Reimagining entrepreneurship—Why?

“Our Credo challenges us to put the needs and well-being of the people we serve first.”
Robert Wood Johnson (J&J) 1943

“That responsibility is to conduct the business ... to make as much money as possible ...”
Milton Friedman 1970

Dr. Robert Edgell, Associate Professor
SUNY Polytechnic Institute
College of Business Management
Co-Director, Joint Center for Creativity, Design, and Venturing
dgelr@sunypoly.edu

Dr. Daryl Lee, Associate Professor
SUNY Polytechnic Institute
Interdisciplinary Studies Program
Co-Director, Joint Center for Creativity, Design, and Venturing
leed1@sunypoly.edu twitter: @polyteomic

Reclaiming the human: Integrated Pathway ... ICNY, Making, & CEV

Stiegler Latour
Institutional Placemaking

“third space” >> “purposeful association”

Jacobs & Whyte
Soja
Hannerz

Institutional Placemaking

“third space” >> “purposeful association”

Jacobs & Whyte
Soja
Hannerz

- third space
- confronting complexity
- thinking creatively
- reflecting upon and foregrounding values
Institutional Placemaking

“third space” >> “purposeful association”

第三空间

articulating disciplinary assumptions and values

building conceptual common ground

negotiating and honoring difference

How can universities encourage reimagined venturing mindsets and practices that reflect and develop the values of liberal education?