



WEBINAR ANNOUNCEMENT

Best Practices in Small Town Business Incubation

Randall Jackson and Peter Schaeffer
(West Virginia University)

*November 28, 2012 (Wednesday)
12:00 PM – Eastern Time*

<http://connect.msu.edu/ncrcrd>

About the webinar:

Business formation and growth are fundamental drivers of job creation and economic growth in the United States, creating over 18 million and 44 million new American jobs respectively (1998-2004), or 17% and 41% of total newly created jobs. Business incubators and related incubation assistance have been playing a critical role in the flourish of new business creation and development. They have provided a nurturing environment, through an array of business support resources and services, where entrepreneurs, start-ups, and small businesses can commercially validate and transform their ideas and concepts into viable products and services. Business incubation, consequently, has been increasingly recognized as a viable approach for promoting new business formation and for accelerating new business growth. Nevertheless, there exists no systematic approach for monitoring and evaluating the performance of business incubators across industrial sectors and geographic regions. The existing literature continues to suffer from limitations that have been identified for years. Furthermore, existing performance measures have inherent biases against rural business incubators, which typically face disadvantageous local economic conditions. In this webinar we identify specific challenges and obstacles to the success of rural business incubators, and present some insights into how operations and outcomes in rural America can be enhanced.

For a “Sneak Peek” of this webinar go to: <http://ncrcrd.msu.edu/ncrcrd/webinars>

About the Speakers:

Randall W. Jackson is Director of West Virginia University’s (WVU) Regional Research Institute (RRI). He is Professor of Geology and Geography and he also holds appointments in Economics and in Agricultural and Resource Economics. Prior to coming to WVU, he served on the faculty of Northern Illinois University and The Ohio State University.

Peter V. Schaeffer is Professor of Agricultural and Resource Economics and also holds an appointment in Economics. He started his academic career at the University of Illinois before moving to the University of Colorado and then WVU.

Both presenters conduct research in regional economics and development, and in industry studies. This webinar presents results from such a study (supported by USDA-AFRI) that focused on rural business incubators.

Registration: There is no registration and no fee for attending this webinar.

To join the webinar go to <http://connect.msu.edu/ncrcrd>, “enter as a guest” is by default already chosen. Type your name into the text box provided, and click on “Enter Room”. You are now in the meeting room for the webinar.

The webinar will be recorded and archived at http://ncrcrd.msu.edu/ncrcrd/chronological_archive.

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