Table of Contents

Preface .................................................................................................................................................. xiii

Acknowledgment ............................................................................................................................. xx

Chapter 1
Mastering Entrepreneurship Education in Global Business .......................................................... 1
   Kijpokin Kasemsap, Suan Sunandha Rajabhat University, Thailand

Chapter 2
Academic Entrepreneurship in Emerging Economy Context ......................................................... 29
   Bhaskar Bhowmick, Indian Institute of Technology Kharagpur, India
   Susmita Ghosh, Indian Institute of Technology Kharagpur, India

Chapter 3
Active and Passive Resistance to Organizational Change: A Case of Entrepreneurship Minor
Program in a Public University ........................................................................................................ 51
   Mehmet Eymen Eryılmaz, Uludağ University, Turkey
   Filiz Eryılmaz, Uludağ University, Turkey

Chapter 4
The Commercialisation of University Engineering Projects: Entrepreneurship Processes and
Practices ................................................................................................................................................. 70
   Rebecca De Coster, Brunel University, UK
   Syakirah Mohamad Taib, Brunel University, UK

Chapter 5
A Conceptual Framework of the Relationship between Institutional Framing and
Innovativeness ...................................................................................................................................... 100
   Anna Szopa, Jagiellonian University, Poland
   Justyna Bandola, Jagiellonian University, Poland

Chapter 6
A Lab-to-Market Ecosystem in an Academic Environment .......................................................... 123
   Craig W. Dye, University of Maryland, USA
   David F. Barbe, University of Maryland, USA
Chapter 7
Knowledge and Technology Transfer Support Potential of Intermediate Organizations: Theory, Empirical Evidence, and Practice Cases
Tobias Kesting, Münster University of Applied Sciences, Germany
Bernd Wurth, University of Strathclyde, UK

Chapter 8
Lean Startup for Academic Entrepreneurship: Building a Scalable Startup Launchpad
Jim Chung, The George Washington University, USA

Chapter 9
COTEC’s Technology Commercialization Accelerator (Act®)
Pedro M. Vilarinho, COTEC Portugal, Portugal

Chapter 10
An Effective Model for University-Industry Research Collaboration
Joseph Naft, University of Maryland, USA

Chapter 11
The Commercialisation and Adoption of Emerging Technologies: The Role of Professional Service Firms
Rebecca De Coster, Brunel University, UK
Colin McEwen, Brunel University, UK

Chapter 12
The Crowdsourcing Scheme as an Innovative Management Tool in University Spin-Offs
Katarzyna Kopeć, Tischner European University in Krakow, Poland
Anna Szopa, Jagiellonian University, Poland

Compilation of References

About the Contributors

Index