

Pre-Conference Event

PDW “Digital Pedagogy in Entrepreneurship: Implications for the Practice”

24 August, 2021

16:00 – 20:00 EEST Time zone

Program

Timing Contributions

15:30 – 16:00 Registration

16:00 – 16:05 Welcome by



Dr. Sergey Portyanko

Dr Sergey Portyanko is a Lecturer in Entrepreneurship and the Module Leader for the Entrepreneurship and the Managing Business Growth subjects on the Executive MBA and MSc in Management and Entrepreneurship Programmes. Prior to joining the Bethany Centre for Entrepreneurship, he researched endogenous social effects on individuals' entrepreneurial intentions in the context of Business Education. Sergey is a Fellow of Higher Education Academy and holds a PhD in from Cranfield School of Management. Sergey's academic interests pertain to social complexities in forming and governing organisations. That includes endogenous social effects (peer influence) on entrepreneurial behaviours. In the field of Strategic Management he studies phenomena related to the sources of trust and accountability in cross-cultural strategic alliances.

16:05 – 16:45 How Do You Transition What You Have to Online? Lessons Learned from an Overnight Transition?



Prof. dr. Stephanie Hussels

Stephanie has a passion for early stage and growth companies, with special regard to family businesses. She is the Director of the Bettany Centre for Entrepreneurship, the entrepreneurial hub at Cranfield University, and the Director of the Business Growth Programme (BGP), the longest established owner-manager programme in the UK. Aside from her work with start-ups, she regularly cooperates with charities and firms on how to encourage and implement intrapreneurship. In recent years Stephanie was the Director of the Cranfield's full-time MBA programme. She teaches a wide range of entrepreneurial topics and quantitative research methods on executive, graduate, and doctoral levels. In addition to her experience at Cranfield, she has gained numerous experiences in teaching at foreign universities, such as the ESMT Berlin, IEEM Montevideo in Uruguay, the Prince Mohammad Bin Salman College (MBSC) in the Kingdom of Saudi Arabia, Beijing Normal University in China and Muscat University.



Martin Spiller

Highly motivated FD / CFO / non-executive director with wide ranging skillset, being both a chartered accountant and barrister-at-law, with significant experience developing high growth businesses. I have co-founded, grown and advised business of all types across a range of sectors from start-up through to successful exit. I enjoy working as part of a management team to take companies to the next level and am equally comfortable doing the work as I am guiding the board on strategic direction. I have focussed heavily on investing in early stage companies as part of the investment panel for a leading SEIS and have been appointed as a non-executive director on a number of investee companies to assist them in their growth and development.

16:45 – 17:00 Coffee Break & Networking Session

17:00 – 17:40 Teaching Early-stage Entrepreneurs – From Virtual Problem Space to Idea Validation with Digital Solutions



Prof. dr. Christine Volkmann

Professor Dr. Christine Volkmann studied Business Administration at the Justus Liebig University in Giessen, and subsequently received her doctorate degree in Business Planning. In September 2008 Christine Volkmann took over the Chair of Economics, especially Entrepreneurship and Economic Development at the Schumpeter School of Business and Economics at the University of Wuppertal. She is also the director of the Institute for Entrepreneurship and Innovation Research (IGIF). In 2005 and again in 2010, she was awarded the UNESCO Chair of Entrepreneurship and Intercultural Management. In addition, Christine Volkmann is an expert consultant for different European organizations in the area of Entrepreneurship. She engages in a multiplicity of entrepreneurship research projects and is embedded into national and international entrepreneurship networks. From 2001 to 2009, she was a member of board of the Förderkreis Gründungs-Forschung e.V. (FGF), the leading academic association for entrepreneurship research, education, and policy in the German-speaking countries. Since 2007 she has been an academic advisor for the European Entrepreneurship-Organization EFER (European Forum for Entrepreneurship Research).



Julian Bafera

is a research associate and PhD student at the Chair of Entrepreneurship and Economic Development and director of the Institute for Entrepreneurship and Innovations Research at the Schumpeter School of Business and Economics at the University of Wuppertal. His research focuses on Entrepreneurial Finance. Julian is also responsible for KEEN related activities.

17:40 – 18:15 Staying Engaged and Experiential: Reflections on i2i



Orsolya Ihasz

Prior to her research, she spent 12 years in entrepreneurship education at the University of Cambridge Judge Business School and worked as a policy advocate with the Department for International Development, the EU DG Youth, and the UN, to promote youth-participation within policy. She believes that access to healthcare and knowledge is a basic human right and (responsible) innovation is a great vehicle to support this call. Orsi Ihasz is a researcher in (responsible) innovation management and sustainability at Cranfield University and acts as an Enterprise Technology Lead to support entrepreneurial ventures geared towards finding solutions to Sustainable Development Goals (SDGs). She also lectures on the Management and Corporate Sustainability MSc course.



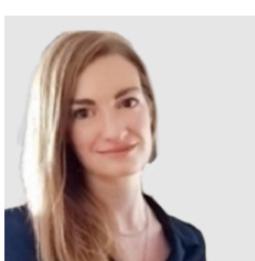
Egle Vaiciukynaite

Researcher and lecturer at Digitalisation Research Group, Kaunas University of Technology (KTU). She works on EU and national research and study projects related to digitalisation in business, customer emotions, and customer engagement behaviour for more than seven years. Currently, Egle is working for five research and study projects related to sharing economy, healthy lifestyle and sustainable food consumption issues, and digitalization in business. Her research involves the use of eye-tracking, neurophysiological methodologies, the effect of brand-initiated post variables on social media, and the applying machine learning to predict customer engagement on social media platforms.

Egle Vaiciukynaite had several research internships in neuromarketing lab at the University of Milan and Sapienza University of Rome, Italy. Egle Vaiciukynaite is a co-founder of two university organizations such as KTU Ph.D. Students' Association and KTU Marketing Lab for students. She has received numerous distinguished awards for her research, business, and social work activities (e.g. Certificate of Merit for the Ph.D. paper and presentation; Petras Vileisis Nomination from Lithuanian Confederation of Industrialists).

18:15 – 18:30 Coffee Break & Networking Session

18:30 – 19:10 Studying Entrepreneurship Online. A User's Perspective



Kristy McCrindle

Kristy is a Digital Operations Manager at Cranfield Executive Development (CED) centre. She has recently done her Executive MBA program as a student. Part of her program was delivered in the online mode to comply with the government measures around social distancing. Kristy also works in the team that provides technical support for online teaching across the School of Management. She has profound experience in online learning as a student and even more as an online teaching facilitator

19:10 – 19:45 Real Projects – An Interdisciplinary and Holistic Entrepreneurship Education Approach to Drive Responsible Entrepreneurship



Prof. Dr. Bettina Maisch

Bettina Maisch is a Professor for Entrepreneurship at the Munich University of Applied Sciences and Head of Education and Qualification at the Strascheg Center for Entrepreneurship (SCE). Bettina got two diplomas from the University of the Arts Berlin – in public and business communication as well as in electronic business. After a position as a marketing manager for the eGovernment Lab at the Fraunhofer Institute of Open Communication Systems she started her PhD at the University St. Gallen and worked at the Media and Communication Management Institute at the University. During her PhD she spent time at the Center for Design Research at Stanford University, Chair Prof. Larry Leifer, supported with a scholarship by the Swiss National Science Foundation as well as the Hasso Plattner Design Thinking Research Program. Before joining the current position, Bettina was Senior Key Expert Industrial Design Thinking at Siemens Corporate Technology (CT) in Beijing and Munich from 2012-2020, responsible for promoting customer-oriented development within the company. From January to April 2019 she went on a sabbatical at the Garwood Center for Corporate Innovation, Chair Prof. Henry Chesbrough, at the University of California in Berkeley.

19:45 – 20:00 Exploring the Future: Prospects for Entrepreneurship Education – What Do We Keep and What Do We Let Go?



Dr. Richard Adams

Dr Richard Adams is Reader in Entrepreneurship at the Bettany Centre for Entrepreneurship, Cranfield University, and has previously held positions at Universities of Surrey and Exeter, Imperial College London as well as with the UK Cochrane Centre. Dr Adams's work, which lies at the intersection of (responsible) innovation, digital disruption, sustainability and technology entrepreneurship, is practically focused and seeks to meet the twin hurdles of academic rigour and industrial relevance, and would be pleased to hear from anyone interested in pursuing research in any of these areas. He has published widely, in excess of 60 journal and conference papers and has, most recently, guest-edited a special issue of Strategic Change: Briefings in Entrepreneurial Finance on The Future of Money and Further Applications of the Blockchain.

Pre-Conference Event

2nd KEEN PhD Colloquium “Relational Strategies for Sustainable Digital Entrepreneurship”

25 August, 2021

13:00 - 19:45 EEST Time zone

Program	
Timing	Contributions
12:30 – 13:00	Registration
13:00 – 13:15	Welcome by
	 <p>Prof. dr. Asta Pundziene Conference Program Chair, Knowledge Empowered Entrepreneurship Network (KEEN) Leader. She is a full professor in Strategic management and organisational psychology in the School of Economics and Business, Kaunas University of Technology, Lithuania. She is also a visiting scholar at the Institute of Business Innovation, Haas Business School, UC Berkeley since October 2018. Asta has more than 15 years of experience in executive management of research and innovation at different Universities serving as a Dean and Vice-President of Research and Innovation. She is actively involved in different strategic policy groups as well as is a member of European Consortium of Innovative Universities (ECIU) and served as Vice-President for the last three years. Her current research interests cover digital healthcare management, strategic and technology management, open innovations and other related topics. Since 2014, she has more than 30 publications, a number of EU and national research projects, including Centre of Excellence in Science and Technology for Healthy Ageing (HEALTH-TECH) financed by the European Commission and since 2018, she is leading the research project „Comparative empirical research of dynamic capabilities of Remote Patient Management (RPM) services and disruptive innovations in healthcare ecosystem“. Since 1997, she has developed her academic competence at Amsterdam Free University, The Netherlands; Uppsala University, Sweden; Heidelberg University, Germany and Sheffield University, UK; Harvard Business School, USA; Judge Business School at Cambridge University, UK; Stanford University and Stanford Research Institute (SRI), USA, etc.</p>
13:15 – 14:00	Keynote: How Novel Sources of Big Data Such as Satellite Data Can Be Used to Investigate Entrepreneurship?
	 <p>Prof. dr. Charlotta A. Sirén is an Associate Professor of Management with special focus on entrepreneurship at the University of St. Gallen, Global Center for Entrepreneurship & Innovation. Her research, which combines organizational and psychological theories has been published in internationally leading journals such as Journal of Management Studies, Organization Studies, Journal of Business Venturing, Entrepreneurship Theory and Practice, and Harvard Business Review. Her research is characterized by great methodological versatility and curiosity. She frequently applies new technologies and big data to investigate novel research questions. In 2021 her research project that investigates the economic impact of COVID-19 by using satellite data was awarded a prestigious Impact Award of the University of St.Gallen (a short video about the project: https://youtu.be/tRofTwRWiRg).</p>
14:00 – 14:15	Coffee Break & Networking Session
14:15 – 15:30	Session 1 Digital Technologies & Sustainability
	<p>Discussants: Marc Grünhagen, University of Wuppertal; Manish Singh, Cranfield University; Manuel Joaquim Sousa Pereira, Polytechnic Institute of Viana do Castelo</p>  <p>Chair: Julian Bafera, University of Wuppertal</p> <p>Future Vision “Oman 2040” for Strategic Planning and Growth: Towards a Sustainable Future Zakiya Alhasni, Warsaw School of Economics</p> <p>Impact of Digital Technologies on Ethics and Judgment in Auditing Kotryna Nagyte, Kaunas University of Technology</p> <p>Gamification and its Application in Corporate Social Learning Sep Fard, University of Strathclyde</p> <p>Innovation Strategies of SMEs in Low-tech Sector Dovile Valantiejiene, Kaunas University of Technology</p>
15:30 – 15:45	Coffee Break & Networking Session
15:45 – 17:00	Session 2 Digital Innovations
	<p>Discussants: Robert Schreiber, St. Gallen University; Manish Singh, Cranfield University; Beata Seinauskiene, Kaunas University of Technology</p>  <p>Chair: Barbara Schmidt, St. Gallen University</p> <p>European Digital Innovation Hubs, New Path towards a Digitalised Knowledge Economy? Viktória Lilla Pato, University of Public Service</p> <p>Digital Multisided Platforms and Strategic Management Challenges - A Systematic Literature Review Farrukh Naseem Qureshi, Asta Pundziene, Kaunas University of Technology</p> <p>Incumbents in Sustainability Transitions in the Context of Transitioning Economy: An Onlook of Incumbent Actors’ Initiatives Joana Ramanauskaite, Kaunas University of Technology</p> <p>Digital Innovation Hubs for Enhancing the Twin Transition Effectiveness of the European Industries: Literature Review Kristina Sermuksnyte-Alesiuniene, Lithuanian Centre for Social Sciences, Institute of Economics and Rural Development</p>
17:00 – 17:15	Coffee Break & Networking Session
17:15 – 18:15	Sharing Practical Experience: How to Publish Your Research During the PhD Studies?
	 <p>Barbara Schmidt is a Ph.D. student at the Chair for Entrepreneurship, University of St.Gallen, Switzerland, since the beginning of 2019. She is analyzing behaviors, attitudes, and identities of expert professionals with a special focus on the healthcare context. Her research interest in Entrepreneurship topics comes from her Master in Business Innovation, which she also completed at the University of St.Gallen. During her University studies, she has been working at large media companies where her passion for writing has developed. She also holds a diploma in business journalism.</p>  <p>Dr. Henrik Wesemann is a business researcher, specializing in cognition in entrepreneurship and innovation. Advised more than 150 nascent startups, consulted for corporate partners, taught numerous top-evaluated bachelor and master courses, and acted as Global Ph.D. Representative to the Executive Board of the Entrepreneurship Division of the Academy of Management. Postdoc and Lecturer at University of St. Gallen, research leadership, entrepreneurial finance, and gender in entrepreneurship. Moreover, taught top-evaluated courses on the masters' level.</p>
18:15 – 18:30	Coffee Break & Networking Session
18:30 – 19:15	Keynote: Digital Innovations. The Challenge of the Interdisciplinary Research
	 <p>Prof. dr. Tugrul Daim is a Professor of engineering and technology management and the director of the technology management doctoral program at Portland State University. Professor Daim leads a research group on Technology Evaluations and Research Applications. Professor Daim has published over 200 refereed journal papers, more than 20 special issues and more than 20 books. He made more than 200 conference presentations. Professor Daim is the fifth Editor-in-Chief of IEEE Transactions on Engineering Management. Under his leadership, submissions to the journal more than doubled, the impact factor improved more than 50% and the journal was ranked among the top journals in leading citation indices. Prior to that Professor Daim had led the International Journal of Innovation and Technology Management for a decade and made it a well known journal in the field. In addition he had served as an Associate Editor for other journals including Technological Forecasting and Social Change, Technology in Society, Engineering Management Journal and Foresight.</p>
19:15 – 19:45	Best Abstract Award and Closing