

Date: Wednesday, 18 November 2015
Time: 5 - 6 p.m.
Venue: Room 2.300, Dept of Physics and Astronomy, Building E6B, Level 2,
Macquarie University

SPEAKER: ERIK LUNDMARK

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Entrepreneurship – breaking the mould of management



Abstract

The talk presents appropriate approaches to problem solving in entrepreneurial contexts. These approaches often contrast starkly with classical management approaches. The talk is based on lessons learned while developing the new entrepreneurship major in the Bachelor of Commerce program. It draws on research on how managers and entrepreneurs approach problems differently. It also draws on insights from how management students approach new and creative tasks.

Biography

Dr Erik Lundmark's research focuses on the mobility of people, ideas and knowledge and how this affects innovation and entrepreneurship. He has worked with a wide variety of organisations from small firms and associations to multinational corporations and public organisations. Erik's recent work critiquing entrepreneurship discourse and research has been published in the leading entrepreneurship journal - Entrepreneurship Theory & Practice. Erik is a senior lecturer in the department of Marketing & Management at Macquarie University. He recently received a Vice Chancellor's Citation for Outstanding Contributions to Student Learning. He holds an MSc in Industrial Engineering and Management and a PhD in Management.

Transportation

CUDOS offers transport between Macquarie University and the University of Sydney for those who are interested in attending the talk.

For more information and videos of previous seminars go to:
<http://www.cudos.org.au/education/seminarseries.shtml>

