

FOSTERING THE ENTREPRENEURIAL REVOLUTION ACROSS CAMPUSES: LESSONS LEARNED AND NOT LEARNED

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Presentation Summary (limited to 200 words)

After a decade of effort, the results of programs to foster university-wide or cross-campus entrepreneurship are mixed at best. This presentation will first address how the notion of university-wide entrepreneurship can be conceptualized, arguing that this conceptualization must provide clear direction to such efforts. Attention will be devoted to key leadership, strategic, structural and process factors that have been instrumental in successful or unsuccessful efforts at building high-impact, cross-campus collaborations and partnerships. Examples of effective programmatic approaches to university-wide entrepreneurship will then be provided. Based on these examples, the building blocks for establishing high-impact, cross-campus partnerships will be highlighted.