Application for NBER Entrepreneurship Research Boot Camp, July 13-17, 2020

Stephen Michael Impink

simpink@stern.nyu.edu

mobile: +1-478-737-5001

Graduate Coursework:

PhD (in progress since 2018), New York University, Stern School of Business, Strategy

MBA (2014 – 2016), University of Chicago, Booth School of Business

MA (2008 – 2010), Duke University, Economics

I have taken the graduate sequences in microeconomics and econometrics. Also, I have taken seminars in strategy, organizational theory, innovation & entrepreneurship (with Deepak Hegde), and the economics of AI (Rob Seamans) and additional methods courses in research design and time series econometrics. In the upcoming semester, I plan to join several sections of Josh Lerner's seminar on entrepreneurship at HBS. Currently I am in my second year of the PhD program.

Advisor/Recommender: Robert Seamans, NYU Stern

Stephen Michael Impink

+1 478 737 5001 | impink@outlook.com | New York, New York

RESEARCH INTERESTS

Entrepreneurship & Innovation, Technological Change, Impact of AI on Management & Organizations

EDUCATION

New York University, New York, New York — August 2018 - present
PhD Candidate, Strategy, Stern School of Business

The University of Chicago, Chicago, Illinois and London, UK — June 2014 – April 2016
MBA, Booth School of Business

Duke University, Durham, North Carolina — August 2008 – May 2010
MA, Economics

University of Georgia, Athens, Georgia — August 2004 – August 2007
BBA, Finance, Summa Cum Laude, 3.97/4

PUBLICATIONS

Impink, S. M., Prat R., and Sadun, R., Measuring Communications in Modern Organizations, AEA Papers & Proceedings (forthcoming May 2020)

WORKING PAPERS

Bessen, J., Impink, S., Seamans, R., and Reichensperger, L., The Business of AI Startups, Boston Univ. School of Law, Law and Economics Research Paper No. 18-28, https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3293275

Impink, S., A Change in the Wind for Software Piracy, https://epicenter.wcfia.harvard.edu/blog/change-winds-software-piracy

ACADEMIC PRESENTATIONS

Microsoft Research New England, Economics Seminar, September 2018; Harvard University, Weatherhead Center, October 2016, November 2019; R&D Conference, Ecole Polytechnique, June 2019; Microsoft Corporation, Feb 2020 (Office Group); East Coast Doctoral Conference, NYU/Columbia University, March 2020; Kauffman Foundation, April 2020 (Upcoming); Transatlantic Doctoral Conference, London Business School, May 2020 (Upcoming)

EXPERIENCE

Microsoft Corporation, *Senior Manager* — May 2011 – September 2018
Held various roles in global marketing and sales strategy located in Seattle, Washington and Singapore focused on device manufacturer relationships.

Harvard University, *Weatherhead Fellow, Graduate School of Arts & Science* — August 2016 – July 2017
Research focused on transnational issues in intellectual property in emerging markets, and collaboration with Microsoft on topics in technology policy, civic engagement, and data security.

Harvard Business School, Harvard University, *Research Assistant for R. Sadun* — December 2019 – present
Boston University School of Law, *Affiliate, Technology and Policy Research Initiative* — September 2019 – present
Microsoft Corporation, Visiting Scholar*, Human Resources* — Dec 2018 – present

TEACHING

Advanced Strategy (MBA), Teaching Fellow, Fall 2018, Fall 2019
Economics of AI (MBA), Teaching Fellow, Fall 2019
Strategy I (EMBA), Teaching Fellow, Summer 2019
Strategy II (EMBA), Teaching Fellow, Fall 2019

Reason for Applying:

I need to develop a strong working knowledge of the entrepreneurship and innovation literature in economics to create high quality research. In order to develop this knowledge base, I have sought opportunities to take additional course work and complete independent studies with faculty in this field. I strongly desire to participate in the NBER Entrepreneurship Boot Camp as it will enable to pursue research at the intersection of entrepreneurship and digitization. Also, the tutorial will enable me to make larger contributions to my current research projects.

Research Interests:

My research interests are broadly focused on digitization innovation and entrepreneurship at the firm level. At NYU Stern I work with Robert Seamans on the organizational impacts of AI as a type of technological change. For the last two years with the support of the Kauffman Foundation, we have run two surveys targeting AI startups to better understand the entrepreneurial landscape around AI product creation. Currently there is very little data available to test hypotheses around competitive barriers that may adversely impact hi-technology startups that require data as essential facility to develop products. Currently I am working with Rob Seamans and Jim Bessen to build out a paper on competitive barriers which could exist for AI startups, preventing them from establishing a competitive advantage from their resource position.

My interests have developed to include corporate accelerators and venturing. Entrepreneurial ventures, such as AI startups, access data through customer and supplier relationships. I am working with Josh Learner, Rob Seamans and Microsoft Research to explore the impact of corporate accelerator programs, such as the Microsoft Scale-up Program, on firm innovation and performance.

I previously worked at Microsoft Corporation, which enabled me to learn in-depth about technical product development, marketing and sales. As I complete the PhD, I continue to collaborate with large technology companies on accessing the data that I need to test thoughts and theories that are unanswered in the literature. Tutorials such as this will help me identify where my efforts are best spent.

Research Projects:

Heterogeneity of Firm Performance in AI Start-ups with Jim Bessen, Robert Seamans and Lydia Reichensperger. Through a second round of a survey of commercial AI startups (finished Jan 2020), we collect data to be paired with the initial survey (2018) to investigate the impact of access to proprietary data on product functionality and firm performance. The quality of the AI startups' algorithm-based products highly depends on the ability to use adequate data to train their product. Barriers to scale could exist for a

subset of AI startups that do not have the funding, partnerships or reputational backing to access needed data.

The Impact of Corporate Accelerators with Josh Lerner, Robert Seamans, and Nataliya Langburd Wright. How does a startup's participation in a large technology firms' corporate accelerator program impact the startup's performance (i.e. the ability of the startup to innovate, scale up, and reach global markets)? We collaborate with a large technology to learn more about startup performance, training data shared, types of technology developed and cross-border expansion of startups "graduating" from the Corporate Accelerator Program. A key finding of this project will be to what extent does access to large technology firms' programs impact startups' ability to expand internationally through the types of technologies they develop.

Measuring Corporate Culture Through Communications Data with Raffaella Sadun and Andrea Prat. We investigate a new empirical approach to measure differences in corporate culture across large samples of firms. The methodology exploits detailed (and completely confidential) metrics on internal email communications and in-person and virtual meetings to compute basic network metrics at the firm and the department level. The paper discusses the preliminary evidence on cross-firm variation in communication structures emerging from the data, as well as the relationship between these metrics and other firm-level characteristics. We conclude with a brief discussion of the benefits and challenges posed by this empirical approach for the measurement of culture in large samples. We published a short method piece in AEA Papers & Proceedings and are currently the progress of writing up findings from the study for a larger publication.

NEW YORK UNIVERSITY
NYU STERN
LEONARD N. STERN
SCHOOL OF BUSINESS

ROBERT SEAMANS
ASSOCIATE PROFESSOR

DEPARTMENT OF MANAGEMENT

HENRY KAUFMAN MANAGEMENT CENTER
44 WEST FOURTH STREET
NEW YORK, NY 10012-1126
212-998-0417
FAX: 212-995-4235

March 18, 2020

Dear Prof. Robinson:

I am pleased to recommend Mr. Michael Impink ("Michael") for the NBER Entrepreneurship Research Boot Camp. Michael is currently in his second year of doctoral studies here at NYU Stern's Department of Management and Organizations. His research interests lie at the nexus of digitization, innovation, and entrepreneurship, and he is shaping up to be a very promising student who has thus far excelled in the PhD program. He is at the right stage to take part in the Boot Camp, and (speaking as a Boot Camp alum) it would greatly benefit him to attend.

Michael and I have been working on several projects related to AI and firm strategy. We have a couple of working papers with Jim Bessen (Boston University) that describe results from two rounds of surveys on the use of data by and impact of GDPR on AI startups. We also have work in progress with Josh Lerner (HBS) on corporate accelerators for AI startups that uses proprietary data from a large tech company. Michael has been an equal co-author on all of these and I have been very impressed by his contributions, which have evolved over time.

The bulk of his contributions have been in a "project management" role. Each of these projects has a decent level of complexity and so the project management aspect of the research undertaking is quite large. For example, the project with Josh Lerner involves coordinating with lawyers and other stakeholders from across multiple parts of a large corporation. The project with Jim Bessen involves survey design and implementation. More recently, in the project with Jim Bessen, Michael has undertaken the bulk of the theory building, empirical analysis, and writing. Michael has therefore been engaged in research in many different ways, has grown as a researcher over time, and has excelled every step of the way. In addition to these projects with me, Michael also has research with two other sets of coauthors; he has a great pipeline of projects and growing network of collaborators.

Michael is now in the process of shifting from PhD course-work to his own research projects. The Boot Camp will be useful in exposing him to a broader literature, to other PhD students at his stage, and to professors at other schools. Thank you again for considering Michael's application. If you have any further questions, please don't hesitate to contact me via phone or email.

Sincerely,



Robert Seamans
Associate Professor
NYU Stern Management Department