

SBL PROFESSORIAL RESEARCH TALK

Digital Entrepreneurship - Opportunities and Challenges

The SBL Professorial Research Talks are organised by SBL Research Office for our Professors to share their research insights with the School, the University, and the broader community. It also provides an ideal platform to promote SBL's research capacity.

In each one-hour talk, there will be a presentation by one of our Professors, followed by an interactive discussion. Attendees will have the opportunity to network and engage with our Professors over refreshments.

On this occasion, we feature Professor Fang Zhao.

When: Friday, 8 September 2017

Where: JO.1.447

ECU Joondalup campus

Time: 13:00 – 14:00

To register and obtain your free admission pass for this event, please log on to the Eventbrite website:

<https://sblprofresearchtalk8.eventbrite.com.au>

I warmly invite you to join us for an exciting and sociable gathering.

Associate Professor Hadrian Djajadikerta

Associate Dean Research

School of Business and Law

Digital technologies have become a new economic and social force, reshaping traditional business models, strategies, structures and processes. Digital entrepreneurship (DE) is viewed as a critical pillar for economic growth, job creation and innovation by many countries. Prompted by the phenomenal growth in the new form of entrepreneurship, and the lack of research and understanding of the emerging concept, Professor Fang Zhao and her team have been taking the lead in this pioneering field of study. Fang will present some of the key findings and discuss her views on the opportunities and challenges to grow DE. Implications of DE for business education will also be discussed.

Professor Fang Zhao researches in the areas of e-government diffusion, entrepreneurship and innovation, and cross-cultural management and education at the School of Business and Law. She is currently focused on Digital Entrepreneurship and Smart Cities/ Suburbs. Professor Zhao has published extensively, and led a number of research projects funded by governments, industry/ business and universities, including an Australian Research Council (ARC) Linkage Grant. She has chaired and organised 20 international academic conferences and served on 8 editorial boards of internationally referred academic journals. Being a strong advocate for international mobility and education, she has worked in Australia, China, Hong Kong, Singapore, the United Arab Emirates and Fiji as an academic and university administrator.