

Lecture 4

January 30, 2004
EC 2300

Wertheim Thought Leader Lecture Series in Entrepreneurship

presented by the FIU College of Engineering and College of Business Administration

2003-2004



Gerald E. Hills, professor in entrepreneurship at the University of Illinois at Chicago (UIC), is the Coleman Foundation Chair in Entrepreneurship and former associate dean at UIC. Under his leadership, UIC was nationally ranked as one of the top three entrepreneurship programs in Success Magazine. Hills was the co-founder and president of the United States Association for Small Business and Entrepreneurship. He was also involved in the entrepreneurial growth stage at Xerox Corporation, and has served as consultant to numerous firms.

Hills received his Master of Business Administration and Ph.D. from Indiana University. He has written more than 75 articles in entrepreneurship and marketing journals. A recipient of the Leavey Award for Excellence in Private Enterprise Education, Hills was honored with the Advocate Award by the Academy of Management for his outstanding contributions to the field of entrepreneurship.

Lecture Topic:

Marketing, Entrepreneurship and Opportunity Recognition: New Directions

It is increasingly clear that the fundamentals of successful marketing are different in entrepreneur-driven firms than in large, mature corporations. According to a cross-country study conducted in Sweden and the U.S., the appropriateness of several marketing principles is questionable. The marketing discipline has devoted substantial attention to opportunity evaluation, but has ignored opportunity recognition. The recognition stage includes the sensitive and cognitive processes entrepreneurs use to identify opportunities. This lecture will address the major gap in marketing knowledge, and the proposal of "entrepreneurial marketing" as a new school of thought.

Lecture will be held on Friday, January 30, 2004 at 10:00a.m.
in the Engineering Center, Room 2300.
10555 West Flagler Street
Miami, FL 33174



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For more information, contact the Institute of Technology Entrepreneurship at 305.348.7171

This series will include lectures by leading entrepreneurs, innovators, and professionals as part of FIU's university-wide initiative to foster new venture creations by students and faculty.

This lecture series is partially supported by a grant from the National Science Foundation and a grant from the Ewing Marion Kauffman Foundation.