Enclaves of Enlightenment:
How Local Values Give Rise to Green Entrepreneurship

HOSTED BY THE GROSSMAN SCHOOL OF BUSINESS

Michael Russo, Ph.D.
Charles H. Lundquist Professor of Sustainable Management
Lundquist College of Business, University of Oregon

Professor Russo, author of Companies on a Mission: Entrepreneurial Strategies for Growing Sustainably, Responsibly, and Profitably, is one of the leading experts and early thinkers on the topic of business strategies and environmental sustainability. An award-winning researcher and teacher, he has published widely on the challenges and opportunities facing mission-driven organizations as they seek to blend marketplace success with social responsibility and environmental stewardship. Professor Russo will explore how differing values held dear by communities across the US are reflected in development patterns of businesses that seek not only to be profitable, but to promote high levels of social impact and environmental management.

Date
Wednesday, September 28, 2016

Time
3:45 – 5:15 p.m.

Location
Livak Ballroom, Dudley H. Davis Center
Reception immediately following in the Fireplace Lounge

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