

ENTREPRENEURIAL LEADERSHIP@CLARKSON

Spring 2022

Welcome to the first newsletter of Entrepreneurial Leadership @ Clarkson

Entrepreneurship has been in the DNA of Clarkson University since its foundation 125 years ago. The University founders, the Clarksons, were successful entrepreneurs themselves. Their dedication to business creation and innovation to create value and benefit society has remained a guiding force of the institution and of the David D. Reh School of Business, named in honor of its greatest philanthropist.

DAVID REH '62, H'17 was a successful business leader, serial entrepreneur and humanitarian who shared with our faculty, students and alumni his commitment to entrepreneurial endeavors, ethical leadership and a futurist vision of the role entrepreneurial leadership should play in students' education.

Today, we place entrepreneurial leadership at the center of everything we do.

This year, we have increased our interdisciplinary collaboration with the Wallace H. Coulter School of Engineering to enhance and promote the ideas of entrepreneurial engineers; similarly, we have worked to strengthen our support of entrepreneurial science. We have also expanded our engagement with the Clarkson Ignite program and the Shipley Center for Innovation to create a truly entrepreneurial ecosystem and enhance experiential learning for our undergraduate and MBA students.

And we have gone even further!

We have expanded our global reach with the launch of a new online entrepreneurial leadership executive program, for which we have received a great deal of interest from prospective participants across the U.S. and Latin America.

To boost student learning and support scholarly interaction among our faculty, we launched the Entrepreneurship Speaker Series; this year we hosted world-class intellectuals from the University of Ottawa in Canada, Florida International University, Cornell University and the Tecnológico de Monterrey in Mexico.

Enjoy the reading, keep tuned into our new developments and remember:

Think entrepreneurship, think Clarkson!

— **Professor Christian Felzensztein, PhD**

*David D. Reh Family Endowed Chair
in Entrepreneurial Leadership*



ClarksonTM

DAVID D. REH SCHOOL OF BUSINESS

Among the Top 50 Undergraduate Schools for Entrepreneurship Studies

— THE PRINCETON REVIEW AND ENTREPRENEUR MAGAZINE 2021

Learning From Success

Through the Reh School's newly created **Entrepreneurship Speakers Series** and other on-campus opportunities, students gain firsthand insight into the realities and challenges of successful business creation, innovation and management.

Each year, the Reh School of Business welcomes prominent business leaders, successful entrepreneurs and leading scholars to share and discuss with students and faculty a range of topics and experiences related to leadership and entrepreneurship.

In addition to allowing students to interact and learn from experts in their respective fields, these events provide students with opportunities to network and make connections.

INNOVATORS ON INNOVATION

Innovation and entrepreneurship are skills our students learn from international guests and faculty who don't just talk the talk, but practice what they preach.

In February and March, undergraduate innovation & entrepreneurship majors and MBA program students with an entrepreneurship focus got the opportunity to learn from world-class entrepreneurs and innovators in person and online. Professor Christian Felzensztein, the David D. Reh Family Endowed Chair in Entrepreneurial Leadership, led these activities.

Guest speakers included:

- **VOLKER GOELZ**, vice president and head of marketing procurement at SAP in Mannheim, Germany, and **ANDY CHAPMAN**, project director at SAP in London, U.K., who spoke to the MBA entrepreneurship class and undergraduate innovation & entrepreneurship majors. Their talks focused on the key practicalities of iCloud solutions for the students'



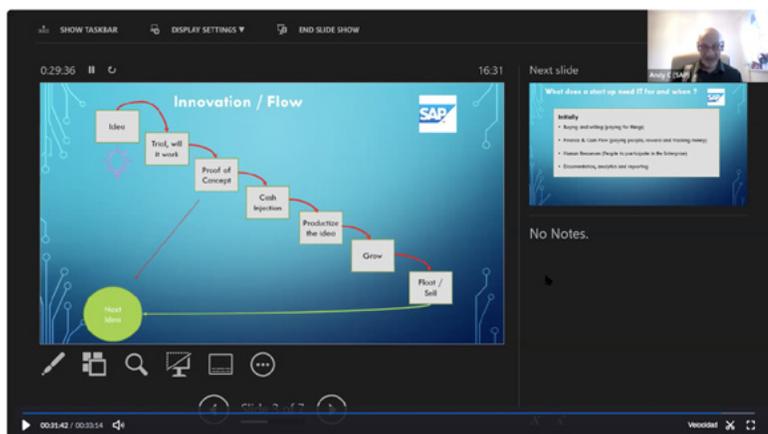
David Crick

high-tech, born-global startup projects. The activity, led by Professor Felzensztein, helped students develop an international entrepreneurship mindset that focuses on creating new technology solutions for projects in the Metaverse and innovations that will help the world become a better place.

- Professor **ÇETIN ÇETINKAYA**, the Michael '78 & Janet Jesanis Endowed Chair in the Department of

Mechanical & Aerospace Engineering at Clarkson, who won FuzeHub's 2021 Commercialization Competition for his ultrasonic characterization/evaluation device startup company. The funds will help him further develop a prototype of the device as he moves from new product development and production methods to the marketplace.

- Professor **DAVED BARRY**, the Elmer Gates '50 Professor of Innovative Business Culture in Clarkson's School of Arts & Sciences, who showed students how they can use innovation to succeed in business idea competitions and discussed the pros and cons of design thinking.
- **JAMEY HOOSE**, director of the Shipley Center for Innovation, Clarkson's entrepreneurial support hub, who discussed implementing a successful intellectual property strategy for startups.



A slide from SAP project director Andy Chapman's online presentation.

STEP ON CAMPUS. START A BUSINESS

The Entrepreneurship program at Clarkson is one of the few in the country that provides a platform for students in their first college semester to craft plans for the launch of a business venture that the students develop shortly after they arrive on campus.

\$20,000 in Venture Funding Awarded

A custom-designed stuffed animal that provides support to children with autism and those who struggle with anxiety. A recovery device designed to provide hands-free therapy for athletes with muscle strain. An innovation designed to assist rodeo competitors. A company selling branded clothing in support of student emergency funding needs.

These are some of the business plans that successfully competed for startup funding this year thanks to the Reh School of Business' 25-year tradition of providing all first-year business students with a chance to pitch their business ideas to a panel of experienced investors.

This year, students presented nine innovative ideas to venture fund managers, demonstrating that a market

existed for the concept and that sound financial assessment supported the request for startup capital. Students who choose to continue with the program will have the opportunity to use funds that were allocated to launch the concept in the spring semester.

"The level of complexity in the students' concepts elevates each year, says **MARC COMPEAU**, professor of practice, who leads the course.

DIEGO NOCETTI, interim dean of the Reh School of Business, agrees. "The students did an amazing job coming up with innovative concepts, crafting business plans for their ideas and presenting their plans to the judges. I see immense potential in this new cohort of students. I look forward to seeing where the Reh School educational experience takes them."

Spurring Innovation Through Competition

This spring, the Reh School of Business is sponsoring the Reh Innovators Capital Investment Competition (aka "The Reh Cup"), which challenges first-year students to create a startup venture and compete for startup funds.

This year's Reh Cup focuses on social entrepreneurship.

Working in teams, students enrolled in our introductory innovation and entrepreneurship courses will spend the semester engaged in the development of creative, innovative business ventures that seek to make a positive impact on society. At the conclusion of the semester, a panel of faculty and alumni entrepreneurs will award \$20,000 in startup grant funding to winning businesses. Each team will be guided by a faculty or staff member or alumna/alumnus who has expertise related to social venture startups.

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Innovative Technology Creates Greener Concrete

KLAW Industries repurposes post-consumer, contaminated glass from recycling centers into an eco-friendly partial cement replacement for use in concrete. Pantheon™

increases the strength of the concrete by more than 10%, and is cheaper than existing industry add-ins, such as fly ash and slag.

The company was started in 2019 by

JACK LAMURAGLIA TCS'18 '21 and **TANNER WALLIS** TCS'18 '21, along with their childhood friend Jacob Rumson (Binghamton University). The three developed the unique patent-pending process that removes unwanted materials from the glass. KLAW Industries has already won \$50,000 in prizes from business plan and start-up competitions.

klawindustries.com



From left: Jack Lamuraglia TCS'18 '21, Tanner Wallis TCS'18, '21 and Jacob Kumpon



Ashley Sweeney

FUNDING STARTUPS

Director of Clarkson Ignite **ASHLEY SWEENEY** and Director of Shipley Center **JAMEY HOOSE** offered students a program about New York state funding opportunities for their tech and global startups. The program was coordinated by the Reh Family Endowed Chair in Entrepreneurial Leadership Christian Felzensztein.

Clarkson Ignite serves the entire campus as an innovation ecosystem that connects students to faculty, staff, alumni and community leaders to gain critical hands-on, creative experience.

REH ENTREPRENEURSHIP SPEAKERS SERIES

Recent topics and speakers include:

A World-Renowned Expert on International Entrepreneurship

Professor **DAVID CRICK**, the Paul Desmarais Professor of International Entrepreneurship and Marketing from the Telfer School of Management at the University of Ottawa, delivered hybrid (in-person and online) presentations to MBA students and entrepreneurship majors on the topic of international entrepreneurship and born-global firms. He was also a guest for the Reh Entrepreneurship Seminar Series, which involved several faculty talks and meetings with leaders in Clarkson's entrepreneurship ecosystem.

A Focus on Entrepreneurship in Latin America

In April, experts on entrepreneurship in Latin America delivered talks to faculty and students.

Speakers included Professor **JERRY HAAR**, executive director for Latin American and Caribbean at Florida International University in Miami, where he previously served as director of the Entrepreneurship Center; **ERNESTO AMOROS**, director of the Global Entrepreneurship Monitor (GEM) project, professor of entrepreneurship and doctoral program director at the Tecnológico de Monterrey in Mexico; and **SASCHA FÜRST**, former MBA director at EAFIT University in Medellin, Colombia, and research professor in entrepreneurship and innovation at the Tecnológico de Monterrey in Mexico.

A Focus on Entrepreneurship in Emerging Markets

LOURDES CASANOVA, senior lecturer and the Gail and Roberto Cañizares Director of the Emerging Markets Institute in the S.C. Johnson School of Management at Cornell University, spoke to Reh School of Business faculty and students.

Professor Casanova previously served as a lecturer in the Strategy Department at INSEAD. She is the author and coauthor of numerous books and publications, including the annual *Emerging Market Multinationals Report*; *The Era of Chinese Multinationals: Competing for Global Dominance*; and *Financing Entrepreneurship and Innovation in Emerging Markets*. In 2014 and 2015 she was named one of the 50 most influential Ibero American intellectuals by Esglobal and, in 2017, one of the 30 most influential Ibero American women intellectuals.



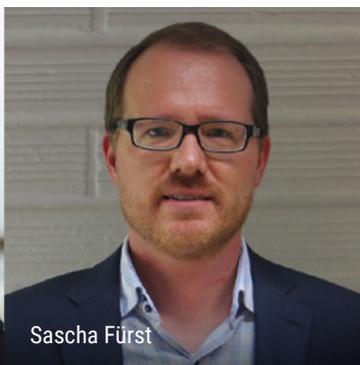
David Crick (l) and Christian Felzensztein (r)



Jerry Haar



Ernesto Amoros



Sascha Fürst



Lourdes Casanova

RECENT AND FORTHCOMING PUBLICATIONS SPOTLIGHT



Amber Stephenson

Associate Professor **AMBER STEPHENSON** is a coauthor of the article "How Bias Against Women Persists in Female-Dominated Workplaces," published in the *Harvard Business Review*, March 2022 issue.

Professor **CHRISTIAN FELZENSZTEIN** is a coauthor of "Indigenous Entrepreneurial Ecosystems: A Comparison of Mapuche

Entrepreneurship in Chile and Maori Entrepreneurship in Aotearoa New Zealand," forthcoming in the *Journal of Management & Organization*.

Professor Felzensztein is also a coauthor of three recently published articles: "Indigenous Entrepreneurship: Insights From Chile and New Zealand," in the *Journal of Business Research*; "Facilitating Entrepreneurship in the Failing Cuban Economic Model?" in the *Journal of Entrepreneurship in Emerging Economies*; and "Do Economic Freedom, Business Experience and Firm Size Affect Internationalization Speed? Evidence From Small Firms in Chile, Colombia and Peru," in the *Journal of International Entrepreneurship*.

FACULTY RESEARCH AWARDS

Reh School of Business faculty recently won internal grants to develop new projects on entrepreneurship and sustainability:

Professor **BEBONCHU ATEMS**, for a project titled "The Impact of Technology Shocks on Entrepreneurial Job Creation: U.S. and International Evidence."

Assistant Professor **ROHAN CRICHTON**, for his project "Uncovering the Responsible Leader in the New Green Hydrogen Economy: An African Context."

Professor **CHRISTIAN FELZENSZTEIN**, Reh Family Endowed Chair in Entrepreneurial Leadership, for the project "Sustainable Development: The Path to Entrepreneurship and Economic Growth in Cuba."



Bebonchu Atems



Rohan Crichton

NEW!

GLOBAL ONLINE EXECUTIVE PROGRAM ON ENTREPRENEURIAL LEADERSHIP

What does effective entrepreneurial leadership look like, and how do you adapt to the new world challenges and make practical changes to your startups and organizations?

Designed for working professionals, Clarkson University's entrepreneurial leadership executive education program will give you the opportunity to reflect critically on how you lead and what entrepreneurial leadership means to you. It will expose you to knowledge, insights, frameworks and tools to help you combine your entrepreneurial spirit and leadership skills in order to bring greater value to yourself, your teams and your organization.

This program explores several major entrepreneurial leadership themes, including influence by example; team motivation and adaptability; and the changes and complexity of the new post-pandemic business environment. It will encourage you to evaluate critically the challenges and opportunities encountered in today's new entrepreneurial leadership.

September 2022 Program

For more information, visit

clarkson.edu/graduate/entrepreneurial-leadership-program



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