

# Building Entrepreneurial and Innovation Ecosystems

From ivory towers to innovation engines

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Asia School of Business (in collaboration with MIT Sloan)

AACSB Asia Pacific Annual Conference 2025



# The Case for Reinvention

The business education landscape is experiencing unprecedented disruption. Rapid advances in technology, shifting demographics, and evolving work paradigms demand a fundamental reimagining of how we prepare future leaders.

## Technology Acceleration

AI, automation, and digital platforms are reshaping every industry at breakneck speed

## Builder Mindset

Graduates must be equipped to create solutions, not just analyze existing frameworks

## Ecosystem Thinking

Schools must connect talent, ideas, and capital in dynamic networks of innovation

It's no longer enough to produce graduates who understand innovation; we must *generate* innovation.



# Asia School of Business: Built Like a Startup

ASB represents a bold experiment in institutional design — a partnership born from the conviction that business Schools must practice what they teach about innovation and entrepreneurship.

## The Partnership Model

- **Bank Negara Malaysia:** National vision and strategic purpose
- **MIT Sloan:** Academic excellence and global thought leadership
- **ASB:** Regional focus and experimental mindset



1

### Academic Rigor

World-class curriculum grounded in MIT Sloan methodology

2

### Action Learning

200+ corporate field projects across ASEAN annually

3

### Real Impact

Connecting curriculum, capital, and community



# The Four Pillars of an Entrepreneurial Ecosystem

Building an innovation-driven institution requires intentional design across multiple dimensions. This framework provides a blueprint for transforming business schools into engines of entrepreneurial activity.

1

## Mindset

Cultivating risk-taking, resilience, and creative problem-solving across the entire institutional culture

2

## Infrastructure

Building physical and digital spaces — incubators, innovation labs, maker spaces, and venture funds

3

## Partnerships

Forging strategic alliances that bridge academia, industry, government, and the investment community

4

## Policy & Purpose

Aligning institutional innovation with national development goals and societal impact

# The ASB –MIT–BNM Model in Action

## Innovation Through Partnership

Our ecosystem demonstrates how business schools can simultaneously educate and accelerate, creating value for students, industry partners, and society.

- Joint learning projects with leading corporations
- ACE Microcredentials for continuous training
- Direct policy engagement with financial regulators
- Cross-border collaboration across ASEAN

# 200+

## Annual Projects

Corporate field engagements across the region

# 50+

## Student Ventures

In fintech, agtech, and sustainability

# 15+

## Industry Partners

Strategic collaborators and co-creators



# From Incubator to Ecosystem Influencer

Business schools evolve through distinct stages in their innovation journey. Understanding this progression helps institutions chart their path from launching individual startups to shaping entire innovation systems.



The goal is to move from launching startups to launching *systems* that sustain them.



# Asia -Pacific Ecosystem Benchmarks

Across the Asia-Pacific region, leading institutions are pioneering diverse approaches to building entrepreneurial ecosystems. While strategies differ, successful models share common principles of co-creation and cross-sector collaboration.



## NUS Enterprise

### Singapore

Deep integration between university research and startup formation, with comprehensive support from ideation to scale-up



## IIM Bangalore NSRCEL

### India

Specialized early-stage accelerator providing structured mentorship and access to India's vibrant startup ecosystem



## UNSW Founders

### Australia

Campus-wide venture network connecting students, alumni, and industry in a collaborative innovation community



There is no one-size-fits-all approach, but every successful ecosystem shares one trait — **co-creation** between academia, industry, and government.

# Beyond Profit: Innovation for Inclusion

The most powerful entrepreneurial ecosystems transcend profit maximization to address society's most pressing challenges. Business schools have a unique opportunity to champion innovation that creates both economic value and social impact.



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## Bridging Capital and Community

Connecting financial resources with grassroots innovation



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## Impact Entrepreneurship

Aligning profit motives with social purpose and environmental sustainability



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## Neutral Conveners

Business schools as trusted platforms for national innovation dialogue

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**“The future belongs to those who build for both growth and good”**



# From Teaching to Transforming

What deans and educators can do now

1

## Build Cross -Sector Partnerships Early

Establish strategic alliances with industry, government, and investment communities before launching programs

2

## Embed Entrepreneurship Across Disciplines

Make innovation a core competency in every program, not just an elective for select students

3

## Measure Impact Beyond Startups

Track policy influence, job creation, social inclusion, and systemic change alongside venture formation

4

## Create Continuous Learning Pathways

Develop microcredential programs like ACE that enable lifelong entrepreneurial skill development

We must redefine success from the number of courses taught to the number of ventures and lives transformed.

# The Entrepreneurial Imperative

## Business schools stand at a crossroads

We can remain custodians of knowledge, or we can become catalysts for transformation. The choice will define our relevance for the next generation.

The Asia School of Business model demonstrates that when we combine **academic excellence** with **entrepreneurial action**, we create institutions that don't just study innovation — they *embody* it.



### Partnership

Co-create with stakeholders



### Impact

Measure systemic change



### Integration

Embed across curriculum



### Lifelong Learning

Enable continuous innovation

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