

# Entrepreneurship and Innovation for the Portuguese Economy

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# Evolution of Global Business

Time	Up to the 19 <sup>th</sup> Century	20 <sup>th</sup> Century	21 <sup>st</sup> Century
Focus	Land Acquisition: <b>Colonialism</b>	Free Market Competition: <b>Capitalism</b>	Human Capital Development: <b>Entrepreneurialism</b>
Key Players	Countries	Corporations	Citizens

# Current Challenges

- “Nano-second” Culture
- Hyper Competition
- Customer Demographics
- Talent Mobility

# Evolution of Management Education

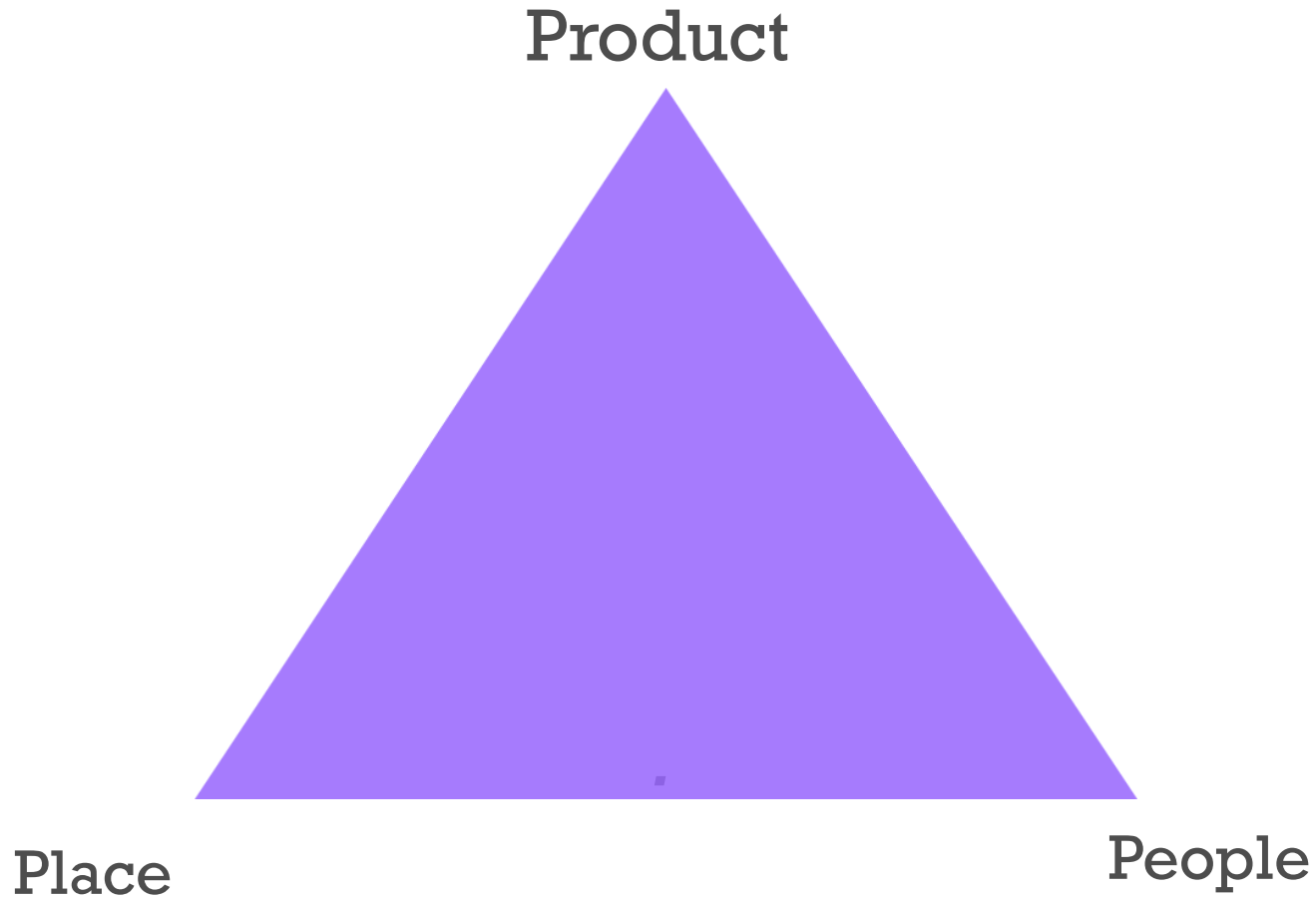
Time Period	Up to the mid 1960s	Late 1960s to the late 1990s	2000 and beyond
Pedagogical Tools	Case Studies	Analytical Frameworks	Experiential Global Learning
Decision Making Driven by	Judgment & Intuition	Data Analytics	Business Ethics
Focus on	Business Relevance	Academic Rigor	Rigor & Relevance

# Business Schools:

## Move Beyond Conventional Boundaries of Thinking

- |  |   |                              |
|--|---|------------------------------|
| 1. Beyond Business Environment           | → | Business + Society +         |
| 2. Beyond Success                        | → | Success + Significance       |
| 3. Beyond US & Europe Centric Curriculum | → | Developed + Emerging Markets |

# Portugal: Brand Essence



# Portugal: Brand Essence

- *Humanizing business by recognizing that people are the only source of differentiation and value creation*
- *Portugal: a lovely location, great climate and a rich history*
- *Culture and Language: a link to Brazil and Africa - growing economies of the world*

# Summary

*“The future of competition is  
collaboration”*

*- Dipak C. Jain*