



BY ELIAS G. CARAYANNIS, PHD
PROFESSOR OF SCIENCE, TECHNOLOGY,
INNOVATION AND ENTREPRENEURSHIP,
GEORGE WASHINGTON UNIVERSITY;
CARAYE@GWU.EDU

Allocentrism

PILOTING THE HELLENIC-AMERICAN INNOVATION BRIDGE

Allocentrism is at the heart of the potential solution to, and exit from, the crisis today—as well as the kernel of social entrepreneurship and mentoring—via leveraging and pivoting on entrepreneurship and innovation that take place within the context of Open Innovation Diplomacy and the Quadruple Innovation Helix. These, in a nutshell, mean that government, university, industry, civil society institutions and individuals collaborate locally as well as across sectors, regions and borders.

This means that citizen entrepreneurs and innovators act as drivers of sustainable socially and environmentally entrepreneurship and innovate, to enhance the innovation ecosystem locally and globally (gloCally), so that the socio-economic conditions will entice people (especially the more talented ones) to stay and create in Greece while selling their solutions (products and services) gloCally (the concept of start-up co-location that drives the pilot implementation we discuss in this article). Innovation Diplomacy leverages Entrepreneurship and Innovation as key drivers, catalysts, and accelerators of economic development:

Re-engineer mindsets, attitudes and behaviors in Hellas to help people—and especially the younger ones—realize the true nature and potential of innovation and entrepreneurship as a way of life.

Engage in sustained, succinct and effec-

tive dialog with stakeholders and policy makers within Hellas as well as the European Union to pursue, the reform and, as needed, re-invention of institutions, policies and practices that can make flourish entrepreneurship and innovation.

Identify, network, and engage purposefully and effectively with the Hellenic Diaspora professional and social networks around the world to trigger, catalyze, and accelerate their involvement and intervention in a focused and structured manner to

CITIZEN ENTREPRENEURS AND INNOVATORS ACT AS DRIVERS OF SUSTAINABLE SOCIALLY AND ENVIRONMENTALLY ENTREPRENEURSHIP

help with goals 1 and 2 above.

This is being piloted in many Greek universities, with the first at the University of Ioannina in Spring 2012. I have been helping design and implement this initiative with the support of the Rector and a team of Uni Ioannina people for the last eight months: The concept, in more detail:

- Internal Programmatic Development of a set of courses and other pedagogy on Entrepreneurship and Innovation

As we are bombarded with bad and worse news about the crisis in the Eurozone, and Greece in particular, I often think of a decade old movie—A Beautiful Mind—showcasing (with creative license) the life of John Nash, a Nobel-prize winner on game theory and the concept of allocentrism—established as the “Nash Equilibrium.”

- Intra-Departmental / Cross-Disciplinary Collaborations within UniIoannina
 - TIE (Technology Innovation and Entrepreneurship) Collaboration with Uni Ioannina Reseachers from across the disciplines for technology assessment, valuation and transfer, market research, and risk capital financing
 - TIE teams of instructors, scientific and business mentors and cross-disciplinary groups of students interact and collaborate
 - TIE Collaboration with local and global external stakeholders networks (such as Mentor and Angel Networks, Diaspora Mentor, Angel and Strategic Partner Networks)
 - National / Regional / GloCal (Global/Local) Outreach Strategy
 - Develop and promote Human Capital Development Solutions for local, national, regional and glocal stakeholders using social media and all other ways and means to inter-connect and collaborate
 - Pursue the piloting, prototyping and promotion of a solution that would meet their needs and thus provide both additional external funding and global visibility
- “Ask not what your country can do for you—ask what you can do for your country”—John Fitzgerald Kennedy, Inaugural Speech, 1961 🇺🇸