

**MSOM 2008 Plenary Talk
Thursday, June 5, 11:35-12:20pm, Room 1524
Smith School of Business, University of Maryland**

An Academic Capitalist Reflects at Half-Time

by

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Aimed at junior faculty, but not necessarily limited to them, this talk aims to discuss how one can have an enjoyable academic career in a research university, while making practical contributions to significant industry situations and actually monetizing (for personal wealth) part of the value created. Using some examples from recent years, I will present a tactically implementable strategy that others can use. We can also discuss opportunities—research topics and industries to focus on—for the near future that may be very different from the past.