

Searching for expert sources on global entrepreneurship?

MIT Sloan School of Management faculty have timely insights for global business leaders



STRATEGIES & TACTICS FOR STARTUPS

BILL AULET

In his newly updated [book](#), Bill expands upon his deeply held belief that entrepreneurship can be taught. He takes 10 years of additional experience and technological advancements—including AI and new go-to-market strategies—to provide a fresh lens on how to take a business idea and systematically turn it into a full-fledged, successful startup.

PAUL CHEEK

Paul has created a framework of 15 tactics for turning a business plan into a successful company. Featured in his new [book](#), these steps span goal-setting, market-testing, product development, and resource acquisition.

ERIN SCOTT

Erin navigates the entrepreneurial journey from start to finish and, in this context, she explores the role of [technological uncertainty](#) in start-up strategy, the impact of constraints on technological evolution, and how the [gender gap](#) hurts companies.

GLOBAL ENTREPRENEURSHIP & THE ECONOMY

TAVNEET SURI

With research focusing on Sub-Saharan Africa, Tavneet can speak to the ways in which new technologies, strategies, and changes in human behavior can drive [innovative economic sustainability solutions](#) and spark entrepreneurship opportunities.

PIERRE AZOULAY

Pierre's most recent work focuses on [immigration and entrepreneurship](#) in the United States, specifically on [how immigrants](#) in the US are more likely to start new companies and expand labor demand.

GENDER & INCLUSION

FIONA MURRAY

An expert on deep-tech startup ventures that are based on high-tech innovation in engineering, Fiona can also share her experience in building more inclusive ecosystems and engaging [women and under-represented minorities](#) in these industries.

MALIA LAZU

Malia's expertise in [diversity and inclusion](#), economic development, and investment in urban entrepreneurship has allowed her to create access to capital and growth opportunities—specifically in [communities of color](#).



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COMPETITIVE LANDSCAPE

MICHAEL CUSUMANO

Michael can comment on how antitrust issues and litigation—for example, the recent [Google trial](#)—impact entrepreneurship and competition between ventures through his experience with software strategy and product development, and in the critical role he had in the [Microsoft antitrust trial](#).

FINANCING VENTURES

KEVIN JOHNSON

Kevin applies internet technologies to media and marketing, resulting in [innovative solutions to providing resources and venture capital for Black founders](#), including online software to connect entrepreneurs with investors.

TONG LIU

Tong's research focuses on corporate, entrepreneurial, and healthcare finance and explores the impacts of private equity buyouts and [venture capital investments](#), market frictions that affect startup innovation, and measures of corporate investment opportunities.

FUTURE OF ENTREPRENEURSHIP

PHIL BUDDEN

At the intersection of entrepreneurship and policy, Phil focuses on how cities beyond well-known hubs like Silicon Valley and Greater Boston can accelerate local entrepreneurial capacities and create their own [innovation ecosystems](#)—and what cultural elements and key stakeholders are necessary to do so: government, corporations, universities, entrepreneurs, and funders.

BOB POZEN

Bob focuses on business expansion and efficiency at the intersection of management and the [future of work](#), as well as how to cultivate and maintain top talent in an ever-changing, hybrid workforce—especially in new ventures.

ALTERNATIVE ENERGY

JACQUELYN PLESS

Jacqueline can talk about the evolving roles of [environmental innovation](#) and entrepreneurship in the energy sector. She examines the effects of clean energy policies and their impact on the ways companies approach decision-making.

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