UNIVERSITEIT GENT

FACULTY OF **ECONOMICS AND BUSINESS ADMINISTRATION**
Department of **Management, Innovation and Entrepreneurship**

Annelore Huyghe
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March 31, 2012

Dear members of the selection committee,

I am writing to apply for the 5th NBER Entrepreneurship Research Boot Camp 2012. Since October 2010, I am a PhD student in Business Economics at the department Management, Innovation and Entrepreneurship of Ghent University. My doctoral research focuses on the formation of entrepreneurial intentions among academics.

Given my open mind attitude towards different research topics within the field of entrepreneurship and my strong desire to further develop my communication and analytical skills, I believe that the intensive workshop is an ideal opportunity for me.

Included with this letter are my curriculum vitae, my motivation essay and a letter of recommendation from my PhD advisor Prof. dr. Mirjam Knockaert.

Thank you for your consideration. I look forward to hearing from you.

Yours sincerely,

Annelore Huyghe

ANNELORE HUYGHE

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Summary

A highly motivated, results-oriented and team-spirited PhD student with critical thinking skills, eager to learn about current issues and methodologies in entrepreneurship research

Research interests

- Nascent entrepreneurship
- Academic spin-offs
- University technology transfer
- Entrepreneurial intentions
- Organizational culture and climate
- Entrepreneurial finance

Education

2009-2010	*Master of Science in Business Economics: Corporate Finance*
	Ghent University
	Title of thesis: 'The importance of protection ability as selection criterion for venture capitalists' (supervisor: Prof. dr. M. Knockaert)
	Summa cum laude
2006-2009	*Bachelor of Science in Business Economics*
	Ghent University
	Summa cum laude
2000-2006	*High School Diploma, Latin-Mathematics*
	Sint-Jozefsinstituut-College, Torhout

Academic experience

Oct 2010-present	*PhD fellow of Research Foundation-Flanders (FWO)*
	Ghent University
	Department of Management, Innovation and Entrepreneurship
	Research topic: "Towards a multilevel model for understanding entrepreneurial intentions in an academic context" (supervisor: Prof. Dr. M. Knockaert)
	Assistance in courses "Entrepreneurship" and "Business planning"

Industry experience

July 2010	*Summer job at credit control department*
	Sioen Industries, Ardooie – Textiles industry
August 2008	*Summer job at financial services department*
	CNH Capital, Zedelgem – Automotive industry

Publications and work in progress

1st review round	"(No) patent, no cash? A risk perception perspective on investment managers' attitudes towards patents.", International Journal of Technology Management

2nd review round	"Unraveling the need for innovation support services in new technology-based firms: the impact of commercialization strategy", Science and Public Policy
Working paper	"Technology transfer officers as boundary spanners in the pre-spin-off process: the case of a hybrid model"

Presentations

November 2011	Workshop on Spin-Off Entrepreneurship, ZEW Mannheim, Germany
	Presentation working paper: "Boundary spanners in ambidextrous organizations. The case of a hybrid TTO in academia."

Conferences and seminars

June 2012	BCERC Doctoral Consortium Program, Neeley School of Business, Fort Worth, Texas, USA
November 2011	Workshop on Spin-Off Entrepreneurship, ZEW Mannheim, Germany
June 2011	Babson College Entrepreneurship Research Conference (BCERC), Whitman School of Management, Syracuse, USA
May 2011	Phd seminar on Entrepreneurial Teams and New Business Creation, University of Oslo, Norway
December 2010	Research seminar on Academic and Social Entrepreneurship, University of Oslo, Norway

Skills

IT	MS Office (Word, Excel, Powerpoint, Access), SPSS, STATA	
Languages	Dutch	Native language
	English	Fluent reading, writing and conversation
	French	Fluent reading, writing and conversation

Current and completed PhD courses

April 2012	Structural Equation Modeling (LISREL software)
April 2012	Multilevel Analysis for Grouped & Longitudinal Data (HLM software)
March 2012	Communication Skills
March 2011	Applied Linear Regression Analysis (SPSS software)
Feb 2011	Causal Mediation Analysis (R software)
Feb 2011-May 2011	Advanced Academic English: Writing Skills
January 2011	Quality Research Skills/Research Methodology

Honors

2011	Belgian Venture Capital and Private Equity Association Essay Award
2009-2010	Best Bachelor and Master student in Business Economics
2008-2009	Best Business Plan – PinkL@dies (bachelor assignment)

Affiliations

Oct 2011-present	Executive Committee Member of VOSEKO (alumni association)
Oct 2010-present	Member of Curriculum Committee Business Economics

In October 2010, I started my doctoral studies as a PhD fellow of Research Foundation-Flanders (FWO) at the department Management, Innovation and Entrepreneurship of Ghent University under the supervision of Prof. dr. Mirjam Knockaert. I have been granted the FWO scholarship for a period of four years to develop a multilevel model for understanding the determinants of entrepreneurial intentions in an academic context.

I would be honored to attend the NBER Entrepreneurship Research Boot Camp, as it provides a setting for feedback from leading scholars on my planned research activities and for experience-sharing with doctoral students from a variety of universities. I think that the boot camp is particularly valuable at this stage of my doctoral research as a meeting place to discuss common interests with and to bounce new ideas off on experienced faculty and peers. Furthermore, I believe that the intensive workshop offers the opportunity to reflect on theoretical and methodological issues of importance in (future) entrepreneurship research. Since participants are asked to prepare carefully, I am convinced that the paper discussions will allow me to acquire useful theoretical insights and practical knowledge from scholars with expertise in specific topics. Finally, as I am a passionate and team-spirited individual with a strong eagerness to learn, I look forward to further developing my critical, analytical and networking skills.

The aim of my doctoral research is to gain a better insight into why one academic scientist wants to become an entrepreneur whereas the other is not interested in starting his or her own business. An extensive literature study allowed me to position the following gaps in literature and to define my research model. First, extant literature on *entrepreneurial intentions* typically takes an individual-level perspective by building on Ajzen's theory of planned behavior. Despite the relevance of these 'traditional' drivers (self-efficacy, attitude towards behavior, subjective norm), previous research has neglected other individual-level determinants. I focus on concepts originating from psychology literature, such as proactive personality and organizational commitment. Therefore, the first potential contribution of my dissertation relates to the extension of the individual drivers of entrepreneurial intentions. Second, the *academic entrepreneurship literature* has so far neglected the study of entrepreneurial intentions. Given that academic entrepreneurs often discover their entrepreneurial idea or develop their new technology while employed by university, it is relevant to incorporate institutional characteristics when studying entrepreneurial intentions. Particularly, I am interested in the impact of the culture and supportive climate of universities and departments on entrepreneurial intentions, with the latter including academics' intentions to spin off a company, just as intentions engage in other technology transfer mechanisms (patenting, licensing, consulting and contract research). Accordingly, a second potential contribution of my research lies in providing an understanding of when entrepreneurial intentions originate in an academic setting. The ultimate goal of my dissertation is however to provide insights into the interplay between individual and institutional determinants on entrepreneurial intentions in an academic setting. A final

contribution involves the combination of drivers on different levels (individual, organizational, environmental) that affect entrepreneurial intentions. As such, my work responds to recent calls for multilevel research when studying entrepreneurial intentions. Hence, I seek to contribute to the existing literature on entrepreneurial intentions and academic entrepreneurship simultaneously by addressing three main research questions:

> RQ1: Is there a direct relationship between "new" individual-level determinants (such as proactive personality and organizational commitment) and academic entrepreneurial intentions?
>
> RQ2: When do entrepreneurial intentions develop in an academic context, and what is the role of "traditional" individual-level determinants in combination with "new" individual-level determinants?
>
> RQ3: Is the relationship between individual-level determinants and academic entrepreneurial intentions moderated/mediated by organizational characteristics (such as supportive climate, cultural orientation and university resources) and/or environmental characteristics (such as munificence and regulatory framework) ?

From a methodological point of view, I combine a quantitative and qualitative research design. With respect to the *quantitative* part, data collection will occur, from May 2012 on, through contacts with technology transfer officers at different European research institutes (face-to-face interviews), who can provide access to the academic researchers at their universities (email questionnaire). My literature review, combined with insights from a pilot study, allowed me to identify potentially interesting determinants of entrepreneurial intentions and to design the questionnaire. Valuable feedback from the members of my doctoral guidance committee – Prof. dr. Maw-Der Foo (University of Colorado, US), Prof. dr. Truls Erikson (University of Oslo, Norway), Prof. dr. Bart Clarysse (Imperial College London, UK) – were also of great help in shaping my research activities and in optimizing my survey. My questionnaire will be distributed at over 15 academic institutes in different European countries, which will ensure sufficient heterogeneity at organizational level. In order to guarantee sufficient heterogeneity at the environmental level, selected universities are located in countries from the 5 GLOBE clusters, which group countries based on similarities in cultural values and beliefs: Germanic Europe (Belgium and Germany), Latin Europe (Spain), Nordic Europe (Sweden), Eastern Europe (Slovenia) and Anglo (UK). Additional environmental data on country and regional level will be collected through databases such as Eurostat and EuroBarometer. In parallel, the *qualitative* part of my research design consists of the longitudinal follow-up of nine nascent spin-off cases at Ghent University over a period of three years. Drawing on the face-to-face interviews with technology transfer officers and academic researchers thus far, I have worked on a first paper about the role of technology transfer officers as boundary spanners in the pre-spin-off process which will be submitted to Small Business Economics for a special issue on academic entrepreneurship.

I am highly confident that, at this stage of my PhD, the NBER Entrepreneurship Research Boot Camp may be of great help in shaping my future research activities in the area of entrepreneurship.

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March 31, 2012

Dear Sir, Madam,

As advisor of the PhD candidate Ms Annelore Huyghe, I would like to recommend her for the 5th NBER Entrepreneurship Boot Camp to be held in Cambridge (US) in July 2012.

I have known Annelore since 2009, when she started her master thesis under my supervision. Her master thesis highlighted a particular aspect of venture capitalists' selection behavior, namely the extent to which they attach importance to protection ability in a business proposal, and was awarded the first prize by the Belgian Venture Capital and Private Equity Association. As a first introduction to the research community, an academic article resulted from her master thesis, which is currently under review at the International Journal of Technology Management. Furthermore, I would like to mention that Annelore finished her studies in business economics as the first in her class of about 150 master students.

Annelore was granted a 4-year fellowship from Research Foundation-Flanders (FWO) and she has started her PhD studies in October 2010. Her doctoral research aims at building a multilevel model for understanding entrepreneurial intentions within an academic context, in which she combines quantitative and qualitative research methods. At this moment, a first paper based on case studies has been written and she will initiate data collection in several European universities in a couple of months. I must say that the progress and results that she has obtained so far are really remarkable. First, after about 1 year of PhD work she has written a first paper, co-authored by myself, Mike Wright and Evila Piva, in which she has shown that she can lead on a paper and that she has good analytical and writing skills. Further, the paper was invited for presentation at a workshop organized by ZEW (at which she has proven to possess excellent presentation skills) and has now been invited for submission at a special issue of Small Business Economics on academic entrepreneurship. Finally, she has shown to have the right networking skills to collaborate with other PhD students and scholars (including the advisory board of her PhD, consisting of professors Maw-Der Foo, Truls Erikson and Bart Clarysse).

The NBER Entrepreneurship Research Boot Camp would provide Annelore the opportunity to actively discuss her research interests and current work with experienced scholars. Furthermore, the boot camp could help Annelore to further explore interesting research topics in the areas of entrepreneurship and to connect with other PhD students within this field.

Over the past year and a half, Annelore has shown enthusiasm and willingness to learn about entrepreneurship research, as well as a strong work ethic. Given that she is capable of giving constructive feedback on research plans and (preliminary) results, I am confident that she will be an asset to the workshop.

Yours sincerely,

Mirjam Knockaert