



You are invited to an
INNOVATION LECTURE
 as part of the InterTradeIreland All-Island Innovation Programme

Corporate Entrepreneurship - the key to making innovation happen

presented by
Professor Peter Russo
 Director and Chairman of the Strascheg Institute for Innovation and
 Entrepreneurship at the European Business School, Frankfurt, Germany

Tuesday 23 March 2010 (6.00pm)
The Great Hall, Queen's University Belfast

Effective innovation is the primary source of sustainable competitive advantage in the twenty-first century. Companies are left with no choice but to innovate well; otherwise they will disappear from the market. Corporate entrepreneurship is a key way to make innovation happen inside established organisations. It is also a vehicle for the innovative opportunities which don't fit neatly into a company's core business. Corporate entrepreneurship is a strategic answer to the challenge of organic growth.

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 experience focuses on 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 include a senior lectureship in Innovation Management at the European Business School and Visiting Professor at Stanford University. Professor Russo has been heavily involved in a number of start-up companies and has held senior positions within the banking industry and the high-tech industry. Professor Russo's latest book, "From Idea to Market", is one of the best-selling books in the area of entrepreneurship and innovation.

Please circulate details of this free event to colleagues and contacts

To confirm your attendance, please contact Paul Cochrane at p.cochrane@qub.ac.uk or telephone 028 9097 2575 or complete and fax this cover sheet to 028 9097 2570.

Name: Email:

Organisation:

I will be bringing guests



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“Generating good ideas is generally not the bottleneck in the innovation process; the real challenge is to successfully commercialise those ideas. This requires employees to behave like entrepreneurs.”

“Corporate Entrepreneurship is the driver to sustainable leadership and to corporate success.”

“Key lessons can be learnt by Irish companies by looking at German corporate failures.”

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(Refreshments from 5.30pm)

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Open to All
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