



William and Phyllis  
**MACK INSTITUTE**  
 for INNOVATION MANAGEMENT

Where  
 knowledge  
 ignites  
 innovation

# A Hub for Global Innovation Research and Practice

**At the Mack Institute for Innovation Management, we embrace paradigm-shifting ideas**—and we bring together the students, researchers, and industry leaders that drive them. By creating interdisciplinary and cross-industry dialogue and exchange, our academics and partners identify the most effective management practices for the risks and rewards of innovation.

We collaborate to generate ideas and tools that enable market-leading firms to look ahead, identify opportunities for change, and act on them.

[mackinstitute.wharton.upenn.edu](http://mackinstitute.wharton.upenn.edu)  
 215.746.4831

## Connect With Us

Get involved in our partnerships, conferences, and research.

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Listen to us: **Sirius Radio 111**

## About

The Mack Institute for Innovation Management was established in 2001 through a generous gift from William L. Mack, W'61, and Phyllis Mack. Each year, the Mack Institute hosts several major conferences and workshops; funds MBA, PhD, and faculty research projects; and sponsors student activities relating to technology and innovation.

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**Emily Plumb**  
2014 Y-Prize Grand Prize Winner, #yprize

## For Researchers

**Facilitating the dynamic sharing of viewpoints to spark new ideas**

Since 2001, the Mack Institute has funded 300+ research projects.

The Wharton School is world renowned for high-quality research and rigorous testing methods that impact both the academic and business worlds. Through the Mack Institute, faculty and fellow research goes into practice at Penn and at innovative companies around the world.

- **Leverage resources and support to research the most challenging issues facing businesses today.** The Mack Institute provides faculty and PhD research fellowships that create connections with the real-world practice of our partners.
- **Put research into action and ideas into circulation** at academic and industry events that create confluence between faculty and practitioners. The Mack Institute connects academics with industry, both through exchange of ideas and by supporting commercialization of Penn technologies and breakthroughs.

The Mack Institute boasts market-leading partners from 12 industry sectors and six different countries.

## For Business

**Helping successful firms maintain their innovative edge**

The Mack Institute network assists organizations with predicting and understanding emerging challenges. Breakthrough ideas reinvigorate businesses to stay ahead in a changing environment as our partners learn to create, identify, and act on new opportunities.

- **Discover strategies for encouraging innovation** within your firm, and investigate methods to successfully capture economic value from investments in innovation. We deploy top faculty and students across the Penn community to overcome the roadblocks your organization faces.
- **Partake in invitation-only events to connect** with leading academic thinkers, industry experts, and top-level innovation management peers across industries. As we get to know partners and better understand their needs, we provide benefits that align with their goals.

“Having an idea is one thing, but actually putting it into action is quite another.”

— Emily Plumb

## For Students

**Proving that innovation is not just about new ideas—it’s about achieving real-world impact**

At the Mack Institute, students work across disciplines throughout Wharton and Penn to conduct cutting-edge research, jumpstart ideas, and translate knowledge into real-world practice.

- **Connect with top faculty and business leaders** through our Collaborative Impact Program. Apply research to address existing real-world innovation challenges within established companies and at the university.
- **Develop strategies to commercialize Penn technologies** through the Y-Prize competition. The institute also supports engagement in innovation and technology through sponsorship of student-run initiatives like BizTech@Wharton Conference and the Wharton Technology Club.