

DR. ALAN CARSRUD TO SPEAK AT USI  
PSYCHOLOGY RESEARCH CONFERENCE



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Dr. Alan Carsrud, recognized entrepreneur professor at the University of Southern California, will be keynote speaker for the seventh annual Mid-America Undergraduate Psychology Research Conference to be held Saturday, April 9, at the University of Southern Indiana.

Psychology students from colleges and universities throughout the Midwest will present papers on their class research, starting at 8:45 a.m. in the University Center. Dr. Carsrud, who was guest speaker at the conference in 1983, then will deliver the keynote address on "Entrepreneurship: A Social Psychological Analysis."

The USI Psi Chi Chapter, conference hosts, will repeat their popular "Psych Follies." Dr. Joseph J. Palladino, USI associate professor of psychology, is conference coordinator. A reception will be held at 7 p.m. Friday in the University Center for early arrivals.

Dr. Carsrud, an associate professor at USC, is an industrial-organizational psychologist who coordinates research and the graduate entrepreneur program in the USC School of Business. He currently is working on a project to predict and enhance the success of minority entrepreneurs in Los Angeles, supported by a grant from the Los Angeles mayor's office.

Dr. Carsrud has been a speaker throughout the United States and is slated to deliver the keynote address for the International Conference on Entrepreneurship in June in Edinburgh, Scotland. He is vice president of publications for the Small Business and Entrepreneurship Association. He has received research grants from IBM, The Southern Schools of Business Administration Association, and the Association Management Company Education Foundation. In 1984, he won the Outstanding Research Award presented by the 19th World Conference on Small Business.

Dr. Carsrud's writings have appeared in such books as Frontiers of Entrepreneurship Research 1987, New Management 1987, Human Factors in Organizational Design and Management II (1986), The Art and Science in Entrepreneurship (1986), and Managing Take-Off in Fast Growth Firms (1986).