Announcement: Next Entrepreneurship Talk by Prof. Dr. Reza Asghari - Wealth Generation Through University Startups

When:       Friday , 17 July 2015, 14:00 - 15:30 h
Where:       Forschungszentrum L3S/L3S Research Center, Appelstraße 9a, 15th floor, Multi Media Room

Prof. Dr. Reza Asghari, Chair in Entrepreneurship at the Technical University of Braunschweig, will talk about

Wealth Generation Through University Startups

Entrepreneurial Mind-Set, Business Models and Entrepreneurship Governance

In the knowledge-driven economy, wealth generation is dependent on the commercialization of research results. University start-ups initiate the innovations and carry them through the economy. Innovation cycles get shorter and new products and services are offered by knowledge-based spin-offs. They characterize the process of "creative destruction". Innovative business models, entrepreneurship governance and access to venture capital are determining factors for successful university start-ups.

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