

PIERRE L. MORRISSETTE INSTITUTE FOR ENTREPRENEURSHIP
2011 ANNUAL REPORT



CHAMPIONING ENTREPRENEURSHIP IN CANADA

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COVER PHOTO: (CLOCKWISE FROM TOP LEFT): IVEY MBAS COMPETE AT IBK CAPITAL – IVEY BUSINESS PLAN COMPETITION; IVEY MEDICAL TECHNOLOGY INNOVATION SYMPOSIUM; LEADER PROJECT IN MOLDOVA; IVEY VENTURE FORUM

MESSAGE FROM THE LEADERSHIP TEAM

Leadership Report

Our goal at the Pierre L. Morrisette Institute for Entrepreneurship is simple. We want to deliver a world-class education experience for Ivey students, enabled by leading edge research and partnerships with our alumni and other stakeholders in the domain of entrepreneurship. We are a service business in a knowledge industry so, as is the case in so many other endeavors, great people are the sine qua non for success. And over the course of the past few years, we have been building an incredible team that has advanced our progress and our impact in ever increasing ways.

Our people include our faculty and staff. We have been successful hiring some of the world's best and brightest scholars in Entrepreneurship in each of the past three years. Our two most recent additions, Dr. Rob Mitchell and Dr. Brian Anderson bring our faculty complement

to nine, which represents a balance of five research faculty and four teacher/entrepreneurs. With entrepreneurship content featured prominently in our HBA, MBA, MSc, EMBA and PhD programs along with New Venture Projects, a Business Families Centre and

a dedicated Research Centre, we have an incredible foundation from which to continue our growth and evolution for years to come.

Building a world-class Institute wouldn't be possible without the support of our alumni, including those who serve on



Stewart Thornhill
Executive Director, Pierre L. Morrisette
Institute for Entrepreneurship

the Institute's Advisory Council, the Ivey Alumni Association and the many volunteers in our Virtual Entrepreneur in Residence program. Ivey's alumni network has always been one of its greatest assets and within that network an emerging cohort of Ivey Entrepreneurs has been gaining in size and influence. Many Ivey Entrepreneurs participated in the Entrepreneurship Certificate program while completing

their degrees; others come from a variety of interests and backgrounds. But all share a passion for entrepreneurship and are contributing to economic growth and development through the companies they are building, the jobs they are creating, and their willingness to share their knowledge and energy with the generations of entrepreneurs that follow their path. A key element of entrepreneurship education is instilling

confidence, and nothing inspires a nascent entrepreneur like the examples set by peers and fellow graduates who are making things happen. The willingness of our graduates to mentor students, share their knowledge and give of their time and resources is another critical part of our recipe for success.

And, of course, the alumni of tomorrow are the students of today. It goes without saying that Ivey attracts incredibly talented business students from across Canada and around the world. Many arrive with an interest in, or commitment to, entrepreneurship. Others discover it while they are here. And still others find their inner entrepreneur after graduation. As Ivey Entrepreneurs, they will continue the cycle of value creation, giving back, and fostering growth. As far as we've come so far, we can go much further still. Please join us on the journey.

Stewart Thornhill
Executive Director, Pierre L. Morrisette
Institute for Entrepreneurship

David Wright, HBA '83
Chair, Entrepreneurship Advisory Council



David Wright, HBA '83
Chair, Entrepreneurship
Advisory Council



“Passion and attitude are things you don't necessarily learn, but the discipline of running a sound business is something you can and must learn. The ultimate objective of the Institute is to produce some very successful entrepreneurs.”

*Pierre L. Morrissette, MBA '72
Chairman, President & CEO,
Pelmorex Media Inc
Co-Chair, Ivey Campaign for Leadership
Member, Ivey Advisory Board*

Pierre L. Morrissette

In the spring of 1972, Pierre L. Morrissette received his MBA from the Ivey Business School and embarked on a career in banking and, later, communications, which led directly to his realizing a lifetime goal of creating and leading his own company.

In 1989, Pierre founded Pelmorex Media Inc. Soon after, the company purchased The Weather Network and MétéoMédia and, under Pierre's direction, grew weather broadcasting into a national business enterprise that uses almost every technology available to deliver highly accurate and often specialized weather information.

Nearly 40 years after his graduation, Pierre continues to credit his time at Ivey, his MBA and the global Ivey network as integral to his success in business and as an entrepreneur. To celebrate this success, Pierre has made a priority of sharing his time, talents and resources with Ivey to help further entrepreneurship research and

teaching with a view to enabling and inspiring future generations of Ivey entrepreneurs.

According to Pierre, "Entrepreneurship is the main engine of the Canadian economy and I am proud that Ivey is taking a leadership role in this area."

Pierre, we salute your unwavering dedication to Ivey and to the work of the Pierre L. Morrissette Institute for Entrepreneurship.

In 2006, Pierre shared his success with Ivey's Institute for Entrepreneurship through a gift of \$2.5 million.

In recognition and appreciation, the Institute was renamed the Pierre L. Morrissette Institute for Entrepreneurship. In July 2010, he once again stepped up his tremendous support of the Institute with an additional \$2 million gift, bringing his total Ivey Campaign for Leadership commitment to \$5 million. \$500,000 of his new donation supported Ivey's new building.

Pierre is highly respected within the communications industry and broader business community

- Co-Chair of the Ivey Campaign for Leadership
- Chairman of the Advisory Board of Meteorological Services of Canada
- Ernst & Young Entrepreneur of the Year – Media & Entertainment, Ontario Region (2010)
- Pelmorex is consistently ranked among Canada's 50 Best Managed Companies

Pierre continues to be an engaging and motivating speaker at Ivey alumni and student events

- QuantumShift™ Executive Program
- MBA 2010 Convocation Address
- Ivey Campaign for Leadership Official Launch
- New (ad)Ventures MBA Recruiting Events
- EMBA Executive Program

To further research in entrepreneurship and inspire students in the pursuit of entrepreneurship at Ivey, Pierre has funded a number of scholarships:

- Pierre L. Morrissette Doctoral Scholarships
- Pierre L. Morrissette HBA Award in Entrepreneurship



"I went to Ivey to get my MBA and thereby establish a foundation of business skills which would increase my chances for success. That decision was the best one I ever made and Ivey has not let me down. I attribute much to Ivey for the success I have achieved."



"Business leadership is not about creating personal wealth but rather creating value for all stakeholders including customers, distributors, suppliers, employees, the public at large, government and, yes, shareholders too."



"I would like to think that Ivey is becoming the go-to place for entrepreneurship education in Canada. It's an area where Ivey is, and can continue to be, a leader. When you consider that 60% of the economy is driven by entrepreneurship, that's a significant contribution to Canada's prosperity."



Learning that transforms lives

Entrepreneurship Teaching Faculty		Course Development & Teaching
Brian Anderson	Assistant Professor of Entrepreneurship	Innovation, MSc Creativity and Opportunity, HBA New Venture Creation, HBA
Oana Branzei	Assistant Professor, Strategy David G. Burgoyne Faculty Fellow	Social Innovation, HBA Social Enterprise, HBA, MBA
Ron Close, HBA '81	Director, Ivey New Venture Project John R. Currie Executive Entrepreneur-in-Residence	Ivey New Venture Project, HBA, MBA
Ken Hardy, HBA '63	Professor Emeritus, Marketing	Entrepreneurial Marketing, HBA
Jim Hatch	Professor	QuantumShift™, Ivey Executive Program
Mike Meagher	Lecturer	Managing High Growth Companies, HBA
Rob Mitchell	Assistant Professor of Entrepreneurship Donald G. & Elizabeth R. Ness Faculty Fellow in Entrepreneurship	New Venture Creation, MBA Innovation Leadership, Ivey Executive Development
Eric Morse	Associate Professor Associate Dean - Programs	QuantumShift™, Ivey Executive Program
Bob Nourse, MBA '64	Adjunct Professor	Entrepreneurial Manager, MBA QuantumShift™, Ivey Executive Program
Simon Parker	Associate Professor MBA '80 Professor in Entrepreneurship Director, Entrepreneurship Cross-Enterprise Leadership Centre	New Venture Creation, MBA Entrepreneurship and Growth, MSc
Dave Simpson, MBA '88	Director, Business Families Centre	Leading Family Firms, HBA Entrepreneurial Finance, HBA, MBA QuantumShift™, Ivey Executive Program
Stewart Thornhill	Associate Professor Executive Director, Pierre L. Morrissette Institute for Entrepreneurship	Strategic Analysis & Action, MBA, EMBA QuantumShift™, Ivey Executive Program Global Leadership Development, Ivey Executive Program TDBFG Leadership Academy, Ivey Executive Program
Christopher Williams	Assistant Professor, International Business Walter A. Thompson Faculty Fellow	Venturing in International Firms, MSc



Brian
Anderson



Oana
Branzei

"Entrepreneurs 'go where the money is' so it should be no surprise that Western Canada shows great success rates for entrepreneurs." ~ Dave Simpson, National Post, October 18, 2010



Ron Close,
HBA '81

"The net increase in optimism about the Canadian economy reflected in the spring 2011 index captures the forward-looking view of Canadian entrepreneurs. They see positive prospects for their own businesses and they expect growth in the overall economy." ~ Stewart Thornhill on the Ivey Entrepreneurs Index, The Globe and Mail, May 3, 2011



Ken Hardy,
HBA '63



Jim
Hatch



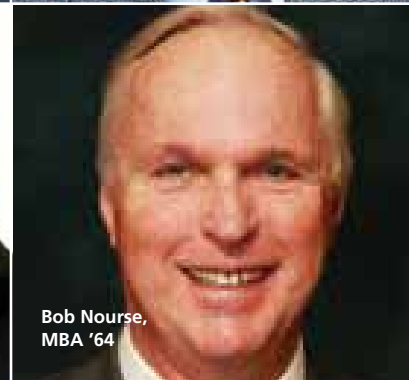
Michael
Meagher



Rob
Mitchell



Eric
Morse



Bob Nourse,
MBA '64



Simon
Parker



Dave Simpson,
MBA '88

"Women entrepreneurs may be more resilient than men following sudden terrorism outbreaks. When necessity pushes them into entrepreneurial roles, women are opportunity-oriented, resourceful and highly motivated." ~ Oana Branzei on new enterprise in developing economies, Western News, February 8, 2011



Stewart
Thornhill



Christopher
Williams



IVEY NEW VENTURE PROJECT (INVP)

INVP is an entrepreneurial, team-based field project that takes HBA and MBA students through the process of developing and refining an idea for a new venture, researching and analyzing that opportunity, writing a detailed and compelling business plan, and presenting a business plan pitch to an external venture review panel.

“INVP allowed me to learn by experiencing real-life scenarios rather than preaching theory. Armed with the tools and experience that I developed through INVP, I am confident in my ability to not only identify and analyze a business idea but also to formulate a solid go-to-market strategy.”

Gunpreet Rekhi, MBA '11

Programs & Initiatives

- 3x5 Dinners
- Certificate in Entrepreneurship
- China & India Teaching Projects
- Entrepreneur-in-Residence Program
- Entrepreneurial Awards & Scholarships
- Innovation Program Event (MBA)
- LEADER Project
- Learning Through Action (HBA1)
- IBK Capital Ivey Business Plan Competition (MBA)
- Wes Nicol Business Plan Competition (HBA)



ENTREPRENEUR-IN-RESIDENCE PROGRAM

Ivey EIRs are people with an outstanding track record, as owner-leaders or through their involvement in start-ups, who share their expertise and exceptional knowledge with students enrolled in the Ivey New Venture Project (INVP). There are currently more than 60 EIRs committed to coaching Ivey students in the development of business plans ready to take to market.

“My work with the Ivey EIR program has been an exciting and rewarding experience. It is gratifying to be collaborating with bright, enthusiastic people who truly believe in the work they are undertaking.”

Michael Shulist
Founder, Shulist Group, Inc.

Scholarships

The Pierre L. Morrisette Institute for Entrepreneurship is fortunate to enjoy the support of alumni and friends who are committed to celebrating academic excellence in entrepreneurship. To that end, the Institute is pleased to offer scholarships and awards for students who have excelled in entrepreneurship programs and studies at Ivey.

AWARD	DONOR	RECIPIENT
HBA		
Advancing Canadian Entrepreneurship HBA Award	Ian Aitken, HBA '87	Trevor Koverko, HBA '12 candidate
John R. Currie HBA Award in Entrepreneurship	John R. Currie, HBA '60	Jamie Wang, HBA '11
Gudewill Scholarships for Entrepreneurship	Gudewill Family	Daniel Berry, HBA '12 candidate Kalen Emsley, HBA '11
Pierre L. Morrisette HBA Award in Entrepreneurship	Landmark Communications and Pierre Morrisette, MBA '72	Nishka Gupta, HBA '12 candidate
Tevya Rosenberg HBA Scholarship in Entrepreneurship	The Late Teddy Rosenberg, HBA '73	Krysten Coombs, HBA '12 candidate
MBA		
Hydrogenics MBA Award in Entrepreneurship	Pierre Rivard, MBA '83	Shuai Zhong, MBA '11
Nelson M. Davis Scholarship	Nelson M Davis Trust Fund c/o Bruce Lloyd	Al-Karim Hemraj, MBA '11 Gunpreet Rekhi, MBA '11
Schulich Award For Entrepreneurship	Seymour Schulich	Michael Pooley, MBA '11 James Larsen, MBA '11 Neil Lane, MBA '11
Navjeet (Bob) Dhillon Scholarship	Navjeet (Bob) Dhillon, EMBA '98	James Thomas, MBA '11
PhD		
Pierre L. Morrisette Doctoral Scholarship	Pierre Morrisette, MBA '72	Fei Zhu, PhD candidate Matthias Tietz, PhD candidate Bahareh Tehrani, PhD candidate

INSPIRING A TRADITION OF Goodwill

On a blustery January evening, Ivey HBA students Kalen Emsley and Dan Berry donned their best attire and headed to Toronto to attend the 2011 Entrepreneurship Scholarship Dinner. Dan and Kalen had recently been awarded \$10,000 scholarships in recognition of their entrepreneurial and academic achievements. This night, they would meet one of their benefactors Geoff Gudewill, MBA '83, President of Axicon World Imports Inc.

In 1997, Geoff along with brothers Nick, MBA'74, Sam, HBA '77 and Peter, HBA '73, established the *Gudewill Scholarships for Entrepreneurship* to allow budding entrepreneurs to experience Ivey while continuing their entrepreneurial path.

"My brothers and I were blessed with the opportunity to attend Ivey. We were exposed to an exceptional business education which paved the way for each of us, in turn, to launch our own business," says Geoff. "By the late 1990's we were each in a position to consider giving back, and decided what better way than to provide young entrepreneurs with the same opportunity we'd had, to attend the Ivey School of Business."

Which is exactly what the *Gudewill Scholarships for Entrepreneurship* have done. "Without this scholarship, I wouldn't be at the Richard Ivey School of Business," stated Dan Berry, HBA '12 candidate and founder of a successful online marketing company. "Everything that comes after this point, I can give credit back to this scholarship."

Over the past 15 years, Geoff and his brothers have not only continued to fund the *Gudewill Scholarships for Entrepreneurship* but also made every effort to connect with and mentor the young men and women selected to receive this prestigious award. Which is why Geoff gladly agreed to make the mid-winter trip from BC to Toronto, to attend the Scholarship Dinner and meet Kalen and Dan.

Like the Gudewill brothers, Kalen Emsley, HBA '11, hails from an entrepreneurial family that's also begun a tradition of attending Ivey. In 2007, Kalen and his brother, Derrick Emsley, HBA '12 candidate, launched a carbon offset company which they continue to manage. Inspired by the kindness and commitment of Geoff and his brothers, Kalen "hopes to someday mirror the support he's received by setting up his own scholarship" and continue the tradition of goodwill.





Geoff Gudewill, MBA '83 enjoying the 2011 Entrepreneurship Scholarship Dinner alongside Ivey student award recipient Dan Berry, HBA '12 candidate.

Outreach that builds the Ivey Brand

EXTERNAL PARTNERS & AFFILIATES

To ensure our students, alumni and friends have access to the newest, most innovative and in-depth entrepreneurship information, the Institute collaborates with external partners and affiliates to enhance the Entrepreneurship at Ivey experience.



- › BNN's The Pitch
- › Business Family Centres at Business Families Foundation affiliated Universities: Alberta, UBC, Dalhousie, Tec de Monterrey, McGill
- › Canadian Association of Family Enterprise – National Family Business Day; Future Leaders Program
- › CAP C – HBA1 Program Event
- › de Gaspé Beaubien Foundation
- › Financial Post Magazine 'On the case' series
- › Great Lakes Entrepreneurship Network affiliated Universities: Illinois, Indiana, Ohio State, Minnesota, Syracuse, Wisconsin
- › Happen! – MBA Program Event
- › Ivey Alumni Association – Ivey Venture Forum; Networking Events
- › Junior Achievement – JA Scholarship & Regional Awards Program
- › KPMG Enterprise – QuantumShift™; QuantumShift™ Fellows; Ivey Entrepreneurs Index; Leading Family Firms
- › LEADER Project
- › Loewen Partners – CEO Summit
- › TechAlliance – Entrepreneur 1.0
- › University of Texas at Austin – Venture Labs Investment Competition
- › MaRS/U of T – The Next 36
- › Wes Nicol Foundation – HBA Business Plan Competition

LEADER PROJECT

In 1991, Ivey MBA students recognized that the market economy emerging in the former USSR would require fresh managerial skill. They responded by travelling to Moscow and Leningrad to instruct Soviet officials and hopeful entrepreneurs in basic finance, accounting, marketing and general management. Thus began LEADER Project – Leading Education And Development in Emerging Regions.

In 2003, with the support of Ivey Entrepreneurship faculty members, LEADER introduced a 2-week entrepreneurial program which enabled student instructors to better meet current business needs in developing economies by engaging local, young entrepreneurs.

The Institute is proud to be a committed and vital supporter of LEADER Project through ongoing program funding, curriculum development and representation on LEADER's advisory board.



"If I can enable the youth of our world with the opportunity for self-fulfillment, then I believe I will have put my skills and resources to good use. This goal is what has largely inspired me to pursue my degree at Ivey, and I see it as a large part of my responsibility as an Ivey graduate and hopeful business leader." Scott Innes, HBA' 12 candidate (centre)

IVEY ENTREPRENEURS INDEX

Launched in partnership with KPMG Enterprise, the Ivey Entrepreneurs Index is based on a short survey of five questions distributed to owner-managers of high growth Canadian companies. Entrepreneurs are asked what they expect will happen in their private companies over the next 12 months, covering their outlook for revenue, profits, hiring, and borrowing. The survey also includes the general question "Do you expect the Canadian economy as a whole to grow?"

Right: Ivey Professor Stewart Thornhill with Dennis Fortnum, National Leader of KPMG Enterprise at the November 2010 launch of the Ivey Entrepreneurs Index.



By the numbers...

13 Faculty delivering entrepreneurship education

332 Certificates in Entrepreneurship awarded since 2005

\$175,250
Scholarship funds awarded to entrepreneurial-minded Ivey students

21 Entrepreneurship courses available to Ivey HBA, MBA, MSc and EMBA

4 Doctoral candidates with a declared interest in Entrepreneurship

25% Ivey Publishing cases related to entrepreneurship

16 Scholarships supporting entrepreneurship at Ivey

16 External Partnerships and Affiliations

120 People attended Family Business Day Celebrations

11% HBA students completed Leading Family Firms program

50+

Media items related to Entrepreneurship at Ivey

49

New ventures launched by Ivey alumni, 3 and 6 years out

329

QuantumShift™ Fellows

58

Virtual Entrepreneurs-in-Residence

16

Articles accepted for publication in Tier 1 journals

\$541,870

Research funds secured by Entrepreneurship faculty

49%

MBA '11 students completed Ivey New Venture Project

19

Ivey alumni running Profit 100 Fastest Growing Companies

662

Entrepreneurship cases available through Ivey Publishing

STUDY, SUPPORT AND CELEBRATE

Business Families Centre



During the keynote address of the 2011 Family Business Day celebration, former Ontario Premier David Peterson provided a key takeaway for our audience of business families. He shared valuable life lessons he learned from his father's business and political career, and described the transition that occurred when his father asked him to lead the family electronics firm. He also

described the values he learned from his parents that led to political success. But most importantly, he reminded the audience that all the business success in the world doesn't amount to much "if you don't get the family right."

Ivey's Business Families Centre (BFC) exists in large measure to provide the tools, information and experiences that assist business families and their advisors with this special balance. Support for a successful business, coupled with good governance planning for the family, combine to create long term success. Ivey's BFC is committed to providing this support.

In addition to our outreach programs for business families, Ivey HBA and MBA students study the economic impact that family-controlled companies have had across Canada and throughout the world, gain insight into the motivations of successful business family owner-leaders, and are perhaps inspired to one day launch or return to their own family firm and, in so doing, continue the Ivey tradition of studying, supporting and celebrating business families.

Dave Simpson, MBA '88
Director, Business Families Centre

TEACHING

Every Ivey student is provided with an opportunity to study the impact and dynamics of business families. MBAs attend a *Leading Family Firms* workshop which explores the subtleties of leadership and decision-making that can strengthen or shatter a family controlled business, while HBA2s can enroll in *Managing the Family Owned Business* which examines the complex relationships among family members active in the business, family members not active in the business, and non-family member active in or influential to the business.

OUTREACH

The BFC again held *Leading Family Firms*, an intensive 2-day development program which invites business family owner-leaders, spouses, children and trusted advisors to engage each other in enhancing family ties with a view to strengthening the family enterprise. Participants complete the *Roadmap to*

Success video case series and debate Ivey case studies written specifically for business families.

New this year, BFC presented *The Family Cottage* featuring Mike Bondy, National Director of Succession Planning for Collins Barrow. Mike discussed potential challenges surrounding succession of family cottage ownership, a recurring irritant when dealing with business families. The session also provided insights not only for current owners, but also investment and tax strategies for prospective buyers in this fortuitous (for Canadians) climate of a high Canadian dollar and low US property values.

BFC Director Dave Simpson also facilitated several workshops on Entrepreneurial Business Families for clients including Dominion Securities, RONA, CAFE and a gathering of regional farm advisors.

CASE WRITING

A key mandate of Ivey's Business Families Centre is to continually develop new and relevant cases which examine the unique dynamics of launching, leading and transitioning a family-



"What Anne & I enjoyed most about the Leading Family Firms program was the openness of the dialogue by the participants. The course materials were very good at tapping into the actual issues families face, and the environment allowed everyone to feel comfortable sharing their own perspectives and experiences."

**Colin McDougall, MBA '06
Founder and President, Viking
Management**

controlled business. Ivey Publishing currently offers more than 60 cases which explore the complexities of family owned and operated firms.

PARTNERSHIPS

The BFC continues to work in partnership with a number of organizations and associations which support family-led business.

The BFC is collaborating with the Business Families Foundation, our founding partner, to help revive their website (www.businessfamilies.org) as a more useful tool for business families. BFC was also invited to evaluate new material developed by the Monterrey Institute of Technology in Mexico which will be used to establish on-line learning

programs based on the Roadmap Video Case Series. A prototype was launched in April 2011, with distribution and licensing processes to follow as the education strategy evolves.

In partnership with the Canadian Association of Family Enterprise (CAFE), BFC co-hosted our 6th *National Family Business Day*. In addition to a keynote address by former Ontario Premier David Peterson, London-based Hayman Construction was recognized as Family Business of the Year. Founded in 1872, this 5th generation family-led firm has shaped its community through the construction of significant buildings and infrastructure throughout southwestern Ontario.

Entrepreneurship

CROSS-ENTERPRISE LEADERSHIP CENTRE



The Entrepreneurship Cross-Enterprise Leadership Centre (the Centre) exists to engage faculty and doctoral students who undertake research in entrepreneurship, and to promote interdisciplinary research about entrepreneurship. The Centre supports faculty research through grants and initiatives, and it supports doctoral researchers through academic supervision, scholarships and access to research data sets. While the primary focus of the Centre is to encourage its members to publish research in journal articles, books and cases, the Centre is also actively involved in disseminating the work of its members through the media, workshops and various outreach initiatives.

The work of the Centre is supported by Ivey and the Pierre L. Morrissette Institute for Entrepreneurship, and is complemented by research funding awarded by external agencies and governments. The Centre serves as a forum for Ivey faculty with a diverse range of research interests to cultivate collaborative theories,

develop teaching cases and advance research for publication in peer-reviewed journals.

Simon C. Parker

Associate Professor, MBA '80 Professor in Entrepreneurship, Director, Entrepreneurship Cross-Enterprise Leadership Centre

“... Entrepreneurship is an integral part of economic change and growth. Yet entrepreneurship has only recently come to be regarded as a field. A complete view of it recognizes its multi-disciplinary academic underpinnings, drawing from economics, finance, business studies, psychology and other subjects. This heterogeneous provenance reflects the multi-dimensional nature of entrepreneurship, which partly contributes to the elusiveness of the entrepreneur...”

Parker, S. C., 2009, *The Economics of Entrepreneurship*, Cambridge University Press, Cambridge, England.

CENTRE MEMBERS

Simon Parker*, Centre Director

Associate Professor
MBA '80 Professor in Entrepreneurship

Brian Anderson

Assistant Professor of Entrepreneurship

Oana Branzei

Associate Professor of Strategy
David G. Burgoyne Faculty Fellow

Craig Dunbar

Associate Professor

Adam Fremeth

Assistant Professor

Chris Higgins*

Professor

Jane Howell

Professor
J. Allyn Taylor & Arthur H. Mingay Chair in Leadership

Darren Meister

Associate Professor
Faculty Director, HBA & MSc Programs

Rob Mitchell

Assistant Professor of Entrepreneurship
Donald G. & Elizabeth R. Ness Faculty Fellow in Entrepreneurship

Eric Morse

Associate Professor
Associate Dean, Programs

Derrick Neufeld*

Associate Professor

Claus Rerup

Associate Professor
MBA '83 Faculty Fellow

Stewart Thornhill*

Associate Professor
Executive Director, Pierre L. Morrissette Institute for Entrepreneurship

Rod White*

Associate Professor
Associate Dean, Faculty Development & Research

**Research Merit Award for exceptional productivity and achievement in research publications.*

FACULTY RESEARCH FUNDING

Centre faculty members were awarded over \$987,000 in research funding, including \$285,050 in SSHRC grants:

Lim, D., **Mitchell, J.R.**, **Morse, E.**, Mitchell, R.K., "Entrepreneurial cognitions and new venture growth". (\$128,800 non-Ivey held SSHRC)

Parker, S.C., "Entrepreneurship, incumbent organizations and performance". (\$58,500 SSHRC)

Rerup, C., Zbaracki, M., "Risk, rare failure and regulation: a field study". (\$97,750 SSHRC)

Branzei, O., "Social technologies: opportunities and constraints for value creation at the intersection of socially-responsible markets and social movements". (\$150,000)

Vrendenburg, H., Escobar, L., **Fremeth, A.R.**, Rinfret, L., "Achieving a low-carbon, globally competitive energy economy: removing barriers and cultivating enablers to innovation in Canada's oil sands and heavy oil industry". (\$109,800 plus \$442,800 non-Ivey held)

JOURNAL & BOARD AFFILIATIONS

International Entrepreneurship and Management Journal

International Small Business Journal, Foundations and Trends in Entrepreneurship

Journal of Business Venturing

Journal of Economics and Management Strategy

Journal of Management Inquiry

Organizational Science

Organizational Studies

Small Business Economics

Strategic Management Journal

The Leadership Quarterly

The Strategic Entrepreneurship Journal

CASE WRITING

Entrepreneurship case studies comprise 25% of all cases published by Ivey Publishing and 12% of Ivey's top selling cases. Recently published entrepreneurship cases include:

AskTheDoctor.com

Rob Mitchell, Neha Khera

LumiSmart: Answering the Call for Negawatts (A) and (B)

Stewart Thornhill, Ellen Brown

MusicJuice.net: The Challenges of Starting Up a New Internet Venture

Simon Parker, Rocky Liu

Play On! Building the Entrepreneurial Opportunity (A) and (B)

Rob Mitchell, Ken Mark

Renewable Energy Co

Oana Branzei, Stewart Thornhill, Adam Reeds

Ring-a-Wing (A) and (B)

David Simpson, Colin McDougall

SACD: Super Audio Compact Disc

Simon Parker

RECENT PHD PLACEMENTS



Vanessa Strike
Assistant Professor
Rotterdam School of Management, ERASMUS
University (The Netherlands)
Thesis: *Mindful Governance: The Role of Most
Trusted Advisor in Family-Controlled Firms*



Dominic Lim
Assistant Professor
Faculty of Business, Brock University (Canada)
Thesis: *Dynamic Resource-Based View of
Entrepreneurial Firm Growth: An Integrative
Theory of Sustainable Growth*



Taiyuan (Terry) Wang
Assistant Professor of Entrepreneurship
Instituto de Empresa (Spain)
Thesis: *Building Competitive Advantage
Through Entrepreneurial Action*



Marlene Le Ber
Visiting Scholar
Erb Institute for Global Sustainable Enterprise,
University of Michigan
Thesis: *Cross-Sector Models of Collaboration
for Social Innovation*

DOCTORAL SUPPORT

The Centre offers scholarships valued at \$25,000 in support of doctoral research in entrepreneurship and innovation.

Current holders of these scholarships are as follows:

Bahareh Tehrani, *Pierre L. Morrisette Doctoral Scholarship*.
Faculty advisor: Stewart Thornhill

Matthias Tietz, *Pierre L. Morrisette Doctoral Scholarship*.
Faculty advisor: Simon Parker

Matthew Wong
Faculty advisor: Eric Morse

Fei Zhu, *Pierre L. Morrisette Doctoral Scholarship*.
Faculty advisor: Stewart Thornhill



Pierre Morrisette (centre) with doctoral scholarship recipients Bahareh Tehrani (left), Fei Zhu and Matthias Tietz (right).

OUTREACH & PARTNERSHIPS

The mandate of the Entrepreneurship Cross-Enterprise Leadership Centre includes the dissemination of its core research beyond university classrooms, study halls and academic conferences, in order to further the study and enhance the practice of entrepreneurship in Canada and around the world.

This past year, the Centre introduced a number of outreach initiatives which support this mandate.

Ivey welcomes BCERC to Canada – June 2014

The Richard Ivey School of Business has been selected to host the 34th annual Babson College Entrepreneurship Research Conference (BCERC), which attracts over 400 of the top entrepreneurship faculty and researchers from around the world.

Founded by Babson College (Babson Park, MA) in 1981, BCERC is considered by many to be the premier entrepreneurship research conference. *Frontiers of Entrepreneurship Research*, which contains the conference proceedings, is the most comprehensive collection of empirical research papers on entrepreneurship. BCERC and its affiliated Doctoral Consortium rotate annually among top schools throughout Europe and North America; 2014 will mark only the second time in over 30 years that the conference will be hosted by a Canadian university.

We are delighted to have been selected by Babson College to host this prestigious meeting and look forward to showcasing Ivey's new School facility in June 2014.



Ivey | Pierre L. Morrisette
Institute for
Entrepreneurship

Save the Date | June 4-7, 2014

Join us for the 34th Annual Babson College
Entrepreneurship Research Conference
at the Richard Ivey School of Business,
University of Western Ontario in London, Canada

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OUTREACH & PARTNERSHIPS

Great Lakes Entrepreneurship Network (GLEN)

Faculty and doctoral researchers from leading universities in the Great Lakes area gathered at Ivey in May 2011 for a two-day conference to discuss the latest breakthroughs in cutting-edge entrepreneurship research. The inaugural gathering of GLEN was attended by delegates and presenters from Indiana University, University of Minnesota, Ohio State University, Syracuse University, University of Wisconsin and Western's Ivey School of Business.

"Entrepreneurship research is a fast-growing field," says Simon Parker, Associate Professor of Entrepreneurship and Director of Ivey's Entrepreneurship Cross-Enterprise Leadership Centre. "GLEN was initiated to gain insights from this research, give feedback on people's ideas and suggest ways to move forward."

The inaugural meeting of GLEN was a resounding success according to faculty and student participants. Subsequent meetings will rotate among the partner Schools.



Ivey Professor Simon Parker (centre) with doctoral researchers Marcus Wolfe, Anand Titus, Sola Lawal and Jenny House of Indiana University.



"The Great Lakes Entrepreneurship Network was a thoroughly enjoyable and worthwhile gathering. GLEN provided opportunity for faculty interested in entrepreneurship research to get an advance look at promising scholars at the collaborating schools."

Harry J. Sapienza

*Curtis L. Carlson Chair in Entrepreneurial Studies
Professor of Strategic Management/Organization
Carlson School of Management, University of
Minnesota*



"GLEN was fantastic. It was incredible listening to top entrepreneurship scholars discuss and debate; people at the top of their game doing what they do best. Another great aspect was meeting doctoral students from other schools. We might be colleagues one day, so it was nice to meet them and share our experiences."

Matthew A. Wong

*PhD candidate in Entrepreneurship
Richard Ivey School of Business, UWO*

OUTREACH & PARTNERSHIPS

Ivey Medical Technology Innovation Symposium

Organizations, whether public or private, need to create and sustain a culture of continuous innovation.

Recognizing the immense challenges faced by Canadian medical technologies innovators, the Ivey Entrepreneurship Centre and Ivey International Centre for Health Innovation partnered to host a two-day symposium on medical technology innovation with the aim of sharing knowledge and insights about current issues facing entrepreneurs and managers in the medical technology sector.

The symposium, which feature more than 30 panelists and speakers from around the world, served as a valuable learning platform for academics, entrepreneurs and industry experts to discuss and debate the issues that stand as barriers and drivers to the development of the medical technology industry and the use of innovative technologies to address the sustainability of our health care system.



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The Advisory Council uses its network to provide a link to the individuals and organizations with resources, knowledge and contacts that the Institute requires to achieve its objectives and fulfill its mission.

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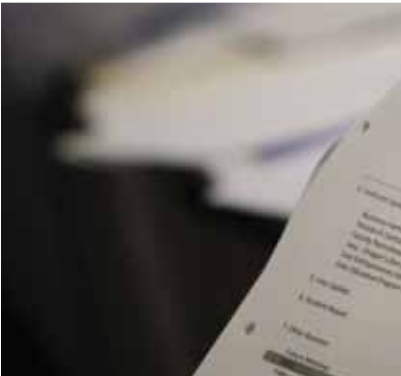
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The Globe and Mail interviews Rob Mitchell about the advantages small businesses have over larger competitors, May 11, 2011

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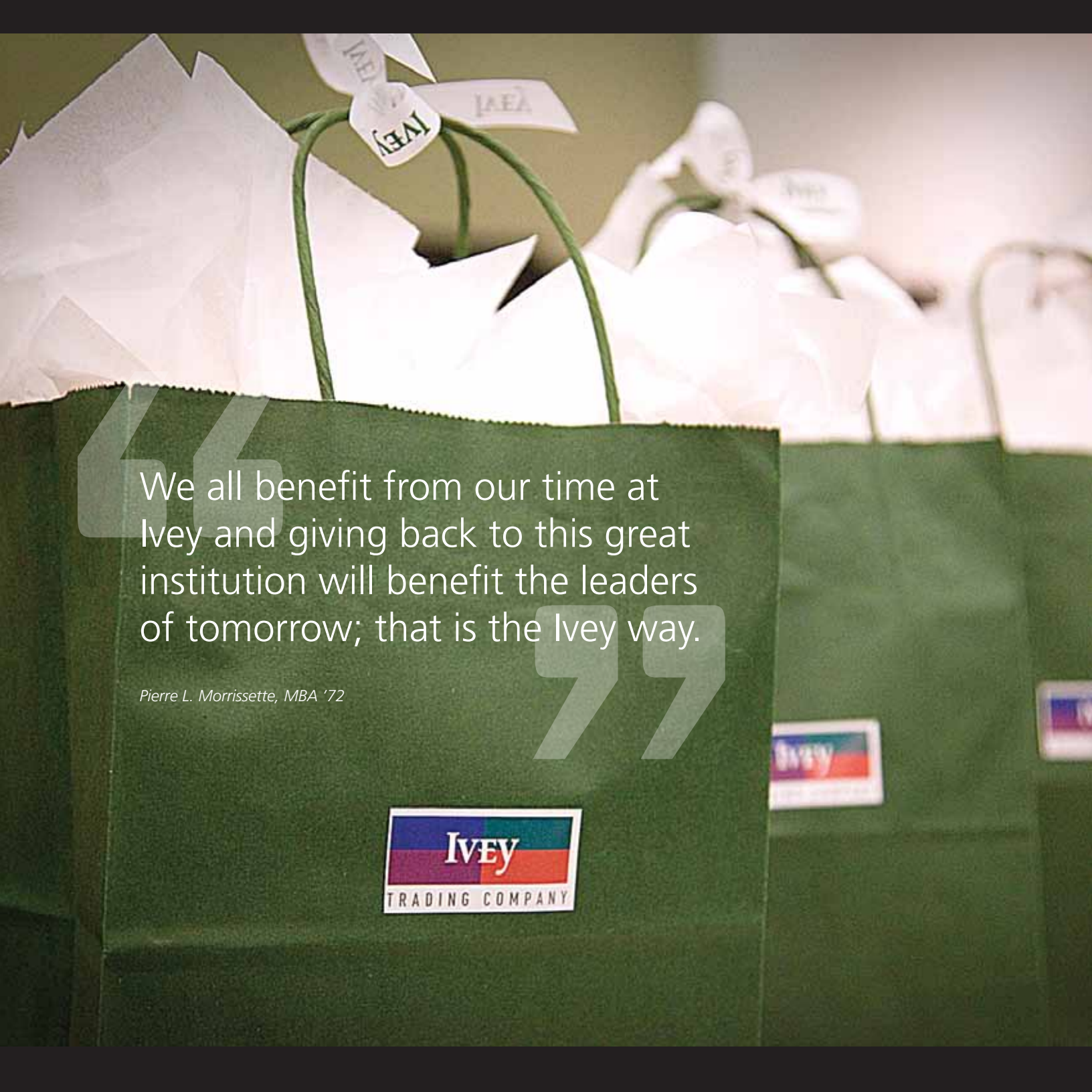
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“We all benefit from our time at Ivey and giving back to this great institution will benefit the leaders of tomorrow; that is the Ivey way.”

Pierre L. Morrissette, MBA '72



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