

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, September 2025: Vol. 46, No. 9. *NBER WP 32262*

Working Papers

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

Winner, SMS Conference Best PhD Paper Prize

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

Generative AI vs. Domain-Specific Models: Predicting the Market Uptake of Biomedical Research (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

Time to Exit, Incumbent Capabilities, and the Direction of Development: Evidence from Biotech (with Jay Prakash Nagar)

Markets for Capabilities: How Manufacturing and Distribution Platforms Incentivize Entry in Energy Technologies

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: NBER Innovation Information Initiative; Wharton Innovation Doctoral Symposium; Consortium on Competitiveness and Cooperation; DRUID25; Strategy Science Conference; Academy Of Management Annual Meeting; NBER Productivity Seminar; Strategic Management Society Annual Conference; Roundtable for Engineering Entrepreneurship Research (REER); Workshop on Entrepreneurial Finance and Innovation, Doctoral

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

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

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

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

Industry Experience

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Startup developing software and machine learning translation tools for enterprise clients

AMG Consulting, M&A and 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 (intermediate), Spanish

Last updated: November 2025