The conversation around strategy and innovation starts here. We aim to provide our peers, students, and practitioners with thought leadership on how both new and established firms stay ahead: through generating and sustaining performance differentials over their competitors. We are interested in exploring the appropriate strategy given conditions, and which practices firms use to execute that strategy. We also focus on the study of innovation in different kinds of organizations, including how technology entrepreneurs create new industries and reshape existing ones.

When it comes to understanding strategy, innovation, and entrepreneurship, rigorous, first-class research is key. We strive to attract the strongest faculty and create a vibrant, intellectual environment where they can thrive. We tackle today's complex and shifting strategy issues through a multi-method, interdisciplinary approach. Our faculty are experts in areas ranging from organizational theory to economics to sociology and produce research from large-sample data as well as original fieldwork including detailed ethnography. We are proud to be part of an eclectic and highly motivated group of researchers and instructors who collectively make waves, take risks, and change the game in their fields.
FEATURED PUBLICATIONS


TEACHING FACULTY

Master Lecturer
Paul McManus
Keith Munsell

Senior Lecturer
John Kirks
Joseph LiPuma
Ian Mashiter
Greg Stoller
Lynn Walter

Lecturer
Paul Cosway
Rana Gupta
Barry Horwitz
Peter Marton
Vinit Nijhawan
Bahar Uttam

STRATEGY & ENTREPRENEURSHIP CONCENTRATIONS

Questrom offers tremendous flexibility in the undergraduate and graduate MBA programs, allowing students to customize their degrees. Our department supports two concentrations, one in Strategy and a second in Entrepreneurship, at both the undergraduate and MBA levels.

THE BUZZ LAB

The BUZZ Lab for entrepreneurship provides co-working space for student teams, a rapid prototyping lab, office hours with industry experts, and a wide range of events and competitions. Leveraging BU’s proximity to the innovation hub of Boston, the BUZZ Lab seeks to foster an innovative culture across BU and instill an entrepreneurial mindset in students, researchers, faculty, staff, and alumni.

Visit the BUZZ Lab website: questromworld.bu.edu/entrepreneurship

TO LEARN MORE, VISIT:
bu.edu/questrom/faculty-research/academic-departments/strategy-innovation

FOR GENERAL INQUIRIES, PLEASE CONTACT:
Robert Flynn, rtflynn@bu.edu | T: 617-353-6078

Boston University strives to create environments for learning, working, and living that are enriched by racial, ethnic, and cultural diversity. In support of fostering a diverse faculty, the Questrom School of Business is a member of the PhD Project and the Massachusetts Business School Collaborative.