STEPS
SOCIAL AND TECHNOLOGY ENTREPRENEURSHIP AT SF STATE
STEPS

- Interdisciplinary research cluster focused on fostering scholarship, creative and outreach activity related to understanding the *simultaneous* creation of social and economic value within our organizations and institutions
STEPS

- Two areas of emphasis
  - Technology-based social ventures
  - Social, cognitive and ethical issues associated with the emergence of new technologies and industries
Panel discussion, Nov 4 2010
“Technology based social ventures: Lessons from the field”
- Marc Krizack, Exec Dir, Whirlwind Wheelchair
- Gary Selnow, Dir, Wired International
- Sameer Verma, Bay Area Coordinator, One Laptop Per Child
STEPS

- Events 2009-10

Guest Speaker, March 19 2010

“Technology for sustainable economic development”

Tapan Parikh, Assistant Professor,

UC-Berkeley School of Information
STEPS

- Events 2009-10

Strategizing session, April 2010
“Addressing challenges facing Whirlwind Wheelchair”
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- Activities and organization
  
  - 4 members of core team attended the 4th CSU Conference on Community Based Research, Berkeley CA, March 5 2010
  
  - 2 student RA’s hired to assist core team in research and organizing activity
STEPS Research

- Geoffrey Desa, Management
  “How do technology social ventures mobilize resources in constrained environments?”

1. **Resource-Acquisition**: Ventures in supportive institutional environments resort to resource-acquisition. They co-opt standard components and hire skilled professionals to develop the product.
2. **Bricolage**: Ventures in restrictive, uncertain or emergent institutional environments use bricolage. They recombine fragments of materials at hand. Knowledge is tacit, sporadic, and improvised.
3. Bricolage is sufficient to start in penurious environments, but insufficient to scale to new markets.
4. The involvement of external **actors** (e.g. customers, distributors) helps the venture grow into new markets.
STEPS Research

- Geoffrey Desa, Management

Journal Articles

Book Chapters

Conference Presentations
STEPS Research

- Ashok Das, Urban Studies and Planning
  “What factors support/inhibit the success of integrated microfinance when used as part of slum upgrading?”

Research Site:
Comprehensive Kampung Improvement Project (CKIP) in Surabaya, Indonesia
Slum Networking Project (SNP) in Ahmedabad, India
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- Ashok Das, Urban Studies and Planning

Conference Presentations

Das, A. “Small capital, large ambition: Microfinance with comprehensive slum upgrading in Indonesia.” Presented at the Association of Collegiate Schools of Planning 50th Anniversary Conference, Crystal City, VA – October 2009

STEPS Research

- Humaira Mahi, International Business
- Sameer Verma, Information Systems

“What factors determine effectiveness of women-oriented health literacy communication programs using laptop computers in a subsistence community?”

Research Site:
Aziznagar, a village in South India at the outskirts of a large metropolitan area (Hyderabad).
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STEPS Research

- Humaira Mahi, International Business
- Sameer Verma, Information Systems

Conference Presentations

“When and how did venture capital firms get involved in the emerging alternative energy sector in the United States?”

Quantitative study (using the VentureExpert database) examining VC entry into/commitment to the alternate energy field (with Anu Wadhwa, EPFL and Xin Yao, Colorado)
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- Antoaneta Petkova, Management
- Sanjay Jain, Management

“Venturing into the Unknown? A Study of U.S. Venture Capital Entry into the Alternative Energy Sector”

- data collection and analysis completed
- paper submitted to the Strategic Management Society annual meeting 2010
- in preparation for submission to the Academy of Management Journal (the #1 research journal in management)
Next STEPS

- Expanding affiliate membership
- Develop collaborations with centers/institutes on campus as well as institutions within the Bay Area
- Expand research and practitioner speaker series
- Apply for internal/external grants for ongoing research projects
- Create instructional material/more student involvement
In Conclusion

- Significance of social and technology entrepreneurship in contemporary contexts
  - complex phenomena – “transformational change”
  - multidisciplinary perspective
  - aligned with university’s larger mission