

ESU - European University Network on Entrepreneurship



ESU 7th Conference on Entrepreneurship
Tartu, 22-28 August 2010
Programme

Sunday 22nd

Faculty of Economics and Business Administration Narva Rd 4

9:30-10:00

PhD Course Registration

10:00-11:30

Room A313. Introduction to the ESU Doctoral Programme and Network

Chair: Prof. Urve Venesaar; Prof. Paula Kyrö; Prof. Alain Fayolle; Prof. Odd-Jarl Borch

11:30-12:00

Coffee Break

12:00-13:30

Room A314. Orientation group
session: “The critical choices in
research process” Prof. Paula Kyrö

Assignments and teamwork

Room A313 Group 2 (Early Phase
Group)

Chair: Prof. Alain Fayolle

Room A312 Group 4 (Academic Career
Group)

Chair: Prof. Odd -Jarl Borch

13:30-14:30

Lunch

14:30-16:30

Research Proposal discussion sessions

Room A313 I session

Chair: Prof. Odd-Jarl Borch and Prof. Helle Neegaard

Room A314 II session

Chair: Prof. Paula Kyrö and Prof Alain Fayolle

16:30-17:00

Coffee Break

17:00-18:00

Room A313 Lecture by Prof. Helle Neergaard, Aarhus School of Business, Denmark
The challenges of publishing qualitative research

19:00-22:00

Welcome reception. **History Museum of University of Tartu, Lossi 25**

Monday 23rd **Main Building of University of Tartu, Ülikooli 18, Ceremony Hall**

9:30-10:00 Registration

10:00-10:30 Welcome address: Rector of University of Tartu, Professor **Alar Karis**
Vice-mayor of Tartu **Raimond Tamm**

10:30-11:30 Plenary Session I: Toward entrepreneurial university

Keynote speech by Professor **Paula Kyrö**, Aalto University, Finland: „Towards future university by integrating Entrepreneurial and the Third Generation University concepts – Case Aalto from Finland“

11:30-12:00 Coffee Break

12:00-13:30 Keynote speech by Professor **Aard Groen**, University of Twente, Netherlands: „Entrepreneurial University: combining research, teaching and outreach to create impact on society“

Keynote speech Professor **Hans Landström**, Lund University, Sweden: „Roots of entrepreneurship research: Historical and methodology overview“

Monday 23rd **Oeconomicum, Faculty of Economics and Business Administration
Narva Rd 4**

13:30- 14:30 Lunch

14:30-16:00 Room A313 Track 1 Entrepreneurship Education (1)
Chair Prof. **Alain Fayolle**

Ruskovaara, Pihkala, Rytkölä and Seikkula-Leino:
"STUDYING TEACHERS' TEACHING METHODS AND
WORKING APPROACHES IN ENTREPRENEURSHIP
EDUCATION"

Rita Klapper: „INNOVATIVE ENTREPRENEURIAL
PEDAGOGY IN DIFFERENT EUROPEAN CONTEXTS–
THE APPLICATION OF REPERTORY GRIDS IN THE
FRENCH, POLISH AND FINNISH CONTEXT“

**Tiikkala, Ruskovaara, Rytkölä, Seikkula-Leino, and
Troberg:** „EVALUATION AND VALUES OF
ENTREPRENEURSHIP EDUCATION IN BASIC
EDUCATION“

16:00-16:30 Coffee Break

Room A314 Track 2 Entrepreneurship and Regional
Development (1)
Chair Prof. **Odd Jarl Borsch**

De Castro: PROMOTING THE BUSINESS
ENVIRONMENT FOR WOMEN'S ENTREPRENEURSHIP
RURAL DEVELOPMENT

**Kyrö, Mynttinen, Iivonen, Särkkä-Tirkkonen and
Kahiluoto:** DYNAMICS OF TRUST BUILDING
BETWEEN ENTREPRENEURS AND RESEARCHERS IN
ADVANCING INNOVATIVENESS OF RURAL SMALL
BUSINESSES

Williams and Ball: FAST GROWTH SMALL FIRMS IN
THE REGIONS OF THE UK; STRATEGY,
DIVERSIFICATION AND GROWTH – EVIDENCE
FROM SOUTH WALES

Monday 23rd

16:30-18:00 Room A313 Track 1 Entrepreneurship Education (2)
Chair: Prof. **Rita Klapper**

Hägg: RITUAL PEDAGOGY IN ENTREPRENEURIAL IDENTITY DEVELOPMENT

Römer-Paakkanen, Takanen-Körperich: GET A LIFE –PROJECT - HOLISTIC CAREER AND ENTREPRENEURSHIP
COUNSELLING FOR UNIVERSITY STUDENTS

Ruth Elias and Made Torokoff: POSSIBILITY OF INNOVATION IN THE ESTONIAN GENERAL EDUCATION SYSTEM

18.00-19.00 Room B108 Publication Committee meeting

19:30-23:00 Dinner in Restaurant Lokaal Vilde **Vallikraavi 4**

Tuesday 24 th	<u>Room A312</u> Plenary session:
9:00-10:30	Lecture by Professor Helle Neergaard , Aarhus School of Business, Denmark: „Qualitative methods in entrepreneurship research“
10:30-11:00	Coffee Break
11:00-12:30	Lecture by Kamila Partyka , European Commission DG Education & Culture: EAC/C.3 People Programme - Marie Curie Actions
12:30-13:30	Lunch
13:30-14:15	Lecture by Ülle Must , Head of Research Cooperation Centre, Archimedes Foundation, Estonia: „Introduction to 7-th Framework Programme“
14:15-14:45	Coffee Break
14:45-16:15	PhD Session: Entrepreneurship Education Chair: Prof. Francisco Linan and Soili Mäkimurto-Koivumaa Naia, Januário, Baptista and Trigo: „Undergraduate Training in Sport Sciences & Entrepreneurship: Case Study“ Arpiainen: „Learning risk-taking in entrepreneurial education - an action learning approach Literature review“ Mäkimurto-Koivumaa: „The Role of Action based Learning Methods in Entrepreneurship Education“
16.15-17.15	PhD faculty meeting
18:00:22:00	Dinner in restaurant Atlantis and trip on river Emajõgi Narva Rd 2

Wednesday 25th Room A 312 Plenary session

9:00-9:45 Keynote speech by Prof. **Torben Bager**, IDEA Entrepreneurship Centre, University of Southern Denmark, Denmark: The entrepreneurial university: How do we get there? (building on the experiences we have gained through IDEA)

9:45-10:30 Plenary lecture: **Petri Nokelainen**, Ph.D, adjunct professor, senior researcher at the RCVE (Research Centre for Vocational Education), University of Tampere, Finland: "Issues on Study Design"

10:30-11:00 Coffee Break

11:00-12:30 PhD Session: Entrepreneurial Orientation and Mindset
Chair: **Prof. Maria Rosaria Napolitano and Patrick Siegfried**

Belousova and Gailly: Promoting entrepreneurial mindset within a large organization: a case study

Luc Armel G. Da Gbadji: The effects of corporate, new venture and industry characteristics on corporate venture capital investments: Analysis of Large Corporations that set up CVC programs

Marquez, Guzmán and Liñán: Could the perception about entrepreneurial culture be explained by demographic variables?

12:30-13:30 Lunch

Wednesday 25th

13:30-15:00

Room A312 PhD Session: Entrepreneurial Orientation and Entrepreneurial University

Chair: **Prof Virginia Trigo and Luc Armel G. Da GBADJI**

Muhammad Zaheer Asghar, Iqbal Muhammad Khan, Kamran Siddiqui and Usman Khalil: Entrepreneurial Intentions among University students of the Punjab.

Pedas, Ling and Venesaar: Entrepreneurial Profile of Students' and Motivations for Their Career Choices

Voolaid and Venesaar: Evaluating of Business Schools as Learning Organisation: The Case of the Tallinn School of Economics and Business Administration

Wednesday 25th

15:00-15:30

Coffee Break

15:30-17:00

Room A313 Track 3 Entrepreneurial Orientation and Mindset

Chair: Prof. **Torben Bager**

Inmaculada, Moriano and Liñán: PERSONAL VALUES AND ENTREPRENEURIAL INTENTION: AN EMPIRICAL STUDY

Riviezzo, Napolitano and Garofano: THE MODERATING EFFECT OF ENTREPRENEURIAL ORIENTATION ON THE RELATIONSHIP BETWEEN MARKET ORIENTATION AND PERFORMANCE. AN EXPLORATORY INVESTIGATION ON ITALIAN MEDIUM-SIZE FIRMS

Mikael Iso-Berg: ENTREPRENEURSHIP IDENTITY IN BRANDING

Room A314 Track 4 Entrepreneurial university and internationalization of SMEs

Chair: Prof. **Tõnis Mets**

Filippo Bencardino, Angela Cresta and Ilaria Greco: THE ROLE OF ENTREPRENEURIAL UNIVERSITY FOR THE COMPETITIVE DEVELOPMENT OF THE TERRITORIES AND THE ENTERPRISES

Jorge Simoes, Maria Jose Silva and Virginia Trigo: THE DYNAMICS OF FIRM CREATION FUELLED BY HIGHER EDUCATION INSTITUTIONS WITHIN INNOVATION NETWORKS

Fernández-Serrano and Romero: SME SECTORS IN HIGHLY-DEVELOPED AND BACKWARD REGIONS: WHAT MAKES THE DIFFERENCE?

18:00-23:00

Trip to Alatskivi and dinner in Alatskivi castle. **Bus departure from car park Vanemuise**

Thursday 26th

- 9:00-10:30 Room A312 Plenary lecture by Prof. **Odd Jarl Borsch**, Bodø Graduate School of Business, Norway: Strategic entrepreneurship-the challenges of mature industries
- 10:30-11:00 Coffee Break
- 11:00-12:30 Plenary lecture by **Petri Nokelainen**, Ph.D, adjunct professor, senior researcher at the RCVE (Research Centre for Vocational Education), University of Tampere, Finland: "Discrete Bayesian Methods in Social Science Research"
- 12:30-13:30 Lunch
- 13:30-15:00 PhD Session: Entrepreneurship and Regional Development
Chair: **Prof. David Watkins and Olga Belousova**
- Moura:** Entrepreneurship and Economic Development - In search of Evidence for Portugal
- Iqbal Muhammad Khan, Muhammad Zaheer Asghar and Asma Ghafoor:** Women Entrepreneurship and the Women s Chamber of Commerce and Industry: Economic Emancipation and Clout for Pakistani Women
- Luc Armel G. Da Gbadji:** International Analysis of Venture Capital Programs of Large Corporations and Financial Institutions
- 15.00-15.30 Room B108 Scientific Committee meeting
- 16:00-17:30 Travel to Viljandi **Bus departure from car park Vanemuise**
- 17:30-18:30 **Kärt Summatavet:** PhD, senior researcher, Viljandi Culture Academy: Entrepreneurship and innovation - roots from Estonian folklore art
Anzori Barkalaja, PhD, Director of Viljandi Culture Academy: Linking academy and region: Viljandi Culture Academy experience
- 18:30-24:00 Concert, Conference dinner and return to Tartu

Friday 27 th 9:00-10:30	<u>Room A312</u> Plenary session, Panel discussion: How we understand good research paper?
10:30-11:00	Coffee Break
11:00-12:30	Concluding panel session of PhD seminar: „The Contribution of Students to the Development of ESU Doctoral Programme“ (Discussants: the different working groups of students)
12:30-13:00	Conclusion of the Conferenece
13:00-14:00 14.00-15.00	Lunch
	<u>Room B108</u> Research group meeting
13:30-15:30	Free time
15:30-24:00	Trip to Metsavenna farm and dinner Bus departure from car park Vanemuise
Saturday 28 th 10:00-17:00	Excursion to Tallinn with wine trip to Põltsamaa Bus departure from car park Vanemuise