Academic Entrepreneurship and Technological Innovation Business Management

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Academic Entrepreneurship and Technological Innovation

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Academic Entrepreneurship: A Business Management Perspective by Anna Szopa, Waldemar Kantorski, and Patrich Oddone de Pablo, editors, p. In: Biographical references and index. Summary: "This book provides a wide-ranging overview of the relationship between universities and organizations through academic entrepreneurship and technological innovation. The Technology and Entrepreneurship Minor, a unique collaboration leveraging the strengths of the College of Engineering and Computing Sciences and the School of Management, provides opportunities for applied research, technology implementation, and new product development, as well as exposure to enterprise building, venture capital, and corporate partners.

Academic entrepreneurship and technological innovation: university spin-offs and wealth creation. It sets out to provide a structured approach to understanding the development of the phenomenon by comparing the different models of student entrepreneurship with insights and implications for practice, policy and research. The Technology Innovation and Entrepreneurship Center (TIEC) has served as Yale Tech’s hub for culturing new businesses, products, and fresh ideas in technology, engineering, and applied sciences since 2015. Mission: The ETIC’s mission is to consider and expand the college’s industry-academic partnerships, foster innovation, and Technological Innovation and Entrepreneurship. The Entrepreneurship and Innovation Innovation Center (ETIC) has served as Yale Tech’s hub for culturing new businesses, products, and fresh ideas in technology, engineering, and applied sciences since 2015. Mission: The ETIC’s mission is to consider and expand the college’s industry-academic partnerships, foster innovation, and Technological Innovation and Entrepreneurship.

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Global recessions and structural economic shifts are motivating government and business leaders worldwide to increasingly look to “new” universities to stimulate regional development and to contribute to national competiveness. The challenge is clear and the question is pressing: How will universities respond? This book presents in-depth case narratives of ten universities from Norway, Finland, Sweden, UK, and the U.S. that have overcome significant challenges to develop programs and activities to commercialize scientific research, launch entrepreneurial degree programs, establish industry partnerships, and build entrepreneurial cultures and ecosystems. The universities are quite diverse: large and small, teaching and research-focused; internationally recognized and relatively new; located in major cities and in emerging regions. Each case narrative describes challenges overcome, actions taken, and resulting accomplishments. This volume will be of interest to policymakers and university administrations as well as researchers and students interested in how different programs and activities can promote university entrepreneurship while contributing to economic growth in developed and developing economies.

The focus of this book is on technology ventures — how they start, operate, and sometimes exit profitably. In short, it covers all the elements required to launch a successful technology company, including discussion of cutting-edge trends such as “entrepreneurial method” and “lean startup.” Emphasis on the ideation process and development of an effective business plan, coverage of product and market development, intellectual property, structuring your venture, raising capital, sales and marketing, people management, and even strategies for exiting your venture. This is not another armchair book about entrepreneurship. It’s a working guide for engineers and scientists who want to actually be entrepreneurs. An intense focus on product design and development, with customers and markets in mind. Extensive discussion of intellectual property development, management, and protection. Poignant insights into marketing and selling technology products to the global marketplace. Techniques for forecasting financials, raising funds, and establishing venture valuation. Best practices in venture leadership and managing growth. Overview of various exit strategies and how to prepare the venture for exit.