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From the Editor, Spring/Fall 2013

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New England Journal of Entrepreneurship

From the Editor:

We have what I think is another very strong issue here, with four research articles and one case study. Interestingly, and somewhat coincidentally, the four research articles revolve loosely around an educational theme.

The first article is titled “Sustainability: A Paradigmatic Shift in Entrepreneurship Education.” Amatucci, Pizarro & Friedlander defy the long-held “business as usual” (Meadows, et al, 1972) philosophy. They differentiate between economic and noneconomic business concerns, and discuss the impact of sustainable entrepreneurs—who strive to engage equally with economic, human, and environmental capital. I feel that the authors do a terrific job of encapsulating a historical perspective while also pointing us to the future.

The second research article, from Phelan, Johnson, and Semrau, is “Entrepreneurial Orientation in Public Schools: The View from New Jersey.” This research marries economic orientation (EO) with performance, and the authors develop and introduce a scale to aid schools in measurement. The results are presented specifically for New Jersey, although there is much to take away from their findings and suggestions for future research.

The next article is titled “Adding to the Pedagogical Portfolio: Launching a Student Business in a Semester Course,” and is authored by Elizabeth McCrea. This piece outlines the logical next step in entrepreneurship education: the launching of a student business. Traditionally, when teaching entrepreneurship, the focus is on case studies, business plans, and the like. This article systematically lays out the process (and associated difficulties) of venture launch within a traditional academic semester setting.

Narendra Bhandari’s “Relationship between Students’ Grades and School Year and their Intention for Entrepreneurship: Some Pioneering Findings” is the fourth article in this issue. Bhandari’s research also centers on students starting a business, but from a completely different angle. The crux of this research centers on undergraduate academic standing (year in school) and academic performance (GPA), and how these might impact intent to start a business after graduation.

This issue closes out with Todd Finkle’s “AdRoll: A Case Study of Entrepreneurial Growth.” The concept of entrepreneurial growth is heavily investigated and discussed, using the example of AdRoll, one of the fastest growing companies in the United States. AdRoll is an online advertising company that focuses on advertisement retargeting.

As mentioned in my last letter, we have an upcoming “special issue” on the horizon, so please be on the lookout for it. And finally, we are always soliciting fresh perspectives and always interested in expanding our reviewer panel. The reviewers are the lifeblood of this operation, so if you feel that you are qualified, please contact me directly for more information.

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Editor, *New England Journal of Entrepreneurship*