

SNIDER FOCUS

SUMMER 2021 Newsletter

www.EdSniderCenter.org

DIRECTOR'S REPORT

By Dr. Rajshree Agarwal

"As humans, dignity depends on the freedom to choose what projects to work on, with whom and how. This is true for employees and employers alike."



Ah, Summer!! When the trees are lush green, the sun is warm, and evenings can once again be filled with backyard barbecues. For me, the summer is all this and more! July is probably one of my favorite months of the year. I get to celebrate my chosen country's Independence Day with friends and family on the 4th of July and end the month with the SELF high school program. My husband Rob astutely noted that I am more energized and inspired than ever after engaging with the bright young minds who contemplate their critical decisions at the cusp of responsible adulthood. I am particularly proud that this year, SELF has become a three college-credit bearing course offered through the University of Maryland's Terp Young Scholars Program. A huge shout-out to Caitlin Stiffler who is coordinating across 13 world-class faculty to ensure an awesome experience in this year's "sold-out" course!

You may recall reading about SELF in my Forbes op-ed on "**Human Dignity and the Principle of Trade.**" This was prominently featured in my **recent presentation** at an international conference on why "**cooperation in the age of divide**" requires fostering enterprise and markets. The talk provided the perspective of the virtues of open-access capitalist systems, among other panelists who discussed merits of "democratic socialism" or "hybrid systems. I also had the privilege of appearing in the Philosophy for Flourishing podcast on "**Profit and Purpose.**" Jon Hersey is a great host who led me to reflect on my own purpose, my life's work and why I am passionate about programs such as SELF that enable upward

mobility.

As we look ahead to the Fall, we are excited about the growth of the Intentional Life Lab. You can read more about how we are “**Connecting students to purpose and passion**” through the Lab’s course offerings to undergraduate students at the University of Maryland. Also, notable among the many research projects undertaken by Snider Center faculty and PhD affiliates is the launch of the randomized-control field experiment on **Entrepreneurial Training Using the Scientific Approach in Tanzania**. This international collaboration of Snider Center research affiliates at Bocconi, Maryland and Sokoine University is an intersection of all three—research, teaching and engagement—components of how we achieve the Center’s mission.

Thank you for reading, and hope you are having a great summer too!

Research Spotlight

Leveraging Private Enterprise: Incubation of New Industries to Address The Public Sector's Mission-oriented Grand Challenges

April's Snider Center Research Conversations featured work by **Dr. Rajshree Agarwal**, Seojin Kim and Mahka Moeen on "Leveraging Private Enterprise: Incubation of New Industries to Address the Public Sector's Mission-oriented Grand Challenges." Forthcoming in Strategy Science, the **research** examines six public sector "grand challenges" and identifies success factors associated with creating market mechanisms and leveraging private enterprise. **Watch the video to see highlights of the presentation.**



RESEARCH CONVERSATIONS

Leveraging Private Enterprise:
Incubation of New Industries to Address The Public Sector's
Mission-Oriented Grand Challenges

Rajshree Agarwal, University of Maryland
Seojin Kim, University of Maryland
Mahka Moeen, University of North Carolina

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The **SUGECO Agrifood Entrepreneurship Initiative** has garnered the interest of over 200 applicants eager to participate in our groundbreaking entrepreneurship training program. The initiative is moving closer to its implementation phase when the training begins in late summer. Our partnership with the **Consortium for Innovation in Post-Harvest Loss and Food-Waste Reduction** continues with the monthly webinar series. The most recent webinar on June 24th featured distinguished scholars from Wageningen University in the Netherlands, speaking on **Efficient Food Loss and Waste Protocols: Introducing the Final Phases**.

Our Programs



The Intentional Life Lab's mission is to support the life-long learner in their efforts to create and lead purposeful authentic lives. We made tremendous progress this Spring in realizing our mission for high school, undergraduate, and graduate students to enable their growth mindset and focus on life-long learning.

For our high school learners, our **Snider Enterprise and Leadership Fellows (SELF)** experience is now

a three-credit experience as part of Maryland's summer Terp Young Scholars (TYS) program. The only business and management course in TYS, SELF is part of Maryland's curriculum offerings to highschoolers interested in taking college-level courses during their summer. As **BMGT198C "Enterprise, Leadership and Markets"**, SELF will be offered virtually this summer and is already at full enrollment.

For UMD undergraduate learners, we continued launching and formalizing curriculum this spring. Maryland Smith faculty approved **BMGT160: The Intentional Self** as a three-credit elective within the Management and Organizations Department. We also launched **PHPE 350: Careers in Impact** within the Politics, Philosophy, and Economics Program in the College of Arts and Humanities with students. Student rating for the course was an impressive 3.9 out of 4! In the next academic year, we expect to launch a new course on the Intentional Leader, and actively explore on-campus partnerships to support scaling of all Lab courses. As an example, we delivered the first Maryland Smith Transfer Experience with a small group of undergraduate students in the Spring, and the program will scale in Fall 2021 to reach all (approximately 450) incoming Smith transfer students.

Finally, for graduate learners, the Intentional Life Lab is participating in an Executive MBA (EMBA) workgroup to enhance purposeful self-exploration and self-creation. The committee is aiming to redesign the experience for the incoming 2022 EMBA cohort by combining course content and mastery sessions for an integrated focus on personal and purposeful leadership.


Snider Undergraduate Research Experience (SURE)

COVID-19 Contact Tracing Applications: Comparative Analysis Frameworks for Privacy Protection

Tima Mikdashi
Snider Undergraduate Research Experience Program

Introduction

Contact tracing is a tried-and-true public health tool. Yet, traditional methods of contact tracing are time-consuming and rely on a network of volunteers. The unique scale of the current COVID-19 outbreak has challenged existing contact tracing practices. Many governments and companies have seized this opportunity to develop and deploy contact tracing applications that rely on Bluetooth technology to notify people when they have been exposed to an infected person. Among the 150+ different applications deployed, there is considerable variance across applications. Yet, a unifying concern among users and policymakers lies in the protection of user privacy.



Research question

To what extent do global legal infrastructures ensure the privacy of contact tracing application users?
→ How can we ensure that future responses are both effective at stopping the spread of disease AND privacy-preserving?

Methodology and Analysis

A comparative analysis was conducted across 3 different regions using national and international legislation (regulations, amendments and guidance documents) as well as peer-reviewed papers. The choice of these 3 regions was motivated by the following reasons:

- Singapore:
 - Highest level of app adoption in the world
 - Evidence of contact tracing data misuse to prosecute an individual
- The European Union:
 - State-level and regional-level government committees on app features
 - GDPR: most comprehensive data privacy legal framework
- The United States:
 - Fragmented state-level approach
 - Privacy concerns anticipated by the private sector

Discussion

- Data sharing: Recognizing the importance of data sharing for response, each challenge different:
 - EU: data unifying privacy
 - US: privacy international
- Data sharing: The usage of data for purposes it was not intended for poses an privacy.
 - Singapore: function of data
 - US: Historical gaps in legislation
 - EU: Model

While contact tracing applications are being questioned, future iterations of these applications will become a central tool in epidemic responses. Understanding to what extent existing legislative frameworks ensure privacy will elucidate what novel strategies must be implemented in order to address current shortcomings and privacy risks.

Results

	Singapore	EU	US
General Information			
What type of data is collected?	Bluetooth & GPS	Bluetooth	Bluetooth
Where is data stored?	Centralized	Decentralized France and Sweden are centralized	Decentralized
How long is data stored?	25 days	14-15 days	14 days
What is the level of adoption?	4.511000 million (80%)	France 15% Germany 21%	North Carolina 7.5% Virginia 23%
Is data shared across state lines?	No	Yes, interoperability gateway	Yes, only between states (APPL)
Privacy Protections and Legislative Frameworks			
What legislation regulates it?	General Procedure Code Personal Data Protection Act	GDPR EU Commission guidance document	Google-Apple Privacy settings "In Va and Ca, CCPDA and CCPA"
Is data sharing voluntary?	No	Yes, opt-in	No
Is app download voluntary?	No	Yes, opt-in	Yes, opt-in
Is data protected from non-health users?	No, it can be used in criminal investigations of "serious offences"	Yes, GDPR Articles 12 & 13	Only in California and Virginia
Do users have the right to delete their data?	No	Yes, GDPR	Only in California and Virginia

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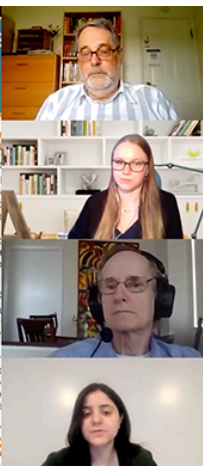
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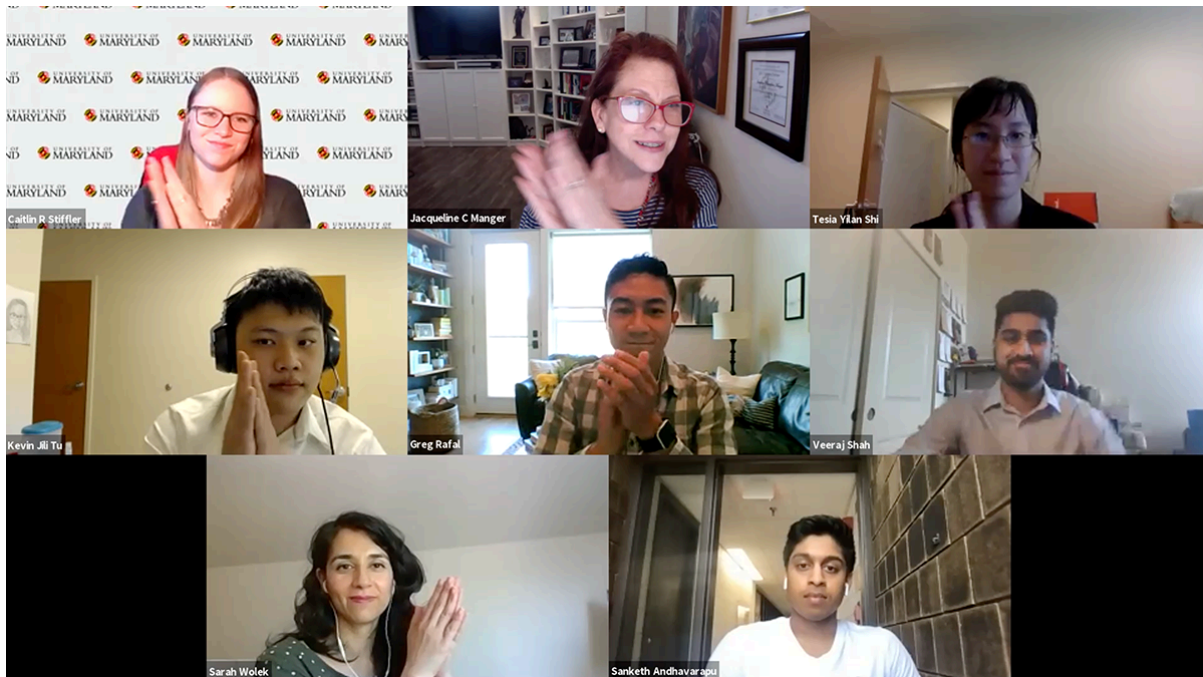


Acknowledgments

Special thanks to my research advisor Dr. Jessica Vitak and to all the program staff at the Ed Snider Center for Enterprise and Markets.

The fellows of the 2020-2021 cohort of SURE have successfully concluded their independent research projects. This year's cohort came from various disciplines across campus and engaged with an interdisciplinary set of faculty mentors. We are proud that many of our fellows use this research program as a tool to gain a deeper understanding of business, and more specifically, enterprise and markets. Each SURE fellow completed a research paper and presented their findings via the virtual SURE Poster Presentations on April 23, 2021 to peers, mentors, and Ed Snider Center affiliates. This year's research journal will be published in upcoming weeks and we invite you to **visit our website** to learn more about our SURE fellows and the student leadership.

Ed Snider Center Leadership Award



The **Ed Snider Center Leadership Award** recognized three winners and one grand prize winner on April 30, 2021. Winners were chosen based on their accomplishments in the following areas: 1) helping an organization meet its goals for growth and change, 2) demonstrating an optimistic vision of the future through their work in the community, 3) championing goal-oriented collaboration and created positive outcomes for all members of a team, and 4) embodying integrity and exhibiting an entrepreneurial growth mindset.

Each winner embodied the above criteria for the Ed Snider Center Leadership Award. COVID has created a renewed focus on public and mental health issues, and each of this year's winners showed determination and achievement in creating innovative solutions for multiple facets of societal challenges. **Kevin Tu** founded and launched a non-profit "Combating Overdoses in Rural Areas" (CORA), which is dedicated to reducing rural health disparities in opioid knowledge and resources to reduce the stigma behind opioid use and prevent addiction. He started during the pandemic and has grown the organization to 151 student volunteers who presented modules to over 442 Marylanders across 36 communities in 19 counties. CORA continues to grow its impact with new chapters in six other states. **Tesia Shi** co-founded and launched the University of Maryland's first mental health text line, "Lean On Me College Park." The goal of this organization is to provide non-crisis, peer-to-peer, anonymous support via a text line. She created the marketing strategy and the training for volunteers for this organization and excelled at bringing the team together to address problems in the community. **Sanketh Andhavarapu** strives to decrease the high rates of burnout in the medical profession. His drive led to the creation of the first mobile wellness app, "Vitalize." Andhavarapu previously created and launched a non-profit venture, "STEPS," which connects volunteers with families seeking personalized, one-on-one affordable tutoring services and donates nearly 100% of revenue towards improving STEM education for kids from low-income communities. Finally, our grand prize winner **Veeraj Shah** worked to effect positive change in the community as a project leader within Public Health Beyond Borders, a large UMD student organization aimed at improving health globally through education and advocacy. His leadership has scaled up this student organization by establishing chapters in other universities and raised over \$50,000.

In his sophomore year, he also developed “Chat Health,” an artificial intelligence-enabled messaging platform for students to access preventative health information. “Chat Health” has partnered with the UMD Student Health Advisory Committee to provide this technology to over 40,000 UMD community members.

Now more than ever, the positive and impactful leadership of our Ed Snider Center Leadership Award winners is crucial to the ongoing success of the university community. We are inspired by the unique ways their work eases access to health services, educates consumers about these services, and demystifies the process. We look forward to seeing the continued successes of these winners in the future, and are excited for the Ed Snider Leadership Award applications to open again in Spring 2022.



Check out our latest episodes:

Weather Forecasting to Offset Financial Risk: Steve Bennett

Weather affects production and consumption in every economic sector, and nearly a half-trillion dollars of annual U.S. economic activity is at risk due to variations in weather. Technology has allowed the weather data we collect to grow exponentially, so much that machine-learning tools are now necessary to analyze data to look for patterns. These patterns help businesses anticipate, respond to, and recover from weather-related events. How can businesses access this information to offset weather-related risks?



Nonprofit Fundraising with Cryptocurrencies: Alex Wilson and Pat Duffy

With Bitcoin reaching new heights, many investors would like to donate some of the wealth created by their investment to a favorite charity. Until recently, it was almost impossible to donate crypto currencies to

a charity without first converting to US dollars, creating tax implications for the donor, instead of taking advantage of the tax-deductible status of a direct donation.



When the Sky is No Longer the Limit: Dennis Woodfork

We welcome back our friend and space expert Dennis Woodfork who brings his experience with Johns Hopkins University Applied Physics Laboratory, NASA, the US Space Force, and the Air Force to bear on a wide-ranging discussion of the emerging space ecosystem including the role of government, private industry and the military in defining the term of engagement as we seriously start building, living, and doing business in space.



Blockchain in the Art Space: Cynthia Sachs

The art market is hot and traditional and digital pieces are selling at auction for new records. Digital art on the blockchain is attracting a lot of attention. Is art a good place to invest? Instead of selling, some art owners seeking capital are borrowing using their art as collateral. This debt is made available to retail investors, allowing a much wider range to people to participate in wealth creation opportunities that were typically available only to intuitional investors.



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