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Nota di contenuto	Introduction / Marie Thursby -- Different yokes for different folks : individual preferences, institutional logics, and the commercialization of academic research / Riccardo Fini and Nicola Lacetera -- The politics of neglect : path selection and development in nanotechnology innovation / Michael Lounsbury, Tyler Wry and P. Devereaux Jennings -- Scientists behaving badly? : conflicts in multidisciplinary commercialization project teams / Angus I. Kingon, Ted Baker and Roger Debo -- The evolution of team processes in commercializing high tech products / Leslie H. Vincent -- The organizational workshop : a conceptual exploration of the boundary spanning role of university entrepreneurship and innovation centers / Matthew M. Mars and Sherry Hoskinson -- Different strokes for different folks : university programs

that enable diverse career choices of young scientists / Rajshree Agarwal and Steven Sonka -- Science and technology entrepreneurship for greater societal benefit : ideas for curricular innovation / Lee Fleming, Woodward Yang and John Golden -- Navigating the issues of multi-disciplinary student teams serving university spin-offs / Sean M. O'Connor.

Sommario/riassunto

Successful technology commercialization requires the integration of multiple perspectives and collaboration of experts from very different backgrounds. More often than not, key individuals in the process reside in different organizational units--each with their own mission, agendas, and cultures. This volume addresses the challenges that can arise when individuals from technical, business, and legal environments must converge on the goal of commercialization. Specifically, it brings together studies from organizational behavior, marketing, economic, and sociological perspectives on commercialization of university technologies. Chapter foci range from theoretical research on academic entrepreneurship, multidisciplinary student team management conflicts such as background, purpose, communication, and learning style, to a patent data examination of sociological factors in technology paths in nanotechnology innovation. New results are presented on career goals of PhD scientists and engineers highlighting their desire for education providing skills from these other domains. Educational responses such as cross disciplinary team models, as well as multidisciplinary entrepreneurship centers and specialized masters programs for scientists are presented.
