MEASURING THE SOCIAL VALUE OF INNOVATION: A LINK IN THE UNIVERSITY TECHNOLOGY TRANSFER AND ENTREPRENEURSHIP EQUATION

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CONTENTS

LIST OF CONTRIBUTORS v

ACKNOWLEDGMENTS ix

INTRODUCTION xi

TOWARD MEASURING THE SOCIAL AND ECONOMIC VALUE OF UNIVERSITY INNOVATION: A SURVEY OF THE LITERATURE

Matthew M. Mars, Janet Bercovitz and Barclay E. James 1

PART I: DEMONSTRATING SOCIAL AND ECONOMIC VALUE OF INDIVIDUAL INNOVATIONS: THE BENEFITS TO THE INSTITUTION AND THE INDIVIDUAL INNOVATOR

NORMATIVE CHANGE IN SCIENCE: FROM ENTREPRENEURIAL SCIENCE TO SOCIAL ENTREPRENEURSHIP

Henry Etzkowitz 29

TOWARD OPEN SOURCE NANO: ARSENIC REMOVAL AND ALTERNATIVE MODELS OF TECHNOLOGY TRANSFER

Michael Lounsbury, Christopher Kelty, Cafer T. Yavuz and Vicki L. Colvin 51

MEASURES, METRICS, AND MYOPIA: THE CHALLENGES AND RAMIFICATIONS OF SUSTAINING ACADEMIC ENTREPRENEURSHIP

Jeannette A. Colyvas and Walter W. Powell 79
TRACKING THE PLACEMENT OF STUDENTS AS A MEASURE OF TECHNOLOGY TRANSFER
Paula E. Stephan 113

PART II: EXPLORING METRICS AND MEASURES FOR DEMONSTRATING THE SOCIAL AND ECONOMIC VALUE OF INDIVIDUAL INNOVATIONS

MEASURING THE SOCIAL VALUE OF INNOVATION: THE CASES OF MUHAMMAD YUNUS, GRAMEEN BANK AND BILL GATES, MICROSOFT
Zoltan J. Acs and Joseph Sany 143

EVALUATING THE SOCIAL RETURNS TO INNOVATION: AN APPLICATION TO UNIVERSITY TECHNOLOGY TRANSFER
Albert N. Link and Donald S. Siegel 171

THE VALUE OF AN INDIVIDUAL INNOVATION: WHEN OWNERSHIP OF COMPLEMENTARY INVENTIONS IS FRAGMENTED
Carlos Rosell 189

PART III: IMPLICATIONS OF PILOT PROGRAM DEVELOPMENT WITH INTENT TO TRANSFER TO OTHER INSTITUTIONS

THE STATE ROLE IN ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT: GOVERNANCE, OVERSIGHT, AND PUBLIC UNIVERSITY START-UP INNOVATION
Michael N. Bastedo and Nathan F. Harris 215

HOUSING THE MEASUREMENT OF UNIVERSITY INNOVATIONS' SOCIAL VALUE: ORGANIZATIONAL SITE, PROFESSIONAL PERSPECTIVE, INSTITUTIONAL OUTLOOK
Gary Rhoades 237