

Stock, G. N., & Tatikonda, M. V. 2000. A typology of project-level technology transfer processes. *Journal of Operations Management*, 18: 719-737.

Week 11: Political science

Ainsworth, S., & Sened, I. 1993. The role of lobbyists: Entrepreneurs with two audiences. *American Journal of Political Science*, 37: 834-866.

Berry, F. S., & Berry, W. D. 1992. Tax innovation in the states: Capitalizing on political opportunity. *American Journal of Political Science*, 36: 715-742.

Crowe, J. 2007. The forging of judicial autonomy: Political entrepreneurship and the reforms of William Howard Taft. *Journal of Politics*, 69: 73-87.

Krutz, G. S. 2005. Issues and institutions: "Winnowing" in the U.S. congress. *American Journal of Political Science*, 49: 313-326.

Mintrom, M. 1997. Policy entrepreneurs and the diffusion of innovation. *American Journal of Political Science*, 41: 738-770.

Mintrom, M., & Vergari, S. 1998. Policy networks and innovation diffusion: The case of state education reform. *Journal of Politics*, 60: 126-148.

Schiller, W. J. 1995. Senators as political entrepreneurs: Using bill sponsorship to shape legislative agendas. *American Journal of Political Science*, 39: 186-203.

Schneider, M., & Teske, P. 1992. Toward a theory of the political entrepreneur: Evidence from local government. *American Political Science Review*, 86: 737-747.

Teodoro, M. 2009. Bureaucratic job mobility and the diffusion of innovations. *American Journal of Political Science*, 53: 175-189.

Week 12: Psychology

Baum, J. R., Frese, M., Baron, R. A., & Katz, J. A. 2007. Entrepreneurship as an area of psychology study: An introduction. In J. R. Baum, M. Frese, & R. A. Baron (Eds.), *The psychology of entrepreneurship*: 1-18. Mahwah, NJ: Lawrence Erlbaum.

Baum, J. R., Locke, E. A., & Kirkpatrick, S. A. 1998. A longitudinal study of the relation of vision and vision communication to venture growth in entrepreneurial firms. *Journal of Applied Psychology*, 83: 43-54.

Foo, M., Uy, M., & Baron, R. 2009. How do feelings influence effort? An empirical study of entrepreneurs' affect and venture effort. *Journal of Applied Psychology*, 94: 1086-1094.

Miner, J. B., & Raju, N. S. 2004. Risk propensity differences between managers and entrepreneurs and between low- and high-growth entrepreneurs: A reply in a more conservative vein. *Journal of Applied Psychology*, 89: 3-13.

Miner, J. B., Smith, N. R., & Bracker, J. S. 1989. Role of entrepreneurial task motivation in the growth of technologically innovative firms. *Journal of Applied Psychology*, 74: 554-560.

Shane, S., Nicolaou, N., Cherkas, L., & Spector, T. 2010. Genetics, the Big Five, and the tendency to be self-employed. *Journal of Applied Psychology*, 95: 1154-1162.

Simon, M., Houghton, S. M., & Aquino, K. 1999. Cognitive biases, risk perception, and venture formation: How individuals decide to start companies. *Journal of Business Venturing*, 15: 113-134.

Stewart, W. H., & Roth, P. L. 2001. Risk propensity differences between entrepreneurs and managers: A metaanalytic review. *Journal of Applied Psychology*, 86: 145-153.

Zhao, H., Seibert, S. E., & Hills, G. E. 2005. The mediating role of self-efficacy in the development of entrepreneurial intentions. *Journal of Applied Psychology*, 90: 1265-1272.

Week 13: Sociology

Aldrich, H. E., & Waldinger, R. 1990. Ethnicity and entrepreneurship. *Annual Review of Sociology*, 16: 111-135.

Chang, M.-H., & Harrington, J. E. 2005. Discovery and diffusion of knowledge in an endogenous social network. *American Journal of Sociology*, 110: 937-976.

Johnson, V. 2007. What is organizational imprinting? Cultural entrepreneurship in the founding of the Paris Opera. *American Journal of Sociology*, 113: 97-127.

Kogut, B., & Zander, U. 2000. Did socialism fail to innovate? A natural experiment of the two Zeiss companies. *American Sociological Review*, 65: 169-190.

Peng, Y. 2004. Kinship networks and entrepreneurs in China's transitional economy. *American Journal of Sociology*, 109: 1045-1074.

Podolny, J. M. 2001. Networks as the pipes and prisms of the market. *American Journal of Sociology*, 107: 33-60.

Portes, A., Guarnizo, L. E., & Haller, W. J. 2002. Transnational entrepreneurs: An alternative form of immigrant economic adaptation. *American Sociological Review*, 67: 278-298.

Ruef, M. 2012. Constructing labor markets: The valuation of black labor in the U.S. south, 1831 to 1867. *American Sociological Review*, 77: 970-998.

Wejnert, B. 2002. Integrating models of diffusion of innovations: A conceptual framework. *Annual Review of Sociology*, 28: 297-326.