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At Langara College, Natasha is focused on helping students explore their passions, prepare them for the local work context, and ultimately find an according work placement, in hopes of creating a right fit between the student and employer. As social innovation coordinator, she is responsible for the social innovation promotion and research coordination at Langara. In her own research, she explores the effects of corporatization on higher education, and is currently researching social innovation leadership. Her interests include: academic capitalism, corporatization, marketization, social entrepreneurship, social innovation, leadership, career development, work-integrated education and learning.