

Academic Dialogue A Master Class with Professor Peter Russo

Director and Chairman of the Strascheg Institute for Innovation and Entrepreneurship at the European Business School, Frankfurt, Germany

Undertaking Corporate Entrepreneurship Research – The Way Forward

Wednesday 24 March, 11.00am – 3.00pm
(Lunch will be provided)
Belfield Innovation Park
University College Dublin
Belfield
Dublin 4

Location map: www.ucd.ie/nova/locationmap/wicalocationmap/#d.en.29692

Programme Outline

11.00am – 12.30pm

Professor Russo will present an overview of his research, outlining the key research issues and methodological approaches in the area of corporate entrepreneurship. He will also provide guidance on where useful journals can be found and give advice on where to publish.

12.30pm – 1.15pm

Lunch

1.15pm – 3.00pm

Professor Russo will facilitate an interactive question and answer session with the same group. Possible discussion topics are recent developments in corporate entrepreneurship research, unanswered questions in terms of research gaps, targeting the correct journals, funding opportunities and conferences.

Professor Peter Russo is Founder, Director and Chairman of the Strascheg Institute for Innovation and Entrepreneurship within the European Business School. Professor Russo's academic career encompasses business administration, marketing, finance and economic law, and his current research interests include innovation management, corporate entrepreneurship and growth management. Professor Russo's academic positions also include a senior lectureship in Innovation Management at the European Business School and a Visiting Professorship at Stanford University. Professor Russo has been actively involved in a number of start-up companies and he has held senior positions within the high-tech and banking industries. Professor Russo's latest book, "From Idea to Market", is one of the best-selling books in the area of entrepreneurship and innovation.

This event is part of the InterTradeIreland All-island Innovation Programme at Queen's University Belfast. The event is by invitation only and there is no charge to attend.

To confirm your attendance please e-mail Paul Cochrane at p.cochrane@qub.ac.uk by 16 March 2010