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Department of Business Administration
Universidad Carlos III de Madrid

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"Orientación Emprendedora, Innovación, Flexibilidad
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Room 17.2.25
Universidad Carlos III de Madrid
C/ Madrid 133, 28903 Getafe, Madrid



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Conference Industrial and Corporate Change Special Issue on Markets for Technology and Industry Evolution

September 19-20, 2008

Universidad Carlos III de Madrid
Department of Business Administration
Instituto Carmen Vidal Ballester

Program

September, Friday 19th

9:30–9:40

Welcome Isabel Gutierrez (Vice Rector UC3M)

9.40–11:00 SESSION I

Chair: Clara Eugenia Garcia (UC3M & Ministry of Science and Innovation)

- Juan Alcacer (Harvard Business School), John Cantwell (Rutgers Business School), Michelle Gittelman (Rutgers Business School) Are licensing markets local? An analysis of the geography of vertical licensing agreements in bio-pharmaceuticals
- Marco Ceccagnoli (Georgia Tech), Stuart J.H. Graham (Georgia Tech), Matthew J. Higgins (Georgia Tech), Jeongsik Lee (Georgia Tech) Firm Demand for External Technology in the Pharmaceutical Industry
- Discussant: Olav Sorenson (Rotman Business School)

11:00–11:15 Coffee Break

11:15–13:05 SESSION II

Chair: Josep Tribò (UC3M)

- Alfonso Gambardella (Bocconi University), Marco Giarratana (UC3M) General Technologies, Product-Market Fragmentation and the Market for Technology
- John M. de Figueiredo (Anderson UCLA), Brian S. Silverman (Rotman Business School), The Co-Evolution of Vertical Industries
- Keld Laursen (Copenhagen Business School), Maria Isabella Leone (Luiss), Salvatore Torrisci (Bologna University) Search and technological diversification through licensing: New insights from the licensee point of view
- Discussant: Michael Jacobides (London Business School)

13:05–14:10 Lunch

14.10–15.30 SESSION III

Chair: Ester Martinez-Ros (UC3M)

- Anita McGahan (Rotman Business School), Mercedes Delgado (Harvard Business School), Margaret Kyle (London Business School) The Influence of the TRIPS agreement on Licensing, Partnering and Industry Change in Global Pharmaceuticals
- Paul Almeida (McDonough Business School), Jan Hohberger (ESADE), Pedro Parada (ESADE), Beyond Strategic Alliances: The Impact of Individual Collaborations
- Discussant: : Micheal Dahl (Aalborg University)

15:30–15:45 Coffee Break

15:45–17:30 SESSION IV

Chair: Pablo Ruiz Verdu (UC3M)

- Ashish Arora (Fuqua Duke), Andrea Fosfuri (UC3M), Thomas Ronde (Copenhagen Business School) Managing licensing in large firms
- Patrick Legros (ECARES), Mathias Dewatripont (ECARES), Essential Patents, FRAND Royalties and Technological Change
- Joshua Gans (Melbourne Business School), Scott Stern (Kellogg), Is there a Market for Ideas?
- Discussant: Giovanni Valentini (Bocconi University)

September, Saturday 20th

9:20–10:40 SESSION V

Chair: Neus Palomerias (UC3M)

- Stefan Wagner (Munich School of Management), Georg von Graevenitz (Munich School of Management), Dietmar Harhoff (Munich School of Management) Incidence and Growth of Patent Thickets. The Impact of Technological Opportunities and Complexity
- Mariko Sakakibara (Anderson UCLA) Determinants of Market Valuation of Patents: An Empirical Analysis of Patent Licensing
- Discussant: Manuel Becerra (Istituto de Empresa)

10:40–11:00 Coffee Break

11:00–12:20 SESSION VI

Chair: Fabrizio Cesaroni (UC3M)

- Carl Joachim Kock (Istituto de Empresa), Pekka A. S. Salmi (Lappeenranta University), Marko T. Torkkeli (Lappeenranta University), Open Innovation. Selling intellectual property in different systems: The case of China, Finland and Spain
- Iain M. Cockburn (Boston University), Megan J. MacGarvie (Boston University), Elisabeth Mueller (ZEW), Patent Thickets and Markets for Technology
- Discussant: Bruno Cassiman (IESE)

12:20–12:40 Concluding remarks: Fosfuri & Giarratana (UC3M)

Attendance information at www.mgiarra.eu/mkt4tech