



From Economics to Ecosystems

Joseph Cherian

CEO, President & Dean, Asia School of Business



The Case for Reinvention

Disruption requires entrepreneurial institutions.

- Higher education is transforming at an unprecedented pace; **technological advancement and shifting demographics** are redefining what it means to be prepared for tomorrow.
- Graduates must be builders and not just analysts. Business schools must become **living ecosystems** that actively **connect talent, ideas, and capital** to generate real-world impact.



Knowledge

Rigor and research excellence

Action

Applied learning and experimentation

Impact

Measurable innovation and transformation

Asia School of Business

We're built like a startup.

- ASB was founded as a **prototype for entrepreneurial education**, blending academic rigor with real-world experimentation contextualized to the **Asian experience**.
- Established in 2015 through a collaboration with MIT Sloan premised on experiential learning, creating a dynamic pipeline from curriculum to capital to community.



ASB Strategic Partnerships in Action

Business schools can be both educators and accelerators!



Joint Learning Projects

Industry-embedded innovation challenges

ACE Microcredentials

Agile, continuous education on demand

Student Ventures

Fintech, agrotech, and sustainability

Policy Engagement

Collaboration on innovation frameworks

Successful Journey: ASB Hive to CSS to MBA

Zero2Entrepreneur Youth Bootcamp

- 10-day innovation and entrepreneurship camp



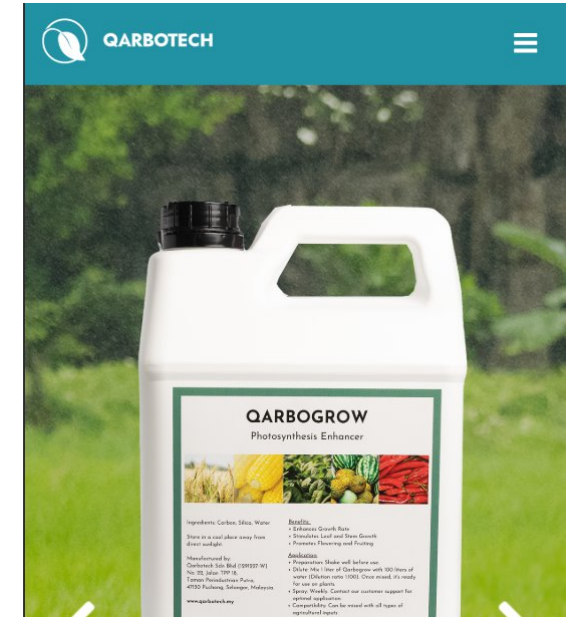
Center for Sustainable Small-owners (CSS)

- Palm oil sustainable center of excellence



QarboTech (MBA student startup)

- Agrotech; photosynthesis enhancer manufacturer



From Teaching to Transforming

What deans and educators can do now!

- **Build Partnerships Early** - establish cross-sector relationships with industry, government, and investors from the start.
- **Embed Everywhere** - integrate entrepreneurship into all disciplines, beyond just business programs.
- **Enable Lifelong Learning** - create pipelines for continuous innovation capability development.



Teach or live entrepreneurship?

Becoming an entrepreneurial institute

- **The Critical Question** – are we educators, ecosystem builders, or both?
- **Ecosystem Model** – move from launching startups to launching systems that sustain them
- **Future Business Schools** – no longer just classrooms, but laboratories as a launchpad for ideas that matter

