

# 1B. SOCIETY'S ENTREPRENEURIAL SANDBOXES: EDUCATION

Professor, University of Oregon

**Andrew  
Nelson**



*Room: BHL, Porcelæns haven (across the courtyard), First floor, 1.18*

## **1B. Society's Entrepreneurial Sandboxes: Education**

**Chair: Andrew Nelson (University of Oregon)**

Reinhild Kreis (University of Siegen)

A training ground for future entrepreneurs: Business games, entrepreneurial virtues, and the hope for economic competitiveness in Germany since the 1990s

Léna Prouchet (University of Exeter)

"This place is a cemetery of projects!" – how constrained conceptions of entrepreneurship prevent learning from failure within development projects.

Ben Waterhouse (University of North Carolina, Chapel Hill)

From classroom to boardroom: Education in the entrepreneurial 1980s

**11:30 – 12:45**

The session is 75 minutes, and each presenter has been allocated 15 minutes for presenting. Let's keep the speakers on track with their time so we have enough room for open discussion and interaction with the audience.

Reinhild is a Professor of Contemporary History at the University of Siegen, Germany. Her research focuses on the history of consumption, protest and emotions. She is interested in entrepreneurship education and the role of business games.

Professor, Univ. of Siegen

**Reinhild  
Kreis**



Léna is a PhD Candidate at the University of Exeter and focuses on multi-stakeholder partnerships for local development and forest preservation. Her project is a collaboration with the NGO 'Cool Earth'. She focuses on Cool Earth's work in Peru with the Awajun community around the growing and marketing of cacao.

PhD Candidate, University of Exeter

**Léna  
Prouchet**



Ben is a Professor of History at the University of North Carolina at Chapel Hill. His most recent book, *One Day I'll Work for Myself: The Dream and Delusion that Conquered America* (2024), explores how so many Americans came to believe that self-employment was the key to personal fulfillment and national economic growth.

Professor, Univ. of North Carolina

**Ben  
Waterhouse**

