11th NBER Entrepreneurship Research Boot Camp 2018

APPLICATION

Applicant:

Maria P. Roche

PhD Candidate, Strategy and Innovation
Scheller College of Business
Georgia Institute of Technology

Contact Information

Email: maria.roche@scheller.gatech.edu
Phone number: 404-528-8438
Mailing Address:
Georgia Institute of Technology
Scheller College of Business
800 W Peachtree St NW
Atlanta, GA 30308-1149
United States

Recommendation Letter Writer:

Peter Thompson

Senior Associate Dean of Faculty and Research
Professor, Strategy and Innovation
Scheller College of Business
Georgia Institute of Technology

Maria P. Roche

Scheller College of Business
Georgia Institute of Technology
Atlanta, GA 30308-1149

maria.roche@scheller.gatech.edu

EDUCATION

2015 – May 2020 (expected graduation)	**PhD, Strategy and Innovation** Scheller College of Business | Georgia Institute of Technology, Atlanta GA Expected date of Graduation: May 2020
June 2016	**Visiting Doctoral Student** Max Planck Institute for Innovation and Competition, Munich, Germany
2013 – 2015	**M.Sc., Business Administration** University of Passau, Germany International Marketing and Management, Innovation Management, Entrepreneurship Thesis: Credit Allocation in Scientific Articles
2011 – 2012	**ERASMUS Study Abroad** University Castilla – La Mancha, Toledo, Spain
2009 – 2012	**B.A., International Cultural and Business Studies** University of Passau, Germany Thesis: Author Contribution and Name Ordering: An Empirical Study of PLOS

RESEARCH ASSISTANCE

2015 -	**Graduate Research Assistant** Scheller College of Business | Georgia Institute of Technology, Strategic Management Assignment: Annamaria Conti, Frank T. Rothaermel, Henry Sauermann, Alexander Oettl
2016 -	**Teaching Assistant** MBA Core Strategy Course, Instructor F.T. Rothaermel
2013 – 2015	**Graduate Research Assistant** University of Passau Organisation, Technology Management and Entrepreneurship

PHD COURSES

COMPLETED

Strategy Research (S. Graham, M. Higgins, A. Oettl, F. Rothaermel, H. Sauermann, P. Thompson)
Entrepreneurship (P. Thompson & H. Sauermann)
Economics and Sociology of Science (H. Sauermann)
Organizational Theory (J. Walsh, G. Negro)
Research Methods (A. Oettl)
Microeconomics
Econometrics I
Econometrics II
Survey Design and Analysis
Experimental Design
Math for Economists
Micro-Geography of Innovation (Independent Study with A. Oettl)
Geography of Innovation
Organizational Behavior Research Methods
Introduction to Python, SQL, and Machine Learning
Independent Studies with Annamaria Conti, Alex Oettl, and Frank T. Rothaermel

CONFERENCE ATTENDANCE

2017	Strategic Management Society Doctoral Workshop, Houston TX
	Academy of Management Annual Conference, Atlanta GA
2016	12th Annual Smith Entrepreneurship Research Conference & 7th Kauffman Doctoral Consortium, College Park MD
2015, 2016, 2017	Roundtable for Engineering Entrepreneurship Research, Atlanta GA
2018	Strategy Science Doctoral Workshop, Philadelphia, PA

ACADEMIC COMMUNITY SERVICE

2017	Reviewer for Research Policy
2017, 2018	TIM, ENT division reviewer for the Academy of Management Annual Conference

ACADEMIC PRESENTATIONS

2017	Presenter: German Culture and Business Environment, E/MBA Program, Scheller College of Business, Georgia Institute of Technology
2018	Paper presenter: International Industrial Organization Conference, Indianapolis, IN

PROFESSIONAL EXPERIENCE

2010 – 2015	**Teaching Assistant** University of Passau Sports Education
2013 – 2014	**Internship** Robert Bosch España Gasoline Systems, S.A., Madrid, Spain Recruitment Management, Marketing, Process Improvement, Organization
2012 – 2013	**Business Development Internship** Venture Stars GmbH Incubator for Internet Start-ups in Munich, Germany Entrepreneurship, Online Marketing, Communications, Operations, Project Management for miflora.de
2012	**Internship** Osterfestival Tirol, Innsbruck, Austria Marketing, HR, Communications, Project Management
2009	**Cultural Sensitivity Coach** German Olympic Academy
2007	**Stuntwoman** *Wilde Kerle 5*, Bavaria Filmstudios, Munich
2004 – 2015	**Gymnastics coach** for various gymnastics clubs

LANGUAGE SKILLS

German and English (Native Speaker), Spanish (Proficient User), French (Advanced User), Portuguese (Beginner)

ATHLETIC ACHIEVEMENTS

2010	German National Collegiate Champion, Gymnastics, Bars

AWARDS

2015	Acceptance to the 'Bavarian Elite Academy' (competitive state scholarship awarded to 15 individuals annually)
2011 & 2013	ERASMUS Scholarship

STATUS

Citizenship	Canadian, German

Atlanta, February 18th 2017
Maria Roche

I would like to thank you for considering me as a candidate for the 11th NBER Entrepreneurship Research Boot Camp. In the fall semester of 2015, I joined the Georgia Institute of Technology (Scheller College of Business) as a PhD student in Strategy & Innovation coming from Germany where I had received my M.Sc. in Business Administration. While enrolled in the master's program, I was a research assistant at the department for Organization, Technology Management and Entrepreneurship. I chose to apply for the doctoral program at GT after getting to know several of the GT faculty while they were visiting my university in Passau, Germany. Here at Scheller, I am fortunate to be surrounded by a fantastic group of scholars in the field who share my passion for Entrepreneurship and Innovation.

Before deciding to get my M.Sc., I completed various internships, one of the most influential being a five month stay at Venture Stars, a venture capitalist firm in Munich. The experience I had, although quite demanding, gave me valuable insights to the VC industry and sparked my interest in Entrepreneurship research. On the one hand, I enjoyed the work and the highly challenging nature of it, on the other hand, I became aware of an array of difficulties entrepreneurs and VCs face. These insights were especially rich given my minority status as a female in this predominantly male field.

Considering that the entrepreneur and firm creation per se are a driving force of present day economic development, especially in innovation-driven economies, research in this field has important implications for management, policy and overall welfare. The past semesters, I have had the great opportunity to be exposed to a number of courses, which have fostered my knowledge on Entrepreneurship & Innovation and provided a strong background of tools necessary to conduct clean research. Three of the most influential courses have been an independent study with various faculty members on the foundations of Strategic Management and Entrepreneurship research (S. Graham, M. Higgins, A. Oettl, F. Rothaermel, H. Sauermann, P. Thompson), a state of the art research methods course (A. Oettl), and a seminar devoted entirely to Entrepreneurship (P. Thompson & H. Sauermann). Most specifically the latter, which focused on entrepreneurs and entrepreneurial employees, the context of entrepreneurship, and early dynamics and exit has provided much inspiration for potential research ideas.

I am currently in my third year of the program having completed my coursework and having passed my comprehensive exam in summer 2017. In general, my research focuses on entrepreneurship, strategic human capital and the role of microgeography for innovation.

My most advanced project is with Annamaria Conti. In our completed working paper, we examine how macroeconomic conditions affect individual entrepreneurial motives and further analyze how these motives are related to startup performance outcomes. Our starting point is the notion that certain individuals initiate companies pulled by opportunity, while others are pushed by necessity. Empirically, it is difficult distinguish between these two different types of entrepreneurs because necessity and opportunity motives vary concurrently with changes in economic conditions. Using a rich dataset of startup founders in life sciences, we show that, as the unemployment rate increases, the fraction of necessity entrepreneurs also rises. This finding is driven by deteriorating employment conditions reducing expected returns from wage work and not by necessity entrepreneurs

crowding out opportunity entrepreneurs when unemployment is high. We find that startups entirely founded by necessity entrepreneurs show worse financial and innovative performance outcomes than startups founded by at least one opportunity entrepreneur. Finally, we find that having necessity entrepreneurs as founders explains at least seven percent of the negative effect of unemployment on startups' performance.

In a further project with Annamaria Conti (and advised by Peter Thompson), we aim to better understand the consequences of academic entrepreneurship. Universities have increased their attention on the link between science, technology, and entrepreneurship substantially over the past years. The university has thereby experience an extension of its traditional roles of research, teaching and knowledge dissemination to including the promotion of academic entrepreneurship. However, despite these increased efforts to promote academic entrepreneurship, little is known about the possible implications of these activities. For example, faculty's engagement in entrepreneurship could have an impact on their own research agenda and, consequently, on the organization of their labs. Understanding these effects will not only help shed light on the potential implications of faculty's participation in entrepreneurial activities on individual career outcomes, but also on the overall university research agenda given possible shifts in research focus and human capital composition of the institute as a whole. To analyze these questions, I am currently assembling a dataset of Georgia Tech research labs. I am planning to build my dissertation off of this extensive dataset covering all Georgia Tech students and faculty (in selected fields) over the past 20 years.

Taking a more microgeographic perspective on entrepreneurship, a further phenomenon I have been studying is the emergence of entrepreneurial co-location spaces and how they can support firm survival and success by enabling face-to-face interaction and entrepreneurial learning. In an on-going project with Alexander Oettl and Christian Catalini (MIT), we examine the influence of close geographic proximity on new (to the entrepreneur) technology adoption decisions at one of the largest technology coworking hubs in the United States. To deal with endogenous geographic clustering, we rely on the random assignment of office space to the hub's 254 startups. Using floorplans to measure geographic distance, we find that close proximity greatly influences the likelihood of adopting an upstream (production) technology also used by a peer firm – an effect that quickly decays with distance. However, the distance discount disappears for female-founder startups and same-industry firms suggesting these startups rely on alternate mechanisms to overcome the negative effects of distance.

Given my research interests and my completed course work, attending the NBER Entrepreneurship Bootcamp would be a very useful and relevant complement for my development as a scholar in the field. I also believe that taking my background into account, I will be able to contribute to a very interactive and insightful discussion throughout the course of the program. Again, I would like to thank you for this great opportunity and if given the chance, very much look forward to spending valuable time with thought leaders of the field and other doctoral students discussing research in Entrepreneurship. Thank you for your consideration.

peter.thompson@scheller.gatech.edu
(404) 510-1592 (cell)
5 March, 2018

Dear Colleagues,

I am writing to encourage you to invite **Maria Roche**, a third-year PhD student at Georgia Tech, to this year's Entrepreneurship Boot Camp. Maria is, I think, the best prospect we have recruited into the Strategy and Innovation PhD program for quite some time. I taught her in Fall 2016 in the Entrepreneurship PhD seminar I ran jointly with Henry Sauermann; we both concurred that she was the most thoughtful student we had seen in the seminar for a number of years.

Maria is currently working on several research projects in the entrepreneurship sphere. The project I am most excited about concerns the consequences of academic entrepreneurship for the nascent entrepreneur's institution. In collaboration with Annamaria Conti, Maria is assembling a detailed dataset of academic labs at Georgia Tech, which will allow her to answer questions such as: does business creation efforts by an academic affect graduate student outcomes in terms of placement and the types of research they do? And does it influence the type of student the academic recruits into his or her lab? Maria is well-versed in causal identification strategies, and I am confident she will be able to tease out some interesting regularities in an under-researched area.

Maria has completed her second year paper on local density and innovation which, with just a little more data collection, I think will be publishable in a good outlet. She also several other promising ideas, which are described in her application.

As a final note, you will find Maria is comfortable with the technical material covered in the boot camp, and that she speaks and writes English as does a native speaker.

Kindest regards



Peter Thompson
Senior Associate Dean for Faculty and Research
Scheller College of Business
Georgia Institute of Technology