Department of Management

Seminar

Teaching Creativity, Entrepreneurship, New Venture Creation, & Technology Commercialization

Date: 9 May 2019 (Thursday)
Time: 11:00 – 12:00 pm
Venue: WLB917, HKBU
Language: English
Convener: Dr. Marta Dowejko

Dr. dt ogilvie
Distinguished Professor of Urban Entrepreneurship
Saunders College of Business, Rochester Institute of Technology, USA

Abstract

Can entrepreneurship be taught? This presentation discusses and provides demonstrations of teaching creativity, entrepreneurship, new venture creation, and technology entrepreneurship in undergraduate and graduate entrepreneurship programs. Attendees will have the opportunity to experience and participate in some of the techniques and exercises used to develop skills in entrepreneurship students.

Bio

Dr. dt ogilvie is a Distinguished Professor of Urban Entrepreneurship and former Dean and Professor of Business Strategy at Saunders College of Business at the Rochester Institute of Technology. She is the Founder of the Center for Urban Entrepreneurship (CUE) and was formerly Chair of the Board of Advisors of CUE. She also founded The Center for Urban Entrepreneurship & Economic Development (CUEED) at Rutgers Business School. Dr. ogilvie has published in top journals and five of her research papers have been recognized with research awards. Her research interests include strategic decision making and the use of creativity to enhance business and battlefield decision making and applying complexity theory to strategy and creativity; executive leadership strategies of multicultural women executives; women in the executive suite; assessing environmental dimensions; strategic thinking in the 21st century; cognition and strategic decision making; and entrepreneurship and economic development of urban cities.