

# Roger Masclans

Duke University, The Fuqua School of Business  
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## Education

PhD in Business Administration, Strategy. Duke University, The Fuqua School of Business (2026)

*Committee: Ashish Arora, Wesley Cohen, Sharique Hasan, and Ramana Nanda*

MSc, BSc in Industrial Engineering. Polytechnic University of Catalonia, ETSEIB (2016)

*Major in Industrial Organization*

BA in Business Administration. University of Barcelona (2014)

*Honors Program*

## Published Papers

Measuring the Commercial Potential of Science (with Wesley Cohen and Sharique Hasan)

*Strategic Management Journal*, 2025: Articles in Advance. *NBER WP 32262*

## Working Papers

Science, Startups, and the Problem of Value Capture: Thin Acquisition Markets, Weak Outside Options

*SMS Annual Conference 2025 PhD Paper Prize Nominee*

When Do Intermediaries Distort Scientific Diffusion? Evidence from Google Search (with Wesley Cohen and Sharique Hasan, early stage)

Predicting Market Impact in Biomedical Research: General vs. Domain-Specific Models (with Wesley Cohen and Sharique Hasan, early stage)

Taste Before Production: The Role of Judgment in Entrepreneurial Idea Generation (with Ronnie Chatterji, Sharique Hasan, and Rick Larrick)

## Works in Progress

Breadth, Depth, and the Market Paths of Innovations

Markets for Capabilities: How Manufacturing and Distribution Platforms Incentivize Entry in Energy Technologies (with Jay Prakash Nagar)

Commercializing Deep Tech: Understanding Frictions to University Invention Disclosure with AI and an RCT (with Ramana Nanda, Elena Novelli, and Markus Perkmann)

Acquisitions Do Create Value: A Measurement Reassessment

The Realization Gap: Untapped Research with Commercial Potential (with Wesley Cohen, Sharique Hasan, and Yeqing Liu)

## Grant Funding

OpenAI Metascience Program: AI to Manage Scientific Discovery and Translation (Co-PI with Wesley Cohen, Sharique Hasan (PI), and Steven McClelland). Total award: \$70,000 (2025)

NCBiotech: Measuring the Commercial Potential of Science (Co-PI with Wesley Cohen (PI) and Sharique Hasan). Total award: \$45,000 (2024)

## Conferences and Presentations

2025: Consortium on Competitiveness and Cooperation; DRUID25; NBER Innovation Information Initiative; Strategy Science Conference; Wharton Innovation Doctoral Symposium; AOM Annual Meeting (planned); SMS Annual Conference (planned)

2024: AOM Annual Meeting; Innovator Diversity Pilots Initiative; Wharton Innovation Doctoral Symposium; Workshop on the Organisation, Economics and Policy of Scientific Research

2023: Department for Science, Innovation & Technology, U.K. Government; U.S. Army & Duke Innovation Workshop

## Other Research Projects, Publications, and Case Studies

Scientifiq.AI (with Wesley Cohen and Sharique Hasan)

*Software platform built on large-scale scientific data and AI models providing experimental infrastructure for advancing research on meta-science, science translation, and innovation*

The Professional Competences of the Future: A Diagnosis and An Action Plan to Promote Youth Employment After Covid-19 (with María L. Blazquez and Jordi Canals) *IESE Publishing*, 2020

The Future of Employment and New Professional Competencies: The Business Perspective (with María L. Blazquez and Jordi Canals) *IESE Publishing*, 2019

Ingka in 2021. Corporate Governance, Purpose, and Transformation (with Jordi Canals) *IESE Publishing*, 2020: SM-1698.

Amadeus: Boosting Long-Term Growth (with Jordi Canals) *IESE Publishing*, 2020: SM-1691.

Fluidra (with Jordi Canals and Josep Tàpies) *IESE Publishing*, 2020: SM-1697

PromoFarma 2018 (with Jordi Canals) *IESE Publishing*, 2020: SM-1692

## Other Research Activities

NBER Entrepreneurship Research Boot Camp, National Bureau of Economic Research (2025)

NBER Innovation Research Boot Camp, National Bureau of Economic Research (2024)

RA for Prof. Jordi Canals, IESE Business School (2018-2020)

## Referee and Service

Referee for Management Science, Strategic Management Journal

Duke Strategy PhD Conference, Organizing Committee Member (2025)

## Teaching and Industry Experience

Corporate Finance. Lecturer, University of Barcelona, BA Business Administration (2015-2020)

Corporate Finance. Lecturer, Pompeu Fabra University & TecnoCampus, MA Entrepreneurship & Innovation (2015-2017)

nowordlost. CEO (2016-2018). Co-Founder and Director (2016-2022)

*Startup developing software and machine learning translation tools for enterprise clients*

AMG Consulting, M&A, Strategy Boutique. Partner (2014-2020)

*M&A advisory in mid-market services and technology industries, including advanced materials, biotechnology, energy generation, software and artificial intelligence, and water treatment technologies*

## **Computational Skills and Languages**

Java, Python, R, and Stata; Javascript, HTML, and CSS; SQL and NoSQL

Catalan, English, French, Spanish

Last updated: July 2025