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Nota di contenuto	Introduction to Holistic Academic and Educational Entrepreneurship -- Part 1: Theoretical Framework Related to Academic and Educational Entrepreneurship -- Theories Related to Academic and Educational Entrepreneurship -- Sustainability Aspect of Academic and Educational Entrepreneurship -- Financial Aspect of Academic and Educational Entrepreneurship -- Political and Economic Aspects of Academic and Educational Entrepreneurship -- International and Cultural Aspects of Academic and Educational Entrepreneurship -- Individual and Contextual Aspects of Academic and Educational Entrepreneurship -- Technological Aspect of Academic and Educational Entrepreneurship -- Intellectual Aspect of Academic and Educational Entrepreneurship -- Part 2: Practical Insight and Cases on Academic Entrepreneurship -- The Case of USN School of Business Campus Bø – A “Small” Rural Player in Applied Academic and Educational Entrepreneurship in Norway --

Academic Entrepreneurship at the Lucerne University of Applied Sciences and Arts, Switzerland -- In Praise of Academic Entrepreneurship – Aspiring for the Best of Both Worlds by Spanning the Boundaries of Academia and Entrepreneurship -- Academic Entrepreneurship: Pay, Peace, and Passion -- Academic Entrepreneurship: The Case of Coursera -- The Case of Academic Entrepreneurship at the HES-SO Valais-Wallis - Business eXperience -- The Fierce Academy in the Interstices of Bureaucracy: Academic Entrepreneurship as cultural navigator -- Academic Entrepreneurship in a Traditional Multigenerational Family Business -- An Academic Route to Transnational Entrepreneurship: A Scandinavian-Tanzanian Experience -- Part 3: Practical Insight and Cases on Educational Entrepreneurship -- CapSource - A Case Study of Educational Entrepreneurship -- The case of Sabanci University: Educational Entrepreneurship -- Conclusion to Holistic Academic and Educational Entrepreneurship.

Sommario/riassunto

The editors and authors of this textbook introduce the relatively new subject of “academic and educational entrepreneurship” from a holistic viewpoint. Following a structured approach suitable for the classroom, the book opens with a concise introduction to the theories and schools of thoughts in the context of academic and educational entrepreneurship. It then reveals seven scientifically developed key aspects (including sustainability, internationalization, and cultural components) in order to be a successful academic and educational entrepreneur. After the theoretical background, the authors, who are the doyens of academic and educational entrepreneurship, share their insights and professional experiences with the readers by demonstrating the impact and relevance of the theoretical concepts to the actual entrepreneurial experience.
