



## Charles (Chuck) Eesley

Associate Professor of Management Science and Engineering

 Curriculum Vitae available Online

### CONTACT INFORMATION

- **Administrator**

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### Bio

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#### BIO

Chuck Eesley is an Assistant Professor and Morgenthaler Faculty Fellow in the Department of Management Science and Engineering at Stanford University. As part of the Stanford Technology Ventures Program, his research focuses on the role of the institutional and university environment in high-growth, technology entrepreneurship. Prof. Eesley was selected in 2015 as an Inaugural Schulze Distinguished Professor. His National Science Foundation of China and Kauffman award supported research focuses on rethinking how the educational and policy environment shapes the economic and entrepreneurial impact of university alumni. Over the past three years, Prof. Eesley has been playing a growing role in national and international meetings on fostering high-tech entrepreneurship, including advising the U.S. State Department in the Global Innovation through Science and Technology (GIST) program, Chile (CORFO), Taiwan (ITRI), and the Korean Ministry of Science and Technology. He is a member of the Editorial Board for the Strategic Management Journal. Before coming to Stanford, Prof. Eesley completed his Ph.D. at the M.I.T. Sloan School of Management in 2009 where he won BPS Division and Kauffman Dissertation Awards for his work on high-tech entrepreneurship in China.

He started his first company while earning a Bachelor's degree from Duke University in 2002 (Biological Basis of Behavior). Prof. Eesley spent 2002-2005 doing research at the Duke University Medical Center (schizophrenia) and Duke's Center for Health Policy (vaccine innovation). His work has been published among other places in Organization Science, Strategic Management Journal, Research Policy, and Biological Psychiatry. Prof. Eesley previously was an entrepreneur (Lobby 10, Sun Dance Genetics, Learning Friends), early employee (NovoEd.com), board member/advisor (Blackbird - acquired by Etsy, LessonFace.com), and investor (Flagship Ventures, Lux Capital). NovoEd.com launched around his online course, which was the first entrepreneurship MOOC and has taught over 200,000 students in over 100 countries. He currently serves on the Advisory Boards of Startup Chile as well as private companies in online education and AI/Deep Learning. He has given invited talks in forums with the Prime Minister of Slovenia and keynote addresses in Taiwan, China, and Brazil. His research findings have been featured in outlets such as Forbes (2011, 2012, 2013, 2015), Bloomberg, Smart Money, Stanford News, 2012, 2016, Wall Street Journal, SFGate, The Independent, Boston.com (Bill Gates), Inc. magazine, and the Chronicle of Higher Education.

#### ACADEMIC APPOINTMENTS

- Associate Professor, Management Science and Engineering

#### ADMINISTRATIVE APPOINTMENTS

- Research Committee, ENT Division, Academy of Management, (2012- present)

- Research Committee, TIM Division Academy of Management, (2015- present)
- Lead Steering Committee, West Coast Research Symposium Doctoral Consortium, (2011-2016)
- Advisory Board, United States Department of State - Global Innovation through Science and Technology (GIST Network), (2014- present)
- Visiting Scholar Committee, Stanford MS&E, (2010-2016)

## HONORS AND AWARDS

- Richard Schulze Inaugural Distinguished Professorship Award, Richard Schulze Foundation (2015)
- Faculty Affiliate, Stanford Center for International Development (SCID) (2014-present)
- Kauffman-Nesta Research Grant winner - Randomized Controlled Trials in Entrepreneurship, Kauffman-NESTA (2014)
- Batten Institute Fellow, University of Virginia (UVA) Darden School of Business (2012)
- Research Fund for International Young Scientists, National Natural Science Foundation of China (NSFC) (2012)
- Lillie Award, Stanford University (2011, 2012)
- Technology and Innovation Management, IEEE International (2011)
- Best Dissertation Award Winner (Business Policy and Strategy Division), Academy of Management (2010)
- Dissertation Fellowship Award, Kauffman Foundation (2007)
- Best Paper Proceedings, Academy of Management (2005, 2006, 2010, 2012)

## BOARDS, ADVISORY COMMITTEES, PROFESSIONAL ORGANIZATIONS

- Editorial Board, Strategic Management Journal (2015 - present)
- Director, Startup Chile (2012 - present)
- Member, Academy of Management (2005 - present)

## PROFESSIONAL EDUCATION

- PhD, MIT , Sloan School of Management (2009)
- BS, Duke University , Biological Basis of Behavior (2002)

## LINKS

- Research and Teaching Statement: <https://drive.google.com/open?id=0ByIcTlwq9oG1OHc3RWpMeWRfRjg>
- My web site: <http://chuckeesley.com>

## Research & Scholarship

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### CURRENT RESEARCH AND SCHOLARLY INTERESTS

My research focuses on the influence of the external environment on entrepreneurship. Specifically, I have sought to be a leader in investigating the types of environments that encourage the founding of high growth, technology-based firms. Although I build on previous work that focuses on individual characteristics, network ties, and strategy, my major contribution is to demonstrate that institutions matter. I have broken new ground in showing that effective institutional change influences who starts firms, not just how many firms are started. I have repeatedly studied entrepreneurship in a single country (China, Chile, Japan, and the U.S.) before and after a major institutional change. My work is divided into three streams: (1) formal institutions (policies and regulations), (2) university and industry environments, and (3) informal institutions (social movements).

STREAM 1: My research in this stream advances theory by introducing novel mechanisms (e.g. barriers to growth and failure, institutional inconsistency), introducing new concepts (e.g. skill adequacy and context relevance) and in theorizing that institutional changes that lower barriers to growth and to failure alter who becomes an entrepreneur, the type of firms, and performance.

STREAM 2: My work in this stream changes the way we think about team composition as well as what characteristics lead to venture performance by linking their impacts to industry environments.

STREAM 3: In this stream, I explored how social movement organizations can change firms.

My research changes the way we think about how the environment – formal institutions, informal institutions, and industry contexts – influences entrepreneurship. I am a leader in situating ventures within environments and showing that interactions between environments and entrepreneurs matter. I am among the first to argue and show that policies that foster high-growth entrepreneurship are different than those that spawn small businesses. If policy leaders wish to foster technology-based start-ups, then we must consider how institutions operate. My research shows that institutional changes can significantly influence the types of firms that are created, who creates them, and how they perform. My research challenges widely accepted ideas about entrepreneurship by highlighting taken-for-granted notions that are incomplete or misleading. My studies call into question the assumption that institutions that make it easier to start firms are unambiguously beneficial, and that experienced, diverse founding teams are always superior. My theoretical contributions include introducing such concepts as institutional barriers to growth, skill adequacy and context relevance. I lead the way in broadening our conception of entrepreneurship beyond the developed North American economies. I have contributed methodologically by (A) showing how to measure talent, (B) collecting data internationally, (C) using randomized field experiments, and (D) analyzing multi-industry databases with state-of-the-art statistics (instrumental variables, differences-in-differences). I have been a pioneer in overcoming the challenges of inferring causality, by finding changes that altered the landscape for entrepreneurship, along with collecting novel data in international settings. I have been fortunate to see an impact of my scholarship, including over 1,574 Google Scholar citations. In future work, I plan to do more studies incorporating software development for data collection and digital platforms for randomized experiments (underway with NovoEd.com, Alibaba, and Qingfan.com) focusing on issues related to strategic change and entrepreneurship training. I was honored to receive the Schulze Distinguished Professorship Award, the goal of which is to "award funding to the country's most accomplished entrepreneurship scholars who are infusing into their teaching the results of the original and meaningful research they are conducting."

## PROJECTS

- Startup Chile - Stanford University (2/1/2015 - present)
- Failure IS an Option - Stanford University (2/1/2014 - present)
- ITRI - Stanford platform - ITRI (2/1/2015)

## Teaching

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### COURSES

#### 2017-18

- Entrepreneurship Doctoral Research Seminar: MS&E 372 (Spr)
- Entrepreneurship without Borders: MS&E 272 (Win)
- Technology Entrepreneurship: ENGR 145 (Win)

#### 2016-17

- Social Data Analysis: MS&E 379 (Spr)
- Technology Entrepreneurship: ENGR 145 (Win)

#### 2015-16

- Entrepreneurship Doctoral Research Seminar: MS&E 372 (Spr)
- Technology Entrepreneurship: ENGR 145 (Spr)

#### 2014-15

- Entrepreneurship Doctoral Research Seminar: MS&E 372 (Win)
- Technology Entrepreneurship: ENGR 145 (Win)

## STANFORD ADVISEES

### Doctoral (Program)

David Motley, You Wu

### Doctoral Dissertation Reader (AC)

Jiang Bian

### Doctoral Dissertation Advisor (AC)

Wesley Koo

### Master's Program Advisor

Scott Buttinger, Andrew Jabara, Akash Mahajan

## Publications

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### PUBLICATIONS

- **Social Influence in Career Choice: Evidence from a Randomized Field Experiment on Entrepreneurial Mentorship** *Research Policy*  
Eesley, C., Wang, Y.  
2017
- **Failure is an Option: Failure Barriers and New Firm Performance** *Organization Science*  
Eberhart, R., Eesley, C., Eisenhardt, K.  
2016
- **How entrepreneurs leverage institutional intermediaries in emerging economies to acquire public resources** *Strategic Management Journal*  
Armanios, D., Eesley, C., Li, J., Eisenhardt, K.  
2016
- **Institutional Barriers to Growth: Entrepreneurship, Human Capital and Institutional Change** *Organization Science*  
Eesley, C.  
2016
- **Does Institutional Change in Universities Influence High-Tech Entrepreneurship? Evidence from China's Project 985** *Organization Science*  
Eesley, C. E., Li, J. B., Yang, D.  
2016; 27 (2): 446 - 461
- **Through the Mud or in the Boardroom: Examining Activist Types and their Strategies in Targeting Firms for Social Change** *Strategic Management Journal*  
Eesley, C., DeCelles, K., Lenox, M.  
2015
- **THE CONTINGENT EFFECTS OF TOP MANAGEMENT TEAMS ON VENTURE PERFORMANCE: ALIGNING FOUNDING TEAM COMPOSITION WITH INNOVATION STRATEGY AND COMMERCIALIZATION ENVIRONMENT** *STRATEGIC MANAGEMENT JOURNAL*  
Eesley, C. E., Hsu, D. H., Roberts, E. B.  
2014; 35 (12): 1798-1817
- **Are You Experienced or Are You Talented?: When Does Innate Talent versus Experience Explain Entrepreneurial Performance?** *STRATEGIC ENTREPRENEURSHIP JOURNAL*  
Eesley, C. E., Roberts, E. B.  
2012; 6 (3): 207-219
- **Private Environmental Activism and the Selection and Response of Firm Targets.** *Journal of Economics Management and Strategy*  
Lenox, M., Eesley, C., E.  
2009; 18 (1): 45-73
- **Entrepreneurs from technology-based universities: Evidence from MIT** *Research Policy*

- Hsu, D. H., Roberts, E. B., Eesley, C. E.  
2007; 5 (36): 768-788
- **Firm Responses to Secondary Stakeholder Action** *Strategic Management Journal*  
Eesley, C. E.  
2006; 27 (8): 765-782
  - **Entrepreneurial Impact: The Role of MIT**  
Roberts, Edward, B., Eesley, Charles, E.
  - **Impact: Stanford University's Economic Impact via Innovation and Entrepreneurship**  
Eesley, Charles, E., Miller, William, F.
  - **A Cross-National Comparison of Entrepreneurial Process and Performance** *Asian Journal for Innovation and Policy*  
Eesley, C., Yang, D., Roberts, E., Li, T.  
2016; cond. accept
  - **Entrepreneurship Education Comes of Age on Campus: The Challenges and Rewards of Bringing Entrepreneurship to Higher Education**  
Torrance, W. E., Rauch, J., Aulet, W., Blum, L., Burke, B., D'Ambrosio, T., Eesley, C. E.  
2013
  - **Review of: Winds of Change: The Environmental Movement and the Global Development of the Wind Energy Industry** *Administrative Science Quarterly*  
Eesley, C., E., Hannah, D., P.  
2012; 57: 359-362
  - **Neurocognitive Impairments** *Essentials of Schizophrenia*  
Keefe, R., Eesley, C. E.  
American Psychiatric Publishing. Washington, DC, 2012..2012
  - **Bringing Ideas to Life** *IEEE International Recent Advances in Technology and Innovation Management*  
Eesley, C. E., Hsu, D., Roberts, E. B.  
Wily Publications.2012: 40-60
  - **Entrepreneurial Impact: The Role of MIT - An Updated Report** *Foundations and Trends in Entrepreneurship*  
Roberts, E., B., Eesley, C., E.  
2011; 7 (1-2): 1-149
  - **Neurocognition in Schizophrenia** *Kaplan and Sadock's Comprehensive Textbook of Psychiatry*  
Keefe, R., Eesley, C. E.  
edited by Sadock, B., Sadock, V. A., Ruiz, P.  
Baltimore, MD: Lippincott, Williams, & Wilkins.2009
  - **Implementing a Public Subsidy for Vaccines** *Pharmaceutical Innovation: Incentives, Competition, and Cost-Benefit Analysis in International Perspective*  
Sloan, F. A., Eesley, C. E.  
edited by Sloan, F. A.  
New York: Cambridge University Press.2007: 107-126
  - **Governments as Insurers in Professional and Hospital Liability Insurance Markets** *Medical Malpractice and the U.S. Health Care System--New Century, Different Issues*  
Sloan, F. A., Eesley, C. E.  
edited by Sage, W. M.  
New York: Cambridge University Press.2006: 291-317
  - **Defining a cognitive function decrement in schizophrenia** *Biological psychiatry*  
Keefe, R. S., Eesley, C. E., Poe, M. P.  
2005; 6 (57): 688-691