

**Jon D. Pratt**  
Director  
**Center for Entrepreneurship and Information Technology**

Room 208D, College of Business  
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## **EDUCATION**

Doctor of Philosophy, Business Administration, University of Arkansas, 1986.

- Major: Finance
- Minors: Economics, Data Processing and Quantitative Analysis
- Dissertation title: *The Inflation Factor and Rates of Return.*

Master of Business Administration, University of Arkansas, 1980.

- Major: Finance

Bachelor of Arts, Centenary College, Shreveport, LA, 1976.

- Major: Physics

## **TEACHING EXPERIENCE**

Louisiana Tech University:

Assistant Professor (non tenure track) – 6 years

Adjunct Professor – 2 years

University of Arkansas:

Part-time instructor (graduate student) – 1 year

Courses taught include: Risk Management and Insurance, Real Estate Investments, Principles of Real Estate, Financial Management, Investments, Money and Banking, Principles of Economics, Personal Finance, **New Ventures, Innovative Product Design** (NCIIA, NSF funded), **Innovative Venture Research** (NSF funded)

## **PROFESSIONAL ACTIVITIES**

### **Professional Experience**

- Managing Member, Pratt Management Company, LLC, a diversified farming venture, since 2000
- Member, Bayou Mason Plantation, LLLP a 1400 acre rice farm, since 1976
- Former Director, Louisiana Tech Technology Incubator

- Board Member, Sensacoil, Inc., commercializes technology, 2006 - 2007.
- President/CEO, Catdaddy, Inc., an aquaculture venture, 1999-2004
- President T & J Operating, LLC, owner and operator of a Ramada Ltd., 2001-2004
- President, W3Solve.com, Inc., a web solution referral company, 1999-2004
- General Partner, Marshall and Pratt, a real estate investment partnership, 1991-2004
- Board Member, SEACAT, LLC, 2001-2004
- Board Member, Catfish Producers, LLC, owners of Farm Fresh Catfish, Inc. 1998-1999
- Managing Partner, Beouf River Fish Farms, 1986-1999
- Board Member, Southern Farm Processors, Inc., subs. Farmland Industries, 1992-1994
- Chairman, Arkansas Prime Fish Processors, Inc., a 65 member Coop., 1990-1991
- Vice President, Commercial Lending, First Commercial Bank, NA, 1980-1985
- Industrial Engineer, Libbey Glass, Inc., 1975-1976

### **Public Service**

- Member, Sub-committee Chrmn., Lincoln Parish Long Range Planning Committee, 2004-2006
- Board Member, Catfish Bargaining Association, 2001-2004
- Board Member, National Fisheries Advisory Board, U of A at Pine Bluff, AR 1997-2000
- Member, Lake Village, AR Industrial Development Board, 1991-1992
- President, Eudora, AR Chamber of Commerce, 1990.
- Vice President, Eudora, AR Chamber of Commerce, 1989.
- President, Eudora, AR Catfish Festival 1987-1988.
- Member, Southern Economic Association
- Member, American Finance Association
- Member, Southern Finance Association
- Member, American Society for Engineering Education
- Reviewer for Journal of Political Economy
- Reviewer for Journal of Business Venturing
- Speaker/panel member on such topics as: Innovation, Commercialization, Business Planning, Entrepreneurship in Rural Development, Role of the University in Economic Development

## **HONORS AND RECOGNITION**

- Governor's University Technology Leader, 2003

## **CONTRACTS, GRANTS AND SPONSORED RESEARCH**

- Title: "Venture Enhancement Teams for Commercialization of University Intellectual Property"

Sponsor: National Science Foundation, Partnership for Innovation program

Amount and responsibility: \$600,000 Co-PI

Description: Create student teams to prepare prototypes and business plans for University intellectual property researched in the Innovative Venture Research program.

- Title: "Technology Opportunity Forums for Area Universities"

Sponsor: North Louisiana Partnership for Innovation,

Amount and responsibility: \$1800, Principal Investigator

Description: Host event to describe technologies developed at Tech and LSUSHSC to potential investors and supporters.

- Title: "Louisiana Tech ROPES Course for Multidisciplinary Teambuilding"

Sponsor: Board of Regents,

Amount: \$25,000, Principal Investigator

Description: Construct a "wired" low element ropes course for team building instruction in hideaway Park, on campus.

- Title: "IMPACT – Innovation Through Entrepreneurship, Multidisciplinary Projects & Collaborative Teams"

Sponsor: National Science Foundation

Amount: Approved, \$199,000, Co-PI

Description: Integrate the Innovative Product Design course into the Engineering Senior Design program by adopting Purdue's EPICS course.

- Title: "Innovative Product Design for Community Technology Solutions"

Sponsor: National Collegiate Innovators and Inventors Alliance

Amount: \$28,500, Principal Investigator

Description: Enhancement of ENTR 430 Innovative Product Design through more detailed prototypes and involvement of community mentors.

- Title: "Innovative Ventures for Emerging Technologies in Rural North Louisiana"  
Sponsor: National Science Foundation  
Amount: \$600,000, Lead Instructor  
Description: Funding to develop the Innovative Venture Research course (now designated ENTR 460/560) and associated support and research activities.

## **RESEARCH AND INTELLECTUAL CONTRIBUTIONS**

### **I. Disciplined-Based Scholarship**

#### **A. Peer Reviewed Journal Articles**

Pratt, J.D. "Applying the Bass Adoption Curve to Innovative New Venture Earnings", *Southern Journal of Entrepreneurship*, March 2008.

Pratt, J.D. "Why the Fama-French Factors Work and Serial Correlation Too", *Academy of Accounting and Financial Studies Journal*, Forthcoming.

Pratt, J.D. "Selection of Regions for Entrepreneurship: An Application of the CAPM", *Academy of Entrepreneurship Journal*, Forthcoming.

### **II. Contributions to Practice**

Norris, D. N., Marler, L.K. and Pratt, J.D. "Research Frontiers of the Creative Class", NCIIA Annual Conference Proceedings, Dallas, TX, March 2008.

Crittenden, K.B. and Pratt, J.D. "IMPACT: A Multidisciplinary Approach for Creating High Tech Start-ups", accepted for annual conference of American Society for Engineering Education (ASEE), June, 2008, Pittsburg, PA.

### **III. Learning and Pedagogical Scholarship**

Guice, L.K. and Pratt, J.D. "Collaboration in Commercializing Intellectual Property: Gaining Practical Experience in "InVenture Research" at Louisiana Tech", NCIIA Annual Conference Proceedings, San Jose, CA, March 2004.

Pratt, J.D. "Quicksilver: A Case Study from Innovative Venture Research at Louisiana Tech", NCIIA Annual Conference Proceedings, San Diego, CA, March 2005.

Guice, L.K. and Pratt, J.D. "A Technology-based Economy for North Louisiana", The Louisiana Civil Engineer, Journal of the Louisiana Section of the American Society of Civil Engineers, 12, no.2, February, 2004.

#### **IV. Unpublished Papers**

Fuller, B., Lui, Y and Pratt, J.D. "Using Social Cognitive Theory To Gain a Deeper Understanding of Entrepreneurial Feasibility".