Norris Krueger is an entrepreneur in academic’s clothing, combining his cutting-edge academic expertise with his entrepreneurial skill, experience and passion. He developed the national award-winning Kauffman-supported TEAMS initiative to expand student/faculty involvement in economic development and technology commercialization, identifying mechanisms for pooling the expertise of entrepreneurship scholars via unique partnerships with regional ‘players’ in technological entrepreneurship and in economic development. Currently, Norris works in social entrepreneurship & entrepreneurial economic development through Entrepreneurship Northwest (Boise, Idaho, USA) and academic research and public policy through his Fellowship with the Max Planck Institute in Jena.

Social Entrepreneurship: In 1997, ICSB hosted the very first academic track on social entrepreneurship co-chaired by Dr. Krueger, an event that fortified entrepreneurship as the intellectual home for social entrepreneurship. Norris has been involved with social and sustainable entrepreneurship for over a decade, from working with environmental entrepreneurs in Montana in the 90s to the very first two special journal issues on environmental entrepreneurs to research on entrepreneurial economic development (co-founded working groups at the Academy of Management on both sustainable entrepreneurs and economic development) to multiple panels and workshops on social ventures at the Academy of Management, SMS, USASBE and ISERC. He sees social entrepreneurs as teaching us a great deal about entrepreneurship and especially entrepreneurial thinking in general.

**Wednesday May 13th, 10:15 - 11:45 am**
Max Planck Institute of Economics
Entrepreneurship, Growth and Public Policy Group
Seminar Room V03

**What Should Cognition Scholars and Social Entrepreneurs Ask Each Other?**
Where better to study entrepreneurial thinking and how it evolves than in studying social and sustainable entrepreneurs? Social entrepreneurship has grown explosively at universities and in communities worldwide and now sustainable entrepreneurship is following suit. However, much like the early days of entrepreneurship, the broad inclusiveness of the field has raised serious definitional issues. One area where cognition scholars can contribute significantly is to help us understand how SE scholars, practitioners and educators perceive SE, for example, through studying mental prototyping processes. This opens the door to better command of definitional issues and a likely useful taxonomy of the “flavors” of SE. Another interesting research theme is to use this domain to explore the trajectories by which entrepreneurial thinking evolves.