Vibhor Pandey
PhD Candidate 2021-2025
Senior Research and Lecturer
School of Management, QUT School of Business and Law
Queensland University of Technology, Brisbane, QLD 4101
Australia

Area of Interest:
Mission-Oriented Innovation Policy (Dynamic Monitoring and Evaluation)
Mission-driven Entrepreneurship (State's Entrepreneurial Capacity // I&E Ecosystem Research)

Final Year of PhD (expected completion Dec 2025)

Prof Cameron Newton
Deputy Dean
Faculty of Business and Law Queensland University of Technology Brisbane

Associate Professor Char-lee McLennan
Co-Lead, CDS Social Systems Domain
School of Management | Centre for Data Science
QUT Business School | Faculty of Business and Law

Research Centres affiliation
Centre for Future Enterprises
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Australian Centre for Entrepreneurship Research
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Vibhor Pandey

Senior Research Assistant and Lecturer
Queensland University of Technology, Brisbane, Australia
QUT's Centre for Future Enterprise, QUT's Centre for Data Science,
Australian Centre for Entrepreneurship Research, QUT School of Business and Law

I specialise in mission-driven entrepreneurship, which uses innovation to tackle grand challenges. As a practising academic at QUT and a PhD candidate in Entrepreneurship Research, I study innovation ecosystems and the micro-behaviours of organisations, programs, and economies. With over 12 years of experience in economic analysis, product development, and data analytics, I have worked across Southeast Asia, the Middle East, North Africa, and Australia.

Academic Qualification

2020-22	MPhil, School of Management, QUT School of Business and Law
2022-25	PhD Candidate, School of Management, QUT School of Business and Law

Employment

2018-present	Senior Research Assistant, Centre for Future Entreprise, QUT [Teaching Role]
2023-present	Design Thinking Facilitator, Innovation Central Brisbane, QUT [P/T]
2018-present	Lecturer and Unit Coordinator, Entrepreneurship, Graduate School of Business [P/T]
2019-present	Co-founder, BizArtX – The Knowledge Project (www.bizartx.com)
2023-present	Founder, The Adaptability Lab (Food Tech Startup, IP Stage)
2019-2024	Research Venture Facilitator, QUT Entrepreneurship
2018-2024	Founding Partner and Chief Data Officer, Grand Company [Exited]
2014-2018	Data & Insights Manager, Brisbane Marketing – Economic Development Board
2012-2014	Account Director, Metrix Consulting, Perth
2005-2012	Research Manager, Kantar Group of Companies, Mumbai, Dubai, Cairo
2000-2007	Founder, TEARS (a social enterprise)

Awards and Achievements

2019	AQ Scholarship for Advance Queensland (AQ) Innovation Program Evaluation
2017	Gave a TED talk at TEDx Brisbane on Healthcare and Game Design
2015	Tourism Australia Award for Data to Decisions, an Economic Model

Academic and Industry Publications (in the last two years) [Google Scholar Link]

1. Hamilton, Grant; Swann, Levi; Pandey, Vibhor; Moyle, Char-lee; Opie, Jeremy; Dawson, Akira; Horizon Scanning 2019
2. Moyle, Char-lee; Pandey, Vibhor; Renando, Chad; Barrett, Rowena; Sharma, Arun; Queensland Connects: Accelerating Queensland's Innovation-Driven Entrepreneurs, 2019, Australian Centre for Entrepreneurship Research, QUT Business School
3. Moyle, Char-lee; De Klerk, Saskia; Pandey, Vibhor; Moyle, Brent D; Pride, Prejudice and Patriarchy: Female Entrepreneurship Experiences in Queensland's Emerging Entrepreneurial Ecosystem 2019 Australian Centre for Entrepreneurship Research Exchange Handbook, 35-36, 2019
4. Hamilton, Grant S; Swann, Levi; Pandey, Vibhor; Moyle, Char-lee; Khanal, Uttam; Rezaeian, Alireza; Wilson, Clevo; Rajapaksa, Darshana; Emerging Industries: Agriculture and Technology, November 2018, AgriFutures Australia

Advancing Mission-Driven Venture Creation Through Entrepreneurship Research

Entrepreneurship is a key driver of innovation and economic growth, yet its role in tackling Grand Challenges remains underexplored. My research focuses on mission-driven venture creation, examining how individuals, businesses, and public institutions can foster innovation ecosystems that generate economic and societal impact. As a PhD candidate at QUT (2021–2025) and a practising academic, I aim to bridge the gap between entrepreneurial research, policy design, and real-world implementation.

My research roadmap addresses three critical areas. First, my work on quality signalling in venture creation (2021–2023) explores how public institutions can improve innovation financing mechanisms, with a paper submitted to *Research Policy*. Second, my ongoing research (2023–2025) delves into mission-oriented innovation policies and intervention design, examining non-linear entrepreneurial policymaking as a tool for solving Grand Challenges. My MIT REAP and Queensland Connects case study paper is in progress. Looking ahead (2025–2030), I aim to expand my work on global policies with local interventions, investigating how data and AI-driven policy engineering can support market co-creation with mission-driven ventures at the regional level.

Beyond research, I am committed to entrepreneurial education and public-private collaboration. I teach business students about entrepreneurial business models and seek to develop innovative pedagogy that instils entrepreneurial mindsets in corporate and public sector officials. Additionally, I have launched a non-academic newsletter to share insights on mission-driven economies, engage with broader audiences, and build a foundation for an academic book. My long-term goal is establishing a research program where policymakers, practitioners, and academic scholars co-design solutions for mission-driven venture creation.

Attending the NBER Entrepreneurship Research Bootcamp will provide me with methodological rigour, a peer network, and mentorship to refine my research agenda and meaningfully contribute to entrepreneurship scholarship and policy impact. Engaging with leading researchers will sharpen my analytical approaches, enhance my publication pipeline, and position my work within the broader discourse on entrepreneurial ecosystems and innovation policy. I look forward to contributing my perspectives while gaining insights that will shape my academic and applied research trajectory.