

MARIANA PITA
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BILATERAL MEETINGS
14.00 pm – 17.00 pm

REQUEST

Researching for start-ups that have scaled (during the first years of existence) in order to understand the factors under the turning point of the company.
Researching for best practices on entrepreneurship education.

SHORT BIO

Mariana Pita is professor at the Department of Economics, Management, Industrial Engineering and Tourism (University of Aveiro, Portugal) and lecturing several courses in the field of entrepreneurship. Currently, she coordinate (together with Ana Daniel) the “Learning to be program” that is a pioneering educational program aiming at developing entrepreneurial skills and mindset of UAVR students.

She is a member of the Research Unit in Governance Competitiveness and Public Policies and her research interests are on management issues related to technology transfer, knowledge and innovation management, entrepreneurship and design. Mariana Pita has a strong experience in the field of technology transfer, university-industry liaison and entrepreneurship.

Currently, Mariana is completing the PhD in Marketing and Strategy and she has a Master degree in Innovation Management and a degree in Design from the University of Aveiro.
