

Enabling Societal Impact through Entrepreneurship in Business Schools



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Registration: https://njit-edu.zoom.us/webinar/register/WN_6FmqmbhkRZCkxAaUxO-frg

How can business schools enable societal impact through entrepreneurship and research translation? This one-hour interactive webinar examines the national Promotion & Tenure - Innovation & Entrepreneurship (PTIE) initiative and its implications for institutional culture and community engagement. Rich Carter will provide an overview of PTIE, its work with universities, and tools for students, faculty, and administrators. Mike Brizek will discuss how PTIE principles align with AACSB goals and standards, and how promotion and tenure policies in business schools can recognize scholarly entrepreneurship activity. Cesar Bandera will address the measurement of translational research scholarship in business schools. The discussion will also explore strategies for institutional culture change, interdisciplinary collaboration between business schools and other academic units and entrepreneurship support organizations, and opportunities for strengthening research translation and campus innovation ecosystems. The speakers will address how these approaches increase universities' societal impact, and will answer your questions on strengthening the relationship between higher education and the communities it serves.

About the speakers:

Rich Carter is a Professor of Chemistry and Faculty Lead for Innovation Excellence in the Division of Research & Innovation at Oregon State University. In his role, he supports faculty seeking to leverage their discoveries to benefit society through innovation & entrepreneurship (I&E). Rich created and leads the Promotion & Tenure-Innovation & Entrepreneurship (PTIE) Coalition - a collection of over 65 universities with a shared interest in supporting faculty outputs in I&E. Universities across the country have implemented recommendations released by the Coalition to support faculty I&E outputs in their promotion dossiers. Rich also supports the initial NSF cohort of Accelerating Research Translation awardees. Rich received his BS degree in chemistry from Gettysburg College and his PhD in organic chemistry from the University of Texas at Austin. He served as Department Chair of Chemistry at Oregon State University from 2012-2017. In addition to his academic roles, Rich is co-founder and CEO for a technology-based chemical manufacturing company based in Oregon called Vallisacor.

Mike Brizek serves as director of higher education ecosystems with VentureWell, a nonprofit entrepreneurship support organization serving students, faculty, and staff in building STEM innovation and entrepreneurship institutional capacity. Mike previously served in academia as a tenured faculty member, department chair, associate dean, and dean at several AACSB business schools. In addition to partnering with institutions of higher education, Mike supports numerous federal programs with VentureWell. Mike also currently serves as an affiliate faculty member at the Darla Moore School of Business at the University of South Carolina and as a board member with AAAS and the International Business Innovation Association.

Cesar Bandera is Associate Professor and Leir Endowed Chair of Entrepreneurship at the Martin Tuchman School of Management of the New Jersey Institute of Technology. His research interests include entrepreneurship pedagogy and ecosystems. He currently serves as chair of the AACSB Entrepreneurship and Innovation Affinity Group and co-PI in the NSF Accelerating Research Translation initial cohort. Cesar received his PhD in Electrical and Computer Engineering from the University at Buffalo with a focus in biomimetics and is Senior Member of the National Academy of Inventors and Senior Life Member of the Institute of Electrical and Electronics Engineers. Cesar has also launched signal processing and m-health ventures which have received research translation awards from NIH, CDC, NSF, DOD, and NASA.



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