

TIAN CHEN

Kenan-Flagler Business School, University of North Carolina at Chapel Hill
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EDUCATION

UNIVERSITY OF NORTH CAROLINA Chapel Hill, NC
KENAN-FLAGLER BUSINESS SCHOOL
Ph.D. Strategy and Entrepreneurship, Expected 2018
President of Kenan-Flagler PhD Student Association 2015 - 2017

UNIVERSITY OF NORTH CAROLINA Chapel Hill, NC
KENAN-FLAGLER BUSINESS SCHOOL
Master of Business Administration, May 2012
Beta Gama Sigma, Business Honor Society

CORNELL UNIVERSITY Ithaca, NY
Bachelor of Arts, Economics and Chemistry, May 2007
National Merit Semi-Finalist; Novartis Pharmaceutical Scholarship Recipient; Dean's List

AWARDS AND GRANTS

Kenan Institute of Private Enterprise Research Fellowship 2016 - \$20,000
One of two fellows. Competitive grant available to all PhD students and faculty at University of North Carolina

RESEARCH

Dissertation

Why Firms Sell Their Intellectual Property

Abstract: Research has recognized the growing prevalence and importance of markets for technology in firm strategy and innovation. Scholars have primarily studied the emergence of these markets from an economic development perspective. And much of the prior research focused on the licensing and partnership formation aspect of markets for technologies. That said, the reasons why firms participate in such markets from a corporate strategy perspective remain relatively unexplored. In particular why do firms choose to sell their intellectual property? I address this gap by examining the decision through three primary questions: why do firms sell their intellectual property, which piece of intellectual property do firms sell, and to whom do firms sell to. In the first part of my dissertation, I use behavioral theory to study the impact of the firm's inventive performance and financial performance on the decision to sell intellectual property. In the second section, I study how firms decide which intellectual property to sell through the lens of resource based view. The final piece of the dissertation will examine how firms decide to whom do they sell their intellectual property.

Committee: Atul Nerkar (Chair), Rich Bettis, Chris Bingham, Mahka Moeen, Ashish Arora (Duke University)

Research Interests

Innovation Strategy, Intellectual Property Rights, Markets for Technology

Working Papers

Chen, T. & Nerkar, A. 'IP Strategy: The Impact of Litigation and Internal R&D on the External Acquisition of IP'
Draft Completed

Chen, T., Kim, C.H., & Miceli, K. 'Emergence of Opportunity Creation: The Case of Pioneering Technology'
Preparing to Submit to Strategic Entrepreneurship Journal

Miceli, K., Kim, C.H., & Chen, T. 'Doing, Using, and Having (done): The Performance of Pioneering Technologies'
Data Collection and Analysis Stage

Chen, T. & Nerkar, A. 'Which Intellectual Property Do Firms Sell'
Preparing to Submit to Strategic Management Journal

Chen, T. & Nerkar, A. 'Why Do Firms Sell Their Intellectual Property'
Writing in Progress, Data and Analysis Complete

Chen, T. & McGrath, P. 'Are Firms More Likely to Sell What Was Acquired?'
Data Collection and Analysis Stage

Gokhan, E. & Kim, C.H., & Chen, T. 'Late Blooming Technologies'
Data Collection and Analysis Stage

Conference Presentations

Chen, T. 'Effect of Patent Litigation on Firm IP Acquisition Activity', *Strategic Management Society Annual Meeting*, Atlanta, GA; Oct 2013

Chen, T. & Nerkar, A. 'IP Strategy: The Impact of Litigation and Internal R&D on the External Acquisition of IP', *Academy of Management Annual Meeting*; Philadelphia, PA; Jul 2014

Chen, T., Kim, C.H., & Miceli, K. 'The Birth of Knowledge: New Innovations Without Recombination', *Strategic Management Society Annual Meeting*, Madrid, Spain; Oct 2014

Chen, T. & Nerkar, A. 'Technological Exit Strategy: Why IBM Sells Its Intellectual Property', *Academy of Management Annual Meeting*; Anaheim, CA; Aug 2016

Chen, T., Kim, C.H., & Miceli, K. 'Emergence of Opportunity Creation: The Case of Pioneering Technology', *Academy of Management Annual Meeting*; Anaheim, CA; Aug 2016

Chen, T. & Nerkar, A. 'Technological Exit Strategy: Why IBM Sells Its Intellectual Property', *Strategic Management Society Annual Meeting*, Berlin, Germany; Sept 2016

Invited Workshops

Wharton Mack Institute Emerging Scholars Workshop; Jun, 2014

West Coast Research Symposium Doctoral Student Workshop; Sept, 2014; Sept, 2016

TIM Doctoral Consortium, Academy of Management; Aug, 2015

Consortium on Competitiveness and Cooperation, Bocconi University, Jun 2016

TEACHING

Teaching

MBA 805A (MBA@UNC)

Corporate Strategy, 2015 - Present
Average Rating: 4.5/5.0

Executive Education Facilitator

Executive/Evening MBA

Leading and Managing, 2013 - Present
Average Rating: 4.5/5.0*

**Students were asked to rate me in terms of how much I helped them learn*

Teaching Assistant

BUSI 411 (University of North Carolina)
MBA 835 (University of North Carolina)

Undergraduate Strategy, Spring 2013
Introduction to Entrepreneurship, Spring 2016

PROFESSIONAL SERVICE

Membership

Strategic Management Society
Academy of Management

2013 – present
2014 – present

Ad hoc reviewer for Academy of Management Annual Meeting
Ad hoc reviewer for Strategic Management Society Annual meeting

2013 – present
2016 – present

INDUSTRY EXPERIENCE

2011	AT&T Finance Leadership Program Intern.	Bedminster, NJ
2009-2010	CAPITAL ONE FINANCIAL Business Analyst. Managed P&L for Consumer Deposit Products	McLean, VA
2007-2008	Business Analyst. Directed Digital Marketing Strategy for Capital One Home Loans	

PERSONAL INFORMATION

Citizen of China, Permanent Resident of United States