

# Innovation and entrepreneurship in the Humanities:

bringing the Humanities to the 21st century



While no one disputes the significance of the humanistic education, I will discuss the significant of bringing the entrepreneurial discourse into humanities. Innovative entrepreneurial thinking enriches intellectual engagement, leading to additional levels of innovation. Similarly, from a practical perspective, the world of product-oriented work increases humanities' impact in both practical and cultural domains, while broadening the range of employment options available to students and scholars, thereby enhancing the industry and world with cultural and intellectual aspects. Only in this way can we keep the Humanities relevant in the 21th century.

In this talk I will discuss the importance of including the entrepreneurial mindset in the programs of Humanities and liberal arts studies. I will also report about models and tools to do so that we founded at the Hebrew University of Jerusalem, and discuss the contribution of such work to the future success and career readiness of the students as well as the contributions to the industry and universities themselves.



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**Viernes 9 de septiembre**

Horario: 11:30 a.m.

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