



## **ROBERT W. PRICER**

### **EMERITUS PROFESSOR MANAGEMENT AND HUMAN RESOURCES**

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**DEGREE:** Ph.D. Western Michigan University

**ADMINISTRATIVE TITLE:** Co-director Weinert Center for Entrepreneurship

**NAMED PROFESSORSHIPS:** W.T. Bill Graham Wisconsin Distinguished Professor of Small Business Management and Entrepreneurship

### **AREAS OF EXPERTISE**

- Entrepreneurship
- Venture development

### **BIOGRAPHICAL STATEMENT**

Dr. Robert W. Pricer teaches courses in entrepreneurship, small business management, business planning, venture management and financing. He was recently named one of the nation's top 10 professors of entrepreneurship by Business Week magazine.

At the University of Wisconsin-Madison, Weinert Center for Entrepreneurship, he either directly, or through graduate student teams, provided assistance to about 100 Wisconsin businesses annually.

His awards include the Van Hise Distinguished Teaching Award, Mabel M. Chipman Excellence in Teaching Award, Graduate Business Association Professor of the Year Award, and Dr. W. Robert Marshall Technology Transfer Achievement Award. A former business owner, he has extensive international teaching and consulting experience. He has published three books and over 100 articles. Dr. Pricer's research includes venture creation, management and financing, and small business management and exporting.

### **INTERNATIONAL EXPERIENCE**

Dr. Pricer has taught management and export development workshops in Hungary, Poland, the Czech Republic, Russia, The People's Republic of China, Portugal, Mexico, New Zealand, France, Belgium, Sweden, Norway and Denmark.

Dr. Pricer played a central role in developing the administrative systems and educational programs of the Pecs and Debrecen Foundation Business Development Centers in Hungary. He has also assisted in

the establishment of a Business Development Center at Masaryk University in Brno, the Czech Republic.

Pricer was also instrumental in helping to establish the small and medium size management development training program at CIFAG (Centro de Informacao e Aperfeicoamento em Gestao), Lisbon, Portugal. This was developed as Portugal privatized industry during the 1970's. This program has become self-supporting through participant fees and it offers an excellent model for Hungary.

Also, Dr. Pricer served as a consultant to the University Beira Interior, University of Evora, and the University of Vila Real on the establishment of management development training programs. These three universities have developed very successful outreach training programs to business as a result of the consulting work provided.

He designed, developed and directed the Wisconsin State-wide Small Business Development Center Program that won an award (ACT/NUCEA) for innovation and excellence in manager training. The program provides educational programs for approximately 15,000 attendees and one-on-one assistance to 3,500 annually. The budget is in excess of \$4 million annually with more than \$1 million generated in fee revenue.

Pricer is the co-author of "The Role of Entrepreneurial Education in the Transition (Hungary's) to a Market Economy," "Liberty, Markets and Economic Progress: The Situation in the Czech Republic," "A internacionalizacao da PME" (Internationalising the Small and Medium Size Firm)-a book on small business exporting, "Taking Advantage of Change: Developing Export Markets in a Changing World," "Export trading Companies: An Exploratory Study," "Small Business Exporting," "University Innovation Centers," "Small business development center programs," "The University of Wisconsin Small Business development Center: A Model for Merged university Systems," and approximately 100 articles on small business management topics. He teaches graduate courses in small business management/entrepreneurship, venture development and planning at the School of business, University of Wisconsin-Madison.

Dr. Pricer has successfully administered federally funded projects with combined budgets of over \$8 million including projects funded through the United States Agency for International Development (USAID).