



Area of Impact: Society

Specialty: Innovation, Strategy and Entrepreneurship

As the Chilean economy, based mainly on the extraction of raw materials, is transformed into an economy of knowledge, it will become increasingly necessary for businesses and entrepreneurs to acquire a number of tools, abilities and new skills to succeed in the global economy.

A key element of these capacities is uncertainty management in business strategy design. In this new scenario, this Millennium Nucleus Center pursues research to solve four fundamental questions: Is uncertainty perceived as a precedent when formulating business strategies? What biases do people have about uncertainty? In business and institutional environments, how does uncertainty affect business strategy? And finally, how do changes affect partnership strategy in business?

This Millennium Nucleus Center is a leader on issues of strategy and entrepreneurship in Chile. This reputation is enhanced by the presence of young researchers and their growth within the center (mostly alumni of the best research universities such as Harvard, MIT, Stanford, Berkeley University, National University of Singapore, Purdue). The Millennium Nucleus Center ESUU also has unique access to entrepreneurs, CEOs and data sources in Latin America and emerging markets, making a contribution to research and center students.



MAIN ACHIEVEMENTS

- Establishment of an international collaborative research network, with prolific specialists like Michael Frese, Kathleen Eisenhardt and Felipe Csaszar. All of this with the intention of achieving the ultimate objective, which is to build an international center of excellence in strategy and entrepreneurship.

CONTACT INFORMATION

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## RESEARCHERS

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## RESEARCH TOPICS


- **Business environment:** investigates the effects of institutional surroundings and business milieu in strategic decision-making.
- **Psychology of entrepreneurs:** to study how entrepreneurs make strategic decisions under conditions of uncertainty using psychological theories of Business Economics.
- **Senior management of companies:** How do the strategic choices of decision-makers influence situations of uncertainty?
- **Funding of entrepreneurial activities**

## NOTED OUTREACH ACTIVITIES

The Millennium Nucleus Center ESUU focuses mainly on organizing workshops and seminars, as much with visiting professors as students who present their research.

- Six seminars for students, which were held in April, May, August, June, September and December 2015 at the Pontifical Catholic University of Chile and the Adolfo Ibáñez University.
- Six seminars and two workshops with visiting professors.
- Sponsorship of four workshops/seminars in the field.

 **PRODUCTIVITY PUBLICATIONS  
(BETWEEN 2014-2016)**  
ISI OR SIMILAR: 3 | BOOK CHAPTERS: 1

 **ACTIVE MILLENNIUM NUCLEUS CENTER**  
From 12/24/2014 to 12/24/2017  
The Millennium Nucleus Centers can be renewed after 3 years, reaching a maximum of 6 years.

 **PRESENCE  
METROPOLITANA REGION**



## HOST INSTITUTIONS:



**UNIVERSIDAD ADOLFO IBÁÑEZ**  
ESCUELA DE NEGOCIOS



PONTIFICIA  
UNIVERSIDAD  
CATÓLICA  
DE CHILE