

Business Entrepreneurship in 2030

Professor Peter Sheldrake, Director Business Relationships, Graduate School of Business, RMIT University

We are in the middle of a major revolution in the way in which we work, live and play, a revolution being driven by the Internet, and in particular by the emerging new versions of interaction that ICT is making possible. The impact of these changes - especially Web 2.0 and 3.0 are difficult to assess, but some of their implications are beginning to emerge. This paper will explore these deployments, and how they are going to impact on new business creation and the lives of younger entrepreneurs in the future. The canvas of the future is fairly sketchy, but there are some signposts that suggest that new ventures will be developed in ways that were unimaginable a few years ago, and certainly still quite amazing.

Professor Peter Sheldrake, Msc, MA, BA (University of Cambridge)

Peter Sheldrake joined the staff of RMIT University in 1997, and is Professor of Business Entrepreneurship, responsible for developing research and teaching in innovation, global business and corporate entrepreneurship. He is Director, Corporate Relationships, in the Graduate School of Business, and teaches on the MBA both locally and offshore, where he is responsible for courses on global business. In addition to his role at RMIT, he is a Visiting Professor at three universities in the Peoples Republic of China – the University of Science and Technology Beijing, Zhejiang University in Hangzhou, and Qingdao University.

RMIT recently revamped its MBA program, which is offered in both face-to-face and on-line modes. RMIT teaches programs in Australia, Singapore, Malaysia, Hong Kong and China, and Peter has taught on these as well as undertaking consulting work and conducting in-company courses in Australia and South East Asia.

Peter Sheldrake has held a number of positions in the private, public and not-for-profit sectors. Prior to joining RMIT, for just over nine years, Peter worked for the Australian Institute of Management, the last two of these as its National CEO. He was Executive Director of the Institute's Victorian Division for nine years. Immediately before joining RMIT, he worked on the Myer Foundation's 'Cranala Programme' for a short period.

Peter Sheldrake commenced his working life as an academic. He worked in universities for ten years, as a Teaching Fellow at the University of Cambridge, then Lecturer at the University of Edinburgh, and finally an Associate Professor at the Flinders University of South Australia. He then joined the Shell Company of Australia as Senior Development Adviser, before joining the Commonwealth Government's Australian Institute of Multicultural Affairs. He worked there for 6 years, eventually as Director, and then ran his own consultancy company before joining the Australian Institute of Management in 1988.

Peter Sheldrake has a BA, MA and MSc, all from the University of Cambridge. He has written over 100 articles, and co-authored five books: **Looking at Innovation, Medical Education in Australia, Design for Adversity, Accountability in Higher Education, and Inclusive leadership**. He published two books in 2003 – **Ronin and Revolutionaries** and **The Ronin Age**. A new book to be published in China, is currently in press.

He is Chairman of Radio 3MBS, and a Director of Peter Mac hospital, the Royal Agricultural Society of Victoria, and Red Stitch Theatre Company. He is an Honorary Fellow of the Australian Institute of Management, and a Fellow of the Royal Society for the Arts.

Peter Sheldrake is a consultant on innovation and entrepreneurship, and business strategy, and conducts a small number of programmes in innovation and change, values-based leadership and strategic management, principally for senior management and company boards. He carries out some pro bono work for community and arts organisations.

He was born in the UK in 1944, and lives with his youngest child in Emu Valley, outside Sunbury. He has four other adult children.