

# Simcha Jong

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## EMPLOYMENT

UNIVERSITY COLLEGE LONDON, UK 2006-present  
Assistant Professor, Department of Management Science and Innovation

## EDUCATION

EUROPEAN UNIVERSITY INSTITUTE, Florence, Italy 2002-2007  
PhD in Social and Political Sciences  
Dissertation title: Scientific Communities and the Birth of New Industries.  
Committee: C. Crouch (EUI/University of Warwick), F. Lissoni (Bocconi University), N. Fligstein (UC Berkeley), R. Stankiewicz (EUI).

UNIVERSITY OF CALIFORNIA AT BERKELEY, USA 2004  
Visiting scholar Department of Sociology

UNIVERSITY OF CAMBRIDGE, UK 2001-2002  
MPhil in Management Studies (distinction level)

UNIVERSITY COLLEGE, UNIVERSITY OF UTRECHT 1998-2001  
BA in Social Sciences (cum laude)

UNIVERSITY OF CALIFORNIA AT BERKELEY, USA 1999-2000  
Exchange student Haas School of Business.

UNIVERSITY OF AMSTERDAM 1997-1998  
'Propaedeusis' degrees in Economics and Law

## PUBLICATIONS

- E. Forti, **S. Jong**, Forthcoming. When ambidexterity backfires: Strategic discipline in new technology ventures. Academy of Management Best Paper Proceedings 2014.
- S. Jong**, K. Slavova, 2014. When publications lead to products; The open science conundrum in new product development. *Research Policy* 43(4), 645–54.
- D. Rotolo, **S. Jong**, V. Albino, 2013. Transferring social capital across knowledge domains: The case of nanoscience and nanotechnology. *Academy of Management Proceedings* 2013:1, 12859.
- S. Jong**, 2012. Academia's place in European capitalist systems, in L. Burroni, M. Keune, and G. Meardi (eds.) *Economy And Society In Europe: A Relationship in Crisis*, Edward Elgar Publishing, Northampton, MA.
- S. Jong**, 2011. Commercializing a disruptive technology. *Nature Biotechnology* 29(6), 685-8.
- S. Massaro and **S. Jong**, 2011. To think or feel? Trust within hierarchy and knowledge-intensive work. *Academy of Management Best Paper Proceedings*.  
- Winner 2011 Academy of Management OB Division Most Innovative Student Paper Award
- S. Jong**, 2009. When times get tough. *Nature Biotechnology* 27(3), 226-8.
- S. Jong**, 2009. The development of Munich and Cambridge biotech firms: a case study of institutional adaptation, in C. Crouch and H. Voelzkow (eds.), *Innovation in Local Economies: Germany in Comparative Context*, Oxford University Press.
- S. Jong**, 2008. Academic organizations and new industrial fields; Berkeley and Stanford after the rise of biotechnology. *Research Policy* 37(8), 1267-82.

- S. Jong**, 2006. How organizational structures in science shape spin-off firms; the biochemistry departments of Berkeley, Stanford and UCSF and the birth of the biotech industry. *Industrial and Corporate Change* 15(2), 251-83.
- S. Casper, **S. Jong**, F. Murray, 2004. Entrepreneurship and marketplace formation in German biotechnology. Society for Comparative Research.

## **RESEARCH GRANTS**

As a principal investigator:

New Modes of Innovation: Towards a Science-Based R&D Paradigm (December 2009-December 2011), £288,371 [≈ €344,575] substantive Innovation Research Initiative grant, ESRC ref. RES-598-25-0032.

Firms in knowledge-intensive sectors increasingly participate in open science and prominent firms in these sectors have developed into core hubs for scientific knowledge exchange. My work on this project has provided novel insights for managers into how to manage interdependencies between firms' proprietary R&D activities and academic research. Also, my work has provided novel insights into appropriate business models for technology ventures for the commercialisation of different types of science-based innovations. This project formed the impetus for an event I organised with NESTA that brought together leaders from UK biopharma organisations such as Pfizer, GlaxoSmithKline, the VC SR One, the UK Department of Health, MRC Technology, ReNeuron, Vernalis, and Astex Pharmaceuticals.

Stratified Medicine Business Platform, (November 2011 - October 2013), £254,665 [≈ €304,300] awarded through Technology Strategy Board Stratified Medicines Programme: Developing Business Models and Value Systems.

Novel molecular diagnostics technologies open up opportunities for the implementation of new patient stratification strategies. This project is an interdisciplinary collaboration with Janssen Pharmaceuticals, UCLH, UCL Pathology, UCL Partners, and the Royal Free Hospital to formulate and assess the value of such strategies. Using the implementation of a novel rapid turnaround diagnostics service for Hepatitis C patients in the NHS as a case study, Simcha's group developed new organisational frameworks, as well as a valuation and scenario analysis tool for the implementation of new patient stratification strategies in infectious disease management.

As a co-investigator:

British Regen Industry Tool Set (BRITS), (June 2010 - June 2014), £1,199,575 [≈ €1,433,377] grant awarded through Technology Strategy Board Regenerative Medicine Program: Value Systems and Business Models. £345,747 [≈ €431,253] of grant was awarded for research conducted in my research group.

Simcha's group contributed to the BRITS project by developing new support tools for entrepreneurs, managers, investors, funding bodies, and technology licensing officers, which have enabled faster and more effective decision making and commercialisation in the cell therapy field. Uncertainties managers face about optimal business and financial strategies in the commercialisation of cell therapy projects were a key impetus for the BRITS project. The tools Simcha's group developed, and the executive training he organized around these tools with BRITS collaboration partners (LONZA, LGC, UCL Biochemical Engineering, NHS Technology Adoption Centre, and Lawford Davies Danoon) provide critical decision support tools for dealing with these uncertainties.

## **RESEARCH GROUP**

PhD students:

Daniele Rotolo (secondary supervisor 2009-2011: Currently Research Fellow at SPRU/Georgia Tech), Sebastiano Massaro (primary PhD supervisor 2009-2013: Currently Assistant Professor at Warwick Business School), Tao Wang (primary supervisor 2011-present), Prateek Raj (primary supervisor 2012-present).

Postdoctoral Fellows:

Kremena Slavova (2009-2012: Currently Assistant Professor at Middlesex University Business School), Enrico Forti (2009-2013: Currently Teaching Fellow at UCL), Hsini Huang (2012-2014; Currently Assistant Professor, National Taiwan University), Anna Gola (2012-2013: Currently Senior Research Associate at UCL), Mecit Can Emre Simsekler (2014-2016).

## **WORKING PAPERS**

- S. Jong**, Cosmopolitan experts and local tensions; The institutionalisation of molecular biology, currently under review with American Journal of Sociology.
- E. Forti, **S. Jong**, When ambidexterity backfires: Strategic discipline in new technology ventures. Revise and resubmit with Strategic Entrepreneurship Journal.

## **TEACHING**

Postgraduate: Strategic Management for the Life Sciences, offered as an elective module for London Business School MBA students and UCL MSc in Technology Entrepreneurship students; Strategy for high-tech ventures, offered as a compulsory module for UCL MSc in Technology Entrepreneurship students; Supervised dissertation projects for UCL MSc in Management, MSc in Technology Entrepreneurship.

Undergraduate: New Ventures Business, UCL BSc in Information Management for Business; Research methods and dissertation module, UCL BSc in Information Management for Business.

Other: Designed new MSc in Healthcare Management (will run from October 2016), and an integrated BSc in Management for UCL's MBBS students (will run from October 2015). External examiner at Imperial College London Business School for MSc in Innovation, Entrepreneurship & Management, MSc in Management, and MSc in International Health Management.

## **PROFESSIONAL ASSOCIATIONS**

Academy of Management, American Sociological Association, Society for Social Studies of Science (4s), Society for the Advancement of Socio-Economics.

## **AWARDS**

1<sup>ST</sup> prize PRIME Early Career Competition awarded by Georgia Tech, Most innovative student paper award by the Academy of Management Organizational Behavior Division, DIME WP European Framework Grant for qualitative research on university entrepreneurship, Honorary Cambridge European Trust Scholar, Dutch Government Talent Program and VSB Foundation fellowships for MPhil studies at Cambridge University, ESRC studentship and Cambridge European Trust Studentship for doctoral research at Judge Business School, University Cambridge (not taken up), Nuffic Foundation Scholarship for dissertation research at the European University Institute.

## **LANGUAGES**

Fluent in Dutch (mother tongue), English, and Italian. French and German at intermediate level.

## **PRESENTATIONS**

Annual conferences at which I presented papers over recent years: The Academy of Management, DRUID, EGOS, 4s, the American Sociological Association.

I presented papers during research seminars or workshops over recent years, including as a keynote speaker at the Wharton School of the University of Pennsylvania, Collegio Carlo Alberto (Turin), Instituto de Políticas y Bienes Públicos (Madrid), SPRU at the University of Sussex (Brighton), the Catholic University of Leuven, the National Endowment for Science, Technology, and the Arts (London), Imperial College London, The School of Advanced Studies of the University of Camerino, École normale supérieure (Paris), Bocconi University (Milan), Health Cluster Portugal (Lisbon), Swiss Federal Institute of Technology Lausanne, Università degli Studi di San Marino, Georgia Institute of Technology (Atlanta), University of Chicago, University of Osnabrück, University of California at San Diego.