Department of Engineering Science

Announces 11th lecture of the Engineering Science Lecture Series
Academic Year 2017-2018

This is a series designed to benefit the Sonoma State students and faculty in the School of Science and Technology, high tech and biotech industries and related businesses and community in the North Bay Region.

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The Lecture Series covers a broad range of topics with focus on recent developments and trends and provides a platform for the exchange of ideas among the audience.

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Attendance is open to the students, faculty and staff of SSU and other academic institutions, engineers and scientists from industries, members of the business community and members of the community, in general. A parking permit is required to park on campus, and is available for $5.00 at machines in the parking lots. Talks are otherwise free.

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“Engineering knowledge, industry experience and the recognition of opportunities for entrepreneurship and innovation”

by

Dr. Sergio Canavati, School of Business and Economics, Sonoma State University

Thursday, April 5, 2018

Abstract – How strong is the relationship between an individual’s prior knowledge and the identification of entrepreneurial opportunities, and does the strength of this relationship vary across different dimensions of prior knowledge and types of opportunities (first- and third-person)? In addition, how does the interplay of the institutional context and individuals’ prior knowledge lead to the identification of entrepreneurial opportunities? This study examines the role of engineering knowledge, entrepreneurial experience, and formal education in the recognition of opportunity ideas and the formation of individual beliefs about the feasibility and desirability of the opportunity. We find that engineering knowledge and experience has the strongest correlation with the identification of opportunity ideas, but entrepreneurial experience is the strongest predictor of the formation of desirability and feasibility beliefs regarding the opportunity.

Dr. Sergio Canavati - is an assistant professor of management at Sonoma State University. His research focuses on entrepreneurial opportunity recognition, family firms, and entrepreneurial leadership. Sergio also collaborates with North Coast SCORE to advice small and medium family businesses in the region. Sergio holds a Ph.D. in Economics and Entrepreneurship &

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Acknowledgement

The ES Lecture Series is supported by the local industry including Keysight Technologies.

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Upcoming Lectures

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<td>Apr 19</td>
<td>Why Did Silicon Valley Develop in the San Francisco Bay Area Instead of the East Coast?</td>
<td>Dr. Don Estreich, Adjunct Prof., Engineering Science Department, Sonoma State University</td>
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Innovation from the University of Missouri-Kansas City.