Ed Snider Center for Enterprise & Markets

Driving Enterprise & Innovation through Research
Educating Thought Leaders & Influencers
Applying Research to Real World Challenges
WHO WE ARE

OUR VISION
To create a world where social progress is born of free and creative individuals who, driven by self-motivation, passion and a positive approach to trading value for value, make the world a better place.

OUR ACHIEVEMENTS
Ed Snider was a successful entrepreneur, inspiring leader and involved alumnus. His generous gift launched the center in 2014. Since then, we’ve invested in high quality research and educational programs including:

- Developing a powerful interdisciplinary research team consisting of permanent faculty positions in Business, Economics, History and Philosophy, and offering Postdoctoral fellowships.
- Training new PhDs and placing them in leading research universities.
- Designing a six-month guided research experience for undergraduates called SURE.
- Creating a summer residential program called SELF, which teaches high school students the value of business in society.
- Sponsoring the undergraduate SPDS club that trains students in leadership opportunities.
- Launching a digital publication, Snider Focus, which translates research for the public, and a podcast, The Inc. Tank, which explores the impact of technology disruptions on markets.

RAJSHREE AGARWAL
Dr. Agarwal is the Rudolph Lamone Professor of Entrepreneurship and Strategy at the University of Maryland and the founding Director of the Ed Snider Center for Enterprise and Markets. She started off as an economist studying the evolution of technologies and industries. She now conducts research using an interdisciplinary lens to understand the causes and consequences of enterprising individuals, organizations and economies. Dr. Agarwal is a noted speaker on how to create individual strategies that foster personal success and enjoyment.

JACQUELINE MANGER
Jacqueline Manger, Managing Director of the Ed Snider Center for Enterprise and Markets is passionate about the role of free markets in society - allowing for individuals to create purpose-driven careers and lives. After nearly a decade on the creative side of the entertainment industry, she pivoted to the investment management industry becoming COO and CFO of multiple hedge funds. She then gained CEO experience with a consumer fin-tech startup. She is expert at building strategic partnerships in furtherance of organizational goals.
WHAT WE DO

OBJECTIVE
To promote free enterprise and markets by researching what makes individuals, organizations and economies flourish; to educate future thought leaders; and to partner with business professionals to apply research to real world challenges.

PROGRAMS & INITIATIVES
Our goal is to help current and future thought leaders – from researchers and academicians to business leaders – understand the fundamental role innovative and entrepreneurial mindsets play in the evolution of enterprise and markets.

RESEARCH
Our affiliated researchers strive to understand and explain how enterprise and markets create value, thereby enabling upward mobility, progress and broadly shared prosperity.

EVENTS
We organize and promote several events each academic year to create opportunities for students, faculty and current thought leaders to gain a deeper understanding of enterprise and markets.

PARTNERSHIPS
We partner with individuals and organizations to co-create customized learning experiences rooted in research to solve real-world challenges.

MEDIA OUTREACH
Through our original media content such as Snider Focus, our digital publication, and The Inc. Tank, our podcast, we make groundbreaking research on enterprise, markets and emerging technology accessible to a broad audience.
RESEARCH

Our research seeks to explore the roles individuals, organizations and systems play in creating an environment that supports enterprise and well-functioning markets. Through our engagement with more than 25 affiliated researchers we draw on academic excellence from across the University of Maryland and beyond. This allows us access to the best thinking in business and related disciplines including anthropology, economics, history, philosophy and political science.

In an investigation of whether the patent process fosters entrepreneurial business ventures, Dr. Rajshree Agarwal and her colleagues learned that half of the startups that revolve around an innovative product or service are led not by experts from either academia or industry, but by enthusiastic users of the product or service. Unfortunately, current patent law is biased against these so-called “user entrepreneurs.”

Research by Dr. Francesco D’Acunto and Dr. Alberto Rossi identified some unintended consequences of Dodd-Frank, including a dramatic shift by banks away from offering the kind of loans that allow middle-class families to buy homes, in favor of jumbo loans available to wealthy households. These patterns are potentially contributing to keeping the middle class out of the home buying market.

Dr. Evan Starr’s ongoing work on non-compete agreements has been cited by dozens of news outlets and contributed to policy change. Starr found that non-competes make sense in some industries such as tech where they can induce companies to invest more in employee training. But they pose an unfair burden on low-wage workers, and their enforcement can hurt employees by reducing both wages and mobility.
Post-harvest loss is a worldwide problem. Helping farmers store crops and get them to market reduces both poverty and hunger. Dr. Steve Sonka’s work explores partnerships between NGOs and private enterprise. He finds that companies often need a boost from NGOs to provide training in the use of food storage products, but are better at creating sustainable markets for technologies supporting agriculture.

Dr. Felipe Saffie is conducting research on what happens when corporations engage in lobbying for tax reduction. His work sheds light on counterintuitive and unintended outcomes of lobbying, including the creation of inefficiencies in the way manufacturing firms accumulate and use capital. He finds that for manufacturing, lowering taxation may reduce the incentive to lobby. The images above are part of a more extensive information visualization the Ed Snider Center commissioned to communicate Saffie’s data in a clear and concise way.

Research by Dr. Christy Ford Chapin documents the rise of health insurance companies, which first became a major player in the American health care system in the 1930s. Long associated with market inefficiencies such as high costs, fragmented care and red tape, Chapin explores why both the right and the left have shown an interest in creating health care delivery systems that do away with insurance companies.
Snider Undergraduate Research Experience (SURE)

This six-month program offers undergraduates an opportunity to conduct research under the mentorship of a faculty member. It's a unique opportunity for undergraduates to learn research methodologies and contribute to the collective knowledge pool. Student fellows come from varied disciplines including computer science, business, public policy, behavioral and social sciences.

Snider Enterprise and Leadership Fellows (SELF)

Rising high school juniors and seniors explore what it takes to be a business leader. This two-week residential summer program gives participants the opportunity to reside on campus in a dormitory and take classes in entrepreneurship, leadership and design thinking. Students also collaborate to find customer-focused solutions to real-world problems and present them to a panel of business professionals.

Snider Professional Development Society (SPDS)

SPDS is a club centered on the individual. Students from any major can join to get hands-on experience building their leadership skills. The club sponsors school-wide events, workshops and peer-bonding experiences. The Ed Snider Center supports the personal growth and professional success of club members through mentorship and by providing access to speakers.

Ed Snider Center Leadership Award

Students are rewarded for making meaningful commitments to their communities in the areas of innovation, resilience and enterprise. Awardees are recognized for leadership roles that demonstrate positive vision, show personal development that embodies integrity and a growth mindset, or display outstanding collaborative efforts.
The Intentional Life Lab

As students navigate life's practical and profound questions, they're constantly making decisions that impact their personal and professional well-being and success. Ed Snider Center presents the Intentional Life Lab to address those challenges. Sarah Wolek, the founding director of the Lab, designs courses, workshops and experiential learning to help students live authentic and purposeful lives.

Photos: Right (Top) – Agarwal speaks at the Smith Leadership Institute; Right (Bottom) – Agarwal delivers her Distinguished Scholar Teacher Award Lecture in Fall 2017.

RAJSHREE AGARWAL: Communicating the mission

The Ed Snider Center's founding Director, Rajshree Agarwal, is a sought after communicator who one media outlet describes as “an economist who makes things understandable.” Dr. Agarwal is a dynamic, clear-speaking expert whether she's addressing students or business professionals. She specializes in sharing the secrets to successful personal leadership, developing win-win relationships and creating a virtuous spiral between aspirations and abilities.

If we all follow our own authentic path, the world will be a better place.

Sarah Wolek, Founding Director
We partner with individuals and organizations to co-create customized learning experiences, based on research, to solve real-world challenges. Whether at a personal or enterprise level, we have found that when two or more parties come together with their own expertise and an intent to collaborate, there are no limits to success.

As researchers, strategists and business people, we bring unmatched value to the table. We encourage individuals and organizations to leverage our deep understanding of the rich history of enterprise and markets to avoid the mistakes of the past, improve decision making today and innovate for tomorrow.

But that research-backed approach is not the only differentiator. We pride ourselves on being a trusted partner and resource – one that takes a collaborative, interdisciplinary approach to problem-solving. We understand that what works in one situation may not in another, and we encourage innovation and customization to find the best solution for the people, the organization and the issue.

Partner with us to find your organization’s unique path to success!

Our teaching and executive engagement are rooted in active learning. We leverage design thinking methodologies to build trust and inspire out-of-the box thinking. We specialize in working with internal teams, non-profits and mid-size firms.
Our events take the shape of lectures, debates and conversations that foster engagement with critical issues of the day, such as the role of business in society, the value of free speech and paths to advancing human potential and progress.

Dr. Rajshree Agarwal interviewed Mr. Kelly King, CEO of BB&T Bank, in front of an audience of several hundred students, faculty, staff and alums.

In partnership with the Steamboat Institute, the Ed Snider Center brought Mr. Nigel Farage and Mr. Vicente Fox to the University of Maryland campus to debate border policies, immigration and trade.
MEDIA OUTREACH

We create digital media content that shares cutting edge research and its practical implications for the business world.

Snider Focus (edsni dedncenctor.org) is our digital publication where we interpret groundbreaking research for students, educators and business professionals through blogs, videos, podcast episodes and data visualizations.

The Inc. Tank is a podcast, hosted by Dr. Christina Elson and David Yang, that explores the impact of leading-edge technologies on business and society. Listeners can learn about topics like AI, blockchain, space, synthetic biology and energy. Available on all podcast platforms and at TheIncTank.org.
Ed Snider was an international sports and marketing visionary and chairman of Comcast-Spectacor. After graduating from the University of Maryland, Mr. Snider started his first business, distributing records from the back of his car. In 1966, he risked it all by mortgaging his home and founding the Philadelphia Flyers hockey team. The success of the franchise spawned a variety of media and entertainment-related companies that today operate worldwide.

Mr. Snider was always generous with his philanthropy. In addition to supporting the center, he created the Ed Snider Youth Hockey Foundation. His philanthropic activities reinforced his commitment to education and helping young people develop life skills and capabilities to foster success in business and in life.

My career was not the result of a long-term plan. I just applied myself when opportunity knocked, and I innovated as I went along. Being free to follow your dreams, working hard and being rewarded for your labors is what life is all about.”

—Ed Snider
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