Pre-Conference Event
PDW “Digital Pedagogy in Entrepreneurship: Implications for the Practice”
24 August, 2024
16:00 - 20:00 EET Time zone

Teach-Through Program

15:30 – 16:00
Registration

16:00 – 16:15
Welcome by

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

Kirsty McGrady
Kirsty McGrady is a Research Fellow and Development Services Officer at Cranfield University’s Executive Development Centre. She has extensive experience in the design and development of online programmes, and is particularly interested in digital innovation and the role of narrative in developing digital entrepreneurship. Kirsty has published in a range of international journals and has presented at conferences worldwide.

Coffee Break

17:00 – 17:40
How do you Transition what you have in Orbit to Lessons Learned from an Oversight Transition?

Prof. Dr. Sylvia Holtz
From her research, she spent 15 years in entrepreneurship education at the University of California Business School, focusing on how to develop successful entrepreneurs and how to make entrepreneurship education effective. Her research has been published in top journals and she has given numerous presentations at international conferences. She is currently working on a new book about the importance of entrepreneurship education and how it can be made more effective.

Coffee Break

18:10 – 18:50
Teaching Early-stage Entrepreneurs – From Virtual Problem Space to Ideation Validation with Digital Solutions

Prof. Dr. Christian Volkmann
Professor Dr. Christian Volkmann studied Business Administration at the Justus-Liebig University Giessen, and subsequently moved to the University of Mannheim in 2006 to become an assistant professor. His research focuses on entrepreneurial finance and the impact of new technologies on entrepreneurship.

Design Thinking in Digital Entrepreneurship

Prof. Dr. Herbert Wünsche
Bettina Morsch is Professor for Entrepreneurship at the Munich University of Applied Sciences and Head of Education and Development at the School of Management. She is a leading expert in the field of digital entrepreneurship, and her research focuses on how to develop successful entrepreneurs and how to make entrepreneurship education effective.

Exploring the Future: Prospects for Entrepreneurship Education — What do we keep and What do we let go?

Dr. Richard Adarme
Dr. Richard Adarme is Reader in Entrepreneurship at the Center for Entrepreneurship, Cranfield University, and has previously held positions at Università di Bari and Imperial College London as well as led the UK Cohort Centre for Entrepreneurship and Innovation at the University of Cambridge. His research focuses on how to develop successful entrepreneurs and how to make entrepreneurship education effective.

Kristy McCrindle
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Coffee Break

17:00 – 17:40
Staying Engaged and Experiential: Reflections on i2i

Egle Vaiciukynaité
Egle Vaiciukynaité is a research associate and PhD student at the Chair of Entrepreneurship and Economic Development and director of the KEEN (Knowledge Exchange, Entrepreneurship and Networking) Research Program. Prior to entering the world of entrepreneurship and innovation research, Egle worked as a research assistant in the field of digital marketing and data science. Her research focuses on understanding how people engage with data and how this engagement can be harnessed to drive innovation and economic development.

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Pre-Conference Event
2nd KEEN PhD Colloquium “Relational Strategies for Sustainable Digital Entrepreneurship”

25 August, 2021
9:00 - 13:00 & 16:00 - 20:00 EET Time zone

Tentative Program

Timing | Contributions
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8:30 – 9:00 | Registration
9:00 – 9:15 | Welcome by Prof. Dr. Asta Pundziene

9:15 – 10:00 | Keynote: How Novel Sources of Big Data Such as Satellite Data Can Be Used to Investigate Entrepreneurship by Prof. Dr. Charlotta A. Sirén

10:00 – 10:15 | Coffee Break

10:15 – 11:30 | Session 1

11:30 – 11:45 | Session 2

11:45 – 13:00 | Session 3

13:00 – 16:00 | Lunch Break

16:00 – 17:15 | Session 4

17:15 – 17:30 | Coffee Break

17:30 – 18:30 | Sharing Practical Experience: How to Publish your Research During the PhD Studies by Dr. Henrik Wesemann and Barbara Schmidt

18:30 – 18:45 | Coffee Break

18:45 – 19:30 | Afternoon Session Keynote: Digital Innovations, The Challenge of the Interdisciplinary Research by Prof. Dr. Tugrul Daim

19:30 – 20:00 | Best Abstract Award and Closing

Registrations:
- Session 1
- Session 2
- Session 3
- Session 4
- Session 5
- Session 6
- Session 7
- Session 8
- Session 9

Contributions:
- Coffee Break
- Lunch Break
- Coffee Break
- Coffee Break
- Coffee Break

Best Abstract Award and Closing