Prof. Dr. Alan Carsrud

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Dr. Carsrud is Professor of Management, Industrial & Systems Engineering, Hospitality Management and Founding Executive Director of the Eugenio Pino & Family Global Entrepreneurship Center at Florida International University in Miami. He was Senior Lecturer in Entrepreneurship and Electrical Engineering at UCLA where he founded and ran The Family & Closely-held Business Program, the Venture Development Program and the Global Access Program. The latter two helped create new technology based ventures in Australia, Chile, Finland, France, Italy, Mexico, and the United States. He was on the start up team at People Express Airlines and served as Founding Director of CytoSignal, a biotech firm in Irvine. He has directed graduate entrepreneurship programs at UCLA, the University of Texas at Austin and the University of Southern California, and has taught at Pepperdine University, Nangang Technological University in Singapore, Anahuac University, Bond University, and Australian Graduate School of Management. He is Docent in Science Based Entrepreneurship at Abo Akademi University in Finland. He currently serves of the boards of venture capital, entrepreneurial, and family firms world-wide. He has published over 120 articles and book chapters on entrepreneurship, family business, clinical psychology, social psychology as well as developed dozens of teaching cases and educational materials in family business and entrepreneurship.

September 25th, 4:00 pm
Max Planck Institute of Economics
Entrepreneurship, Growth and Public Policy Group
Seminar Room V03

Strategic Issues in Fostering Technology Firms:
A Nordic tale of Entrepreneurs and Public Policy

This lecture is the result of a decade of an applied research collaboration focused on technology firms in Europe, primarily Finland, France, and Italy. The lecture is based on theoretical reviews, participant observations, empirical studies, quasi-experimental research, qualitative interviews, personal consulting, firm incubation, and action research with firms, clusters, and regional groups in both the information technology and biotechnology sectors with particular focus on Finland. This lecture uses a narrative format, based on Nordic mythology. This story-telling approach is used to express the perceptions of entrepreneurship by various players in society. The lecture focuses on what happens when public policies are based on perceptions very different from, and in potential conflict, with those of the would-be entrepreneur. The lecture addresses the current and very real problem in many countries where enormous efforts are invested in pushing technology creation assuming at the same time creation of entrepreneurial high growth firms. Results show extremely low entrepreneurial activity and declining interest towards entrepreneurship as a career alternative. For those firms that do emerge growth does not seem to be the primary goal. The conclusions are discussed in terms of the long term prognosis for developing an entrepreneurial society to take advantage of the technological developments supported by governmental research funding.