A Development-Led Research and Education
Entrepreneurialism: Benefiting from the Exchange between the
Academy and the Market

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A former teacher librarian, school administrator, and network researcher,
Marcia A. Mardis is an Associate Professor at the iSchool at Florida State University.
For over 15 years, Marcia's work has focused on the intersection of school
libraries, digital libraries, STEM education, and broadband with funding by the National
Science Foundation, the Institute for Museum and Library Services, and
numerous state and local agencies. Recently, Marcia has engaged in the
commercialization of one of her grant products and is using this experience to
critically reflect on academic research and teaching.

Abstract: Educators and researchers share the belief that information ignites change. Despite this inherently entrepreneurial mindset, we often consider much of our research and teaching as “only” or “just” applied or practice-based. These constraining classifications can prevent us from seeing the full range of our work’s importance. In this presentation, I will explore four dimensions of scholarly research, from very practical to highly theoretical, and locate education and information science on the “bench to trench” continuum. I will share my own entrepreneurial endeavors and argue that, by approaching our discipline’s research and education with an entrepreneur’s mindset, we can invigorate our teaching, more successfully secure vital research support, and maximize our impacts through sustainable products.

EVENT DETAILS
Wednesday 30 October 2013
12:00-1:00pm Wagga time (AEDT)

The VC session for this SIS Research Seminar will be available in Seminar Room, Building 05, Wagga Campus and VC Admin Sydney, VC Admin CA 745

Bridgit SIS Seminar Password <no password required>

Communicator http://wsww01.csu.edu.au/vcbookings/

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