Our Mission

The research mission of the Greif Center is to develop, support, and disseminate leading-edge interdisciplinary scholarship in the entrepreneurship area. Such scholarship will meet the highest standards of scientific rigor, as evidenced in publications in top-tier academic journals, and will examine questions and problems that are central to the practice of entrepreneurship. Through our activities, we aim to position the Greif Center and the Marshall School as leaders in entrepreneurship research.

Initiatives in 2009-2010

During the 2009-2010 academic year we carried out a wide range of research-related initiatives:

- Third annual Greif Research Impact Award
- Marshall Distinguished Speaker Event featuring professor Per Davidsson, a winner of the 2009 Greif Research Impact Award
- Co-sponsorship of the West Coast Entrepreneurship Research Symposium, in conjunction with Stanford University, the University of Oregon, the University of Washington, and the University of California, Irvine
- Maintaining the Marshall entrepreneurship faculty network reaching across departments
- Financial support from the Greif Center for high-quality emerging research being conducted by Marshall faculty and doctoral students
- Greif Research Seminar Series, including online access for the global entrepreneurship community

Greif Research Webpages

Our website provides detailed information on our initiatives and the research scholarship associated with these initiatives. The website showcases faculty research, seminars, and conferences. Please visit: www.marshall.usc.edu/entrepreneur/research.

The Team

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Director, Lloyd Greif Center for Entrepreneurial Studies, Orfalea Director Chair in Entrepreneurship

Dr. Nandini Rajagopalan  
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Greif Research Impact Award

The third annual Greif Research Impact Award was presented at the Academy of Management Meeting in Chicago on August 10, 2009. The winners were Per Davidsson (Queensland University of Technology) and Benson Honig (Wilfrid Laurier School of Business & Economics) for their 2003 article, “The Role of Social and Human Capital Among Nascent Entrepreneurs,” published in Journal of Business Venturing, vol. 18 (3).

The Greif Research Impact Award is a $5,000 annual award given to the researcher(s) who published the most impactful entrepreneurship article six years ago in the top management and entrepreneurship journals. Impact is measured as the number of Social Sciences Citation Index citations in the five years following publication. Thus, the 2009 award was given to the most impactful article published in 2003, based on Social Sciences Citation Index citations in 2004-2008. The award methodology is described in detail on our website at: http://www.marshall.usc.edu/greif/research/research-impact-award.htm.

The winners of the inaugural 2007 award were Raphael Amit (Wharton School) and Christoph Zott (INSEAD) for their article, "Value Creation in E-Business," published in the Strategic Management Journal. The 2008 award was given to Scott Shane (Case Western Reserve University) and Toby Stuart (Harvard Business School) for their article, “Organizational Endowments and the Performance of University Start-ups,” published in Management Science.

Underlying the award is an extensive database maintained by the Greif Center. The database tracks the publication and citation of entrepreneurship articles in the top management and entrepreneurship journals. Key results of the citation analysis are available on the Greif research webpages, including a complete list of articles that met our search criteria and a ranking of the Top 20 Most Impactful Articles by citation count.

Marshall Distinguished Speaker Event Featuring Per Davidsson

On February 10-11, 2010, the Greif Center hosted a Marshall Distinguished Speaker Event at USC featuring one of the 2009 Greif Research Impact Award winners, Per Davidsson.

Dr. Davidsson is Professor in Entrepreneurship and Director for the Australian Centre for Entrepreneurship Research (ACE) at the Queensland University of Technology, Australia. His primary areas of expertise are new venture creation and small firm growth. He has authored more than 100 published works on entrepreneurship topics including some of the best cited works in the leading journals in this field.

Dr. Davidsson’s talk was entitled “Panel Studies of New Venture Creation: A Review and Suggestions for Future Research.” It focused on a review of all journal articles based on “PSED-type”
(Panel Study of Entrepreneurial Dynamics) research, i.e., longitudinal, empirical studies of large probability samples of on-going business start-up efforts.

During his visit at USC, Professor Davidsson had a chance to meet with many Marshall faculty members, and he had lunch with a group of doctoral students. The visit culminated in a celebratory dinner hosted by Lloyd Greif, Vice-Dean Shantanu Dutta, Greif Center Director Gene Miller, and Research Director Nandini Rajagopalan.

West Coast Entrepreneurship Research Symposium

In Fall 2009, the Greif Center co-sponsored the Seventh Annual West Coast Research Symposium on Technology Entrepreneurship (along with Stanford University, University of Oregon, University of Washington, and University of California, Irvine). Approximately 70 renowned research scholars from North America, Europe, and Asia participated in this conference held at the University of Washington on September 11-12, 2009. A one-day doctoral student workshop was held prior to the symposium, with financial support provided by the Ewing Marion Kauffman Foundation.

The conference organizing committee consists of Professor Kathleen Eisenhardt (Stanford University), Professor Suresh Kotha (University of Washington), Professor Alan Meyer (University of Oregon), Professor Kaye Schoonhoven (UC Irvine), and Professor Nandini Rajagopalan (University of Southern California).

Three Marshall faculty (Nandini Rajagopalan, Gerard Tellis, and Mark Kennedy) and three doctoral students (Abhishek Borah, Jade Lo, and Rui Wu) presented papers and/or participated in workshops at the conference.

Greif-Affiliated Faculty Network

We continue to maintain an extensive network of affiliated research faculty from across the Marshall School to promote interdisciplinary research in entrepreneurship. The network currently consists of 15 scholars whose research is entrepreneurship focused, representing all of the Marshall School’s departments. Affiliated faculty are active participants in the Greif Seminar Series and attend entrepreneurship conferences. Recent entrepreneurship-related research papers authored by Marshall faculty are presented on the Greif research website.

Faculty Research Support

In 2010, the Greif Center awarded two faculty research grants. Yongwook Paik received a grant of $5,000 for his research entitled "Bankruptcy Reform Act of 2005 and Entrepreneurial Activity." Nan Jia received a grant of $2,500 for her research entitled “Succession of Family Business: An Approach of Outside Options.” Yongwook Paik and Nan Jia are both Assistant Professors in the Management and Organization Department.

Past faculty research award recipients have included Gerard Tellis (Marketing Department), Peer Fiss and Mark Kennedy (Management and Organization Department), and Berk Sensoy (Finance and Business Economics Department).
Doctoral Student Research Support

The 2010 winner of the Greif Doctoral Student Research Award was Ing Hwee (Jay) Chok of the Management and Organization Department. He received a grant of $2,500 for his research project entitled “Scientists as Signals: Strategies for Mitigating the Underpricing of Life Sciences IPOs.”

The Greif Center also supports doctoral students’ attendance at entrepreneurship seminars and conferences. For the doctoral student workshop at the Seventh West Coast Research Symposium on Technology Entrepreneurship, the Greif Center supported Rui Wu of the Management and Organization Department and Abhishek Borah of the Marketing Department.

Greif Entrepreneurship Seminar Series

During the 2009-2010 academic year, in addition to the Marshall Distinguished Speaker event featuring Per Davidsson, two other prominent entrepreneurship researchers and three doctoral candidates presented their recent work in seminars held at the Marshall School. Faculty and doctoral students from across Marshall departments and the University attended the talks.

The established scholar speakers in the 2009-2010 Greif Seminar Series were Riitta Katila (Stanford University) and Gautam Ahuja (University of Michigan). The doctoral candidate speakers were Renee Rottner (University of California, Irvine), Martin Ganco (University of Illinois), and Emily Cox (Stanford University). The presentations examined a broad range of topics such as the origins of competitive interaction in new and established markets, the effects of firm scope on technological responses to external shocks, and the impact of funding sources on innovation in young firms.

About the Lloyd Greif Center for Entrepreneurial Studies

The Lloyd Greif Center for Entrepreneurial Studies at USC is among the nation’s leaders in entrepreneurship education and research. Established in 1971, it is the oldest entrepreneurship program in the US. Its faculty—a diverse mix of academics and entrepreneur practitioners—offer undergraduate and graduate programs designed to help students develop the skills and cultivate the mindset for launching and managing successful new ventures. The Greif Center’s program has been labeled "one of the best entrepreneurship programs" by Business Week and has consistently been ranked among the top programs by U.S. News and World Report. Most recently, in 2009, Princeton Review and Entrepreneur Magazine ranked the Greif Center’s graduate program #2 in the US.