



Universities' Approach to Innovation, Does It Pay off?

Chaitalii Desai Shah, MS in Information Technology Candidate, GRA; Maryam Firoozi, PhD

College of Business + Information Technology



INTRODUCTION

- This research focuses particularly on the aspect of innovational outlook of universities and how it makes a difference in its number of graduates in becoming **Chief Executive Officers**.
- How many of their graduates end up being the chief executive officers of Fortune 500 companies [2]. CEO's have an innovational outlook and that is why they end up at that position [3].
- To identify whether that **innovational outlook** in the CEO [4] was absorbed from the university from which He/She graduated is the real essence of this research.
- Generalizing this scenario among the top five universities of United States and the CEO's of Fortune 500 companies, we tried to find the existence of positive relationship between the **university's approach** towards innovation and number of its graduates becoming the chief executive officers of fortune 500 companies.

METHODS

Stage 1:

- A collection of top 5 universities in USA and their Social Data.
- Chief Executive Officers Education Details and the details of their Companies.

Stage 2:

- A MYSQL database schema was built to store all the data and hosted on AWS RDS.

Stage 3:

- The data collected was filtered to remove any anomalies.
- Social Data was categorized based on Innovational aspects
- Social Data was categorized based on information type

Stage 4: After data processing we ended up with 9 different scores for each university and finally came up with our Zibeu Orchard visualization.



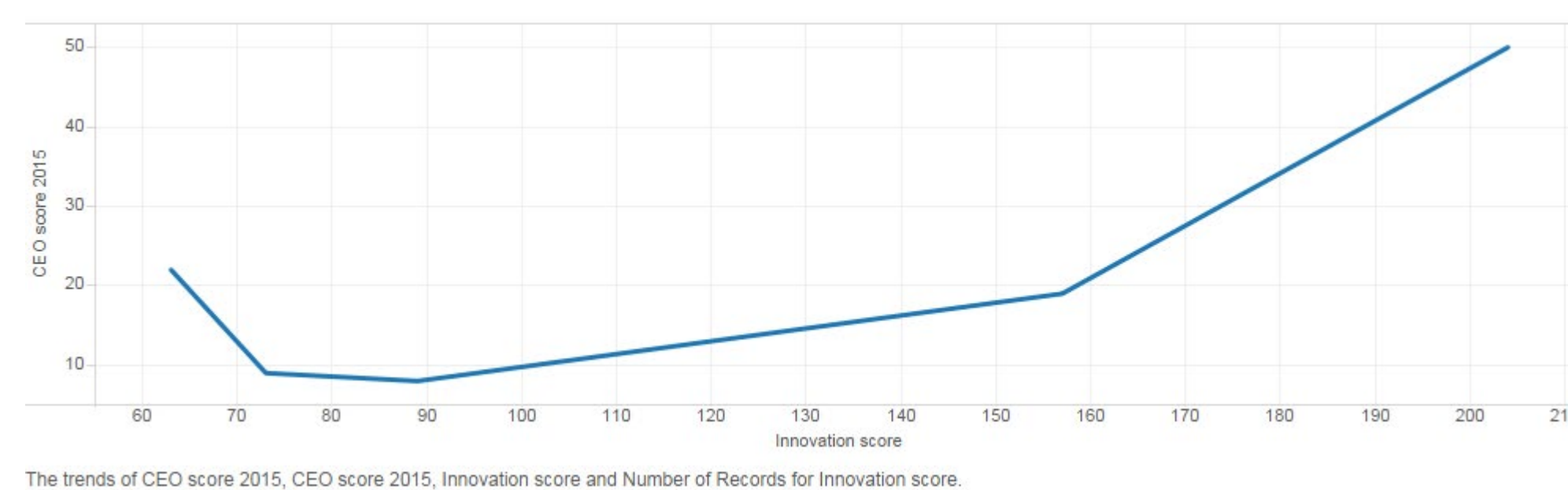
ZIBEU ORCHARD

- Growth of Tree = University Innovational Outlook
- Number of Fruits = University CEO Graduates
- Fruit Size = University's CEO's Company Revenue
- Root Proportion = University Focus



CONCLUSION

From this research we have concluded the answer for our prime question that innovational outlook of a University has a major impact on its graduates in becoming CEO's.



WAY AHEAD

- To further strength our research we have planned to include a border range of universities and then perform the analysis to see if the results remain same or deviate.
- Statistical Analysis also will be performed.
- More details will be discussed in our research paper.

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