

11th Quest for Global Competitiveness Conference
Quest for Global Competitiveness Conference Proceedings
ISSN 2166-0247

San Juan, Puerto Rico

November 29-30, 2018

**QUEST.UPRRP.EDU *Entrepreneurship and Innovation: Strategies for
Employment Creation in Times of Crisis***

Special Theme: Rethinking business education to promote the ecosystems that support entrepreneurs and innovation

The Q11 Conference provides a meeting place of scholars and practitioners for the constructive dialogue on global competitiveness issues. Our mission is to promote the creation of a community of scholars interested in research relevant to global competitiveness, whose shared findings will result in mutually beneficial partnerships between academia and the business community.

On January of 2016, the World Economic Forum published its report “The Future of Jobs¹”, focused on the skills and strategies of a labor force that is linked to the “4th Industrial Revolution”. This revolution is in an incipient stage, based on scientific developments and applied technologies. Genetics, artificial intelligence, robotics, nanotechnology, biotechnologies, are only a few of the foundations for this revolution. We face a world where fast paced changes prevail, that according to the World Economic Forum, characterized by discontinuity and instability in the most fundamental aspects of economy and society. The skills that until now had been associated with a potential of successful entry in the labor force, are changing significantly. Whole industries face these new technologies that create uncertainty, and the possibility of a massive disruption in the employment market. How will we deal with the potential situation of a labor force whose skills are obsolete or in the process of becoming obsolete? These are different times, requiring different measures. As Albert Einstein once said: “Insanity: Doing the same thing over and over, and expecting different results.”

Higher education institutions are recognized as centers to promote innovation and the creation of knowledge, with the potential of jump-starting economic and entrepreneurial growth in their countries of origin. Each time there is a stronger voice demanding that education be the prime instrument that promotes justice, and economic opportunities. They are expected to take a principal role in guiding countries in finding the solutions to the complex economic and social crises, from a global and local perspective, above all, with social awareness. Scholarly papers point to the fact that it is essential that such practice take a comprehensive perspective, establishing eco-systems that support entrepreneurs, integrating academia, government, and key institutions of the private sector. Even though there is no consensus, as to the how to educate entrepreneurs and create effective eco-systems that support innovation, there is agreement that we have to help the creation of citizens that embrace entrepreneurship, ready to generate new employment opportunities by establishing their own business initiatives, or innovating in traditional businesses from the perspective of the “intrapreneur”.

The special theme of the Q11 Conference proposes that academia be on the lookout to study the ways of how to help develop the mindset required for an entrepreneur through education. Academia must identify the ideal content of the business curriculum that will guide the formation of this entrepreneur beginning from the primary levels of schools up to post-secondary education. It is expected that attendees of the Q11 Conference will help

¹ http://www3.weforum.org/docs/WEF_Future_of_Jobs.pdf

identify the ideal tools, and best teaching practices: case studies, publications, modules, active learning techniques, team teaching, among others. Scholarly research with insights on entrepreneurship and supporting eco-systems that promote innovation are especially welcomed. The Q11 Conference hopes to become a forum to discuss best eco-systems support practices, with multi-disciplinary emphasis to promote innovation, and the identification of metrics with relevant impact.

Some of the issues that will be addressed are: Should post secondary institutions have a role in developing the strategic plan of countries to promote employment and innovation opportunities? What will be the role of universities in the formation of entrepreneurs? Will countries need to reassess their plans to support innovation requiring universities to have a pivotal role in jump-starting the economic recovery? The Q11 Conference will represent an opportunity to identify ways in which academia can fulfill an important responsibility with society: to help create new strategies that will actually result in job creations in Puerto Rico and other countries that suffer similar predicaments.