

# Lecture 1

October 8, 2003

## Wertheim Thought Leader Lecture Series in **Entrepreneurship**

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

**2003-2004**



**M**alin Brännback, professor in International Business at Abo Akademi University, Finland, is a senior lecturer at the Swedish School of Economics and at Abo Akademi University. Since 1998, Brännback has been the director of the Innomarket research unit at the Turku School of Economics and Business Administration, Finland, where she has also been a marketing professor for the last three years. She is an adjunct professor in electronic commerce at the Swedish School of Economics in Helsinki, Finland. Her current research interests are in innovations management, entrepreneurship, relationship marketing, knowledge management and strategic market management.

Brännback has university degrees in pharmaceuticals, business administration, and field decision support systems. She received her bachelor's, master's, and PhD from the Abo Akademi University. Brännback has published over 90 articles and papers in such publications as the *European Journal of Management*, *Human Systems Management*, *Journal of Market-Focused Management*, *Journal of Decision Systems*, *Knowledge and Process Management* and very recently in *Knowledge Management Research and Practice*.

### Lecture Topic:

#### **Understanding the Biotechnology Business Using Relationship Marketing Lenses**

The business of modern biotechnology is fairly new and highly disintegrated even though its predecessor, the pharmaceutical business, used to be fully integrated. Although certain "business laws" apply to both categories, there is a different logic to managing fully integrated and disintegrated businesses.

This presentation explores the relationship marketing theory, particularly what is known as the "Nordic School", as a meaningful basis for understanding and managing biotechnology businesses.

Lecture will be held on Wednesday, October 8, 2003 at 10:00 a.m.  
in the Engineering Center, Room 2410.  
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.