

The 2009-2010 Klopsteg seminar series in SCIENCE IN HUMAN CULTURE presents:



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"Ubiquity and Legitimacy: How Commercial Practices Spread and How they Stick in the Academic Life Sciences"

Monday, November 16
Hagstrum Room
Evanston Campus

4:00 - 5:30 pm
university hall 201
reception to follow

My focus is on organizational change, and the twin influences of resources and institutions. I analyze the institutionalization of academic entrepreneurship in the academic life sciences, drawing on archival records from Stanford University over the period 1970-2000. I demonstrate how the spread of patenting, licensing, and forming spin-off companies contributes to the amalgamation of university and industry science. This contact generated change and conflict at multiple levels, recasting the cultural and social aspects of scientific identity and the roles associated with academic research and training. While the spread of university patenting underscores the permeation of industry logics into the academy, this institutional change is also accompanied by marked shifts in the meaning of commercialization, most notably as proprietary involvement spreads from established senior scientists to younger faculty, postdocs and doctoral students. My analysis of how novel practices are introduced, become elaborated and eventually self-reinforcing has more general implications for explanations of institutional change, as well as studies of diffusion and institutionalization.

Jeannette Colyvas is an Assistant Professor in the School of Education and Social Policy, and (by courtesy) Sociology, and Faculty Associate, Institute for Policy Research at Northwestern University. She holds a Ph.D from Stanford University and her research interests include the intersection of science and commerce, comparing public, private, and nonprofit forms of organizing, and institutional change. Her published work has appeared in *Management Science*, *Research Policy*, *Minerva* and *Research in Organizational Behavior*. Colyvas' current research examines university-industry interfaces, focusing on the translation of basic science into commercial application and the ramifications for careers, identities, and public science.