



## *Welcome to our Winter 2021 Newsletter*

---

### *About the Leir Research Institute*

The Henry J. and Erna D. Leir Research Institute for Business, Technology, and Society (LRI) creates value by integrating research and education to support economic and policy impacts that foster sustainable economic development, addressing critical global challenges to corporate and business continuity and growth.

[Read More](#)

---

### *Leir Data Observatory*



The new Leir Data Observatory was recently completed, a collaborative high-tech space to study data science as it pertains to business and finance.

[Read Full Article](#)

[Book a Reservation to use the Data Observatory](#)

---

## *Research Spotlights*



### ***Raja Roy***

- Disruptive technological changes
- Evolution of entrepreneurial opportunities and innovative new technologies in high-tech industries
- Firm-level capabilities that help both established firms and entrepreneurial new ventures navigate technological changes

[Read More of Raja Roy's Research](#)

---



## ***Haisu Zhang***

- Converting scientific research into marketable products is challenging.
- Valley of Death is a term used to describe a gap between creation of scientific knowledge and commercial development of new products.
- In order to overcome Valley of Death, firms need to build their ability to apply basic research findings to new product development.
- When the structure of a product is highly complex, firms are more motivated to build this ability.
- While using such an ability appropriately can help overcome Valley of Death, using it excessively may prevent firms from developing radically new products (i.e., products that are substantially different from existing ones in the market).

[Read More of Haisu Zhang's Research](#)

---

*Spring 2021 Seminar Series*

---

## LEIR VIRTUAL RESEARCH SEMINAR SERIES

---

SPRING 2021

---

The Henry J. and Erna D. Leir Research Institute for Business, Technology, and Society (LRI) creates value by integrating research and education to support economic and policy impacts that foster sustainable economic development, addressing critical global challenges to corporate and business continuity and growth.

The LRI operates in support of the NJIT 2025 four pillars: Diversity, Sustainability, Recognition, and Transformation. In coordination with the NJIT 2025 strategic plan, the LRI seeks to 1) promote collaborative research, 2) foster innovation and entrepreneurship, and 3) promote partnerships.

The Leir Virtual Seminar Series is intended to build upon and leverage decades of NJIT experience and intellectual capital in the fields of sustainability and industrial ecology, environmental science, operations management and decision analytics, organizational behavior, and business data science.

---

For a complete list of speakers and  
topics, please visit  
[centers.njit.edu/leir/spring21-seminars](https://centers.njit.edu/leir/spring21-seminars)

### DATES

January 27, 2021	March 24, 2021
February 3, 2021	March 31, 2021
February 10, 2021	April 7, 2021
February 17, 2021	April 14, 2021
February 24, 2021	April 21, 2021
March 3, 2021	April 28, 2021
March 10, 2021	

For More Information, Contact:

**Raja Roy, Assistant Professor, Martin Tuchman School of Management, NJIT**  
[rroy@njit.edu](mailto:rroy@njit.edu)

*For more details, click to navigate to our website.*

---

### *Meet the Advisory Board*

The Leir Research Institute has recruited representatives from each of our stakeholder groups (Government, NGOs, Academia, and Corporations) to help guide and direct the LRI Director in advancing the mission of the institute.



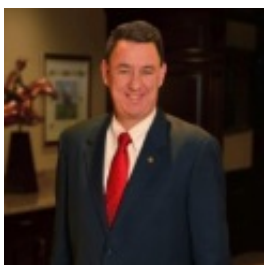
## ***Judith Sheth***



***Jeremy Johnson***



***Rodney Priestly***



***Gregory Smith***



***Ahu Yildirmaz***

[Read More](#)





---

*Copyright © 2021 Leir Research Institute, All rights reserved.*

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.