

Pre-Conference Event

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

24 August, 2021

16:00 - 20:00 EET Time zone

Tentative Program

Timing Contributions

15:30 – 16:00 Registration

16:00 – 16:15 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.

16:15 – 16:45 Studying Entrepreneurship Online. A User's Perspective



Kristy McCrindle

Kristy is an Assessment and Development Services Officer 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

16:45 – 17:00 Coffee Break

17:00 – 17:40 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 Spille

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.

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

18:30 – 19:10 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.

19:10 – 19:45 Design Thinking in Digital Entrepreneurship



Prof. dr. Bettina Maisch

Bettina Maisch is 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.