



UNIVERSITÀ  
DEGLI STUDI  
DI PADOVA



EUROPEAN UNION  
  
Committee of the Regions



International Symposium on Entrepreneurship and Innovation (ISEI)  
**ENTREPRENEURIAL STRATEGIES AND POLICIES  
FOR ECONOMIC GROWTH**  
Venice, Italy  
organized by the University of Padua, Italy  
23 – 25 May 2012



in collaboration with:

**European Council for Small Business and Entrepreneurship  
Italian Association of Management Engineering**

with the High Patronage of  
the **Presidency of the Committee of Regions of the European Union**

## **Announcement**

The University of Padua is glad to announce the International Symposium on Entrepreneurship and Innovation, that will take place in Venice on Thursday 24<sup>th</sup> and Friday 25<sup>th</sup> May 2012. An innovative meeting that will join a community of researchers and scholars, presenting their projects, perspectives and results concerning entrepreneurship and innovation.

The Symposium will take place in the island of San Servolo, located in the heart of Venice, Italy. On the island, the former cluster of San Servolo will be dedicated to host the symposium and the participants that can work and relax in a peaceful park spread across 12 scenic acres with a panoramic view of Venice. The island is 10 minutes by boat from Saint Mark Square.

The Symposium is part of the Research, Innovation and Entrepreneurship Forum 2012, the fifth edition of an international meeting of innovators, entrepreneurs, academics. Debates, workshops and exhibitions will be dedicated to the scientific research, innovation and entrepreneurship promoted by both firms and public centers.

## **Symposium concept**

Innovative projects and papers, literature review papers, PhD research projects, joint research projects are welcome. Participants are requested to present an original paper. A discussant will be appointed for each presentation. A double blind review mechanism will be offered in order to ensure the high quality of the works. A Best Paper Award will be assigned by the Scientific Committee. Proceedings will be available with ISBN number.

## **Symposium aims**

While different perspectives, approaches and methodologies have been used in the past years to explore the entrepreneurial phenomena, there is an interesting debate focusing on the nature, the tools and the main objectives of entrepreneurship. At the same time, in traditional and fast developing economies entrepreneurs are recognized as fundamental agents of change, economic development and innovation. The main objectives of the meeting are the following:

1. offering to young researchers and research teams an exclusive opportunity to present and compare their work, focusing on the general scope, the methodologies and the main research streams,
2. creating a networked community of leading research centres and teams working on complementary topics regarding entrepreneurship,
3. presenting new results or innovative research.

## **Scientific Committee**

Giorgio Brunetti, Bocconi University, Italy  
Alberto Felice De Toni, University of Udine, Italy  
Massimo Colombo, Politecnico di Milano, Italy  
Paolo Gubitta, University of Padua, Italy

James Hayton, University of Newcastle, UK (Director of the Centre for Research in Knowledge, Innovation, Technology & Enterprise)

Luca Landoli, University of Naples Federico II, Italy (President of ECSB)

Moreno Muffatto, University of Padua, Italy

Maurizio Sobrero, University of Bologna, Italy (Head of Department Scienze Aziendali)

Mary Tripsas, Harvard Business School, USA

Shai Vyakarnam, University of Cambridge, UK (Director of the Centre for Entrepreneurial Learning)

## **CONFERENCE TOPICS AND RESEARCH QUESTIONS**

### **1. ECONOMIC GROWTH**

What forms of entrepreneurial capitalism drive economic growth? Which entrepreneurial ecosystems and populations of firms are sources of economic development? What is the role played by both mature industries and high-tech/high value added firms? What is the role of both start-ups and well established companies?

### **2. ENTREPRENEURIAL BEHAVIOURS, RISK AND UNCERTAINTY**

Are risk and uncertainty positive or negative fundamental factors of entrepreneurship? How to move from uncertainty to the recognition/creation of entrepreneurial opportunities. Decision making and operating in uncertainty conditions: research and technology intensive industries. What kind of entrepreneurial behaviour and mindset is appropriate in different industries? Entrepreneurs as leaders.

### **3. INNOVATION**

Why some companies are more innovative than others? What is the role and nature of innovation for small business and for large corporations? How to facilitate the creation and adoption of innovations within mature industries?

### **4. ENTREPRENEURIAL OPPORTUNITIES, CREATIVITY, ALERTNESS**

How and why creative intuitions and perceptions can become entrepreneurial opportunities? What are the different processes and practices used for creating and/or recognizing entrepreneurial opportunities? How is it possible to scan and to explore the economic environment?

### **5. STRATEGIES, ENTREPRENEURSHIP AND BUSINESS MODELS**

Family Business, Corporate entrepreneurship, International Entrepreneurship. Entrepreneurial projects covering different nations or cultural contexts: transnational entrepreneurship. Business models as tool for shaping a strategy and improve entrepreneurial strategies. Investigations concerning serial and portfolio entrepreneurship. How to select the right

strategies needed to support and implement an entrepreneurial idea? What are the main processes of planning and decision making in entrepreneurial firms? How to make well established organizations more entrepreneurial?

#### 6. TECHNOLOGICAL ENTREPRENEURSHIP

What is the role of high tech small firms in a modern entrepreneurial economy? How to develop and exploit new knowledge useful from an entrepreneurial point of view? The role of universities as technology generators and entrepreneurial accelerators. Technological strategies as levers of entrepreneurship.

#### 7. SOCIAL ENTREPRENEURSHIP AND THE SOCIAL ROLE OF ENTREPRENEURSHIP

Sustainability and social aspects of entrepreneurship. What are the characteristics of social entrepreneurs? Exploring values, organizations and strategies of social enterprises. Cultural and religious aspects in social entrepreneurship.

#### 8. ENTREPRENEURSHIP IN PUBLIC ORGANIZATIONS AND GOVERNMENTS

How can strategies and managerial practices of entrepreneurial companies be exploited also by government and public organizations? What are the benefits and the costs? What are the risks? In which cases entrepreneurial ways of doing things cannot be used in public contexts? How can public top level managers, civil servants and policy makers more entrepreneurial?

#### 9. NEW VENTURE CREATION: PROCESS, PEOPLE, RESOURCES

What is the nature and the effects of the institutional commitment for fostering the creation of new ventures? How do entrepreneurial firms access the resources and the capabilities needed to develop new opportunities? How firms access new knowledge through new partners and alliances? The role and the importance of academic entrepreneurship: what challenges arise in creating and developing academic spin-offs? What is the role of public and private incubators?

#### 10. ENTREPRENEURIAL EDUCATION

How entrepreneurship can be learned? Programs about entrepreneurship for STEM students: successful and failure experiences. What is the role of educational institutions in fostering entrepreneurship? What are the obstacles in promoting entrepreneurship? What is the perception of the figure of the entrepreneur in different societies and cultures? Educating for entrepreneurship at different levels (schools, high schools, universities, lifelong learning).

#### 11. ENTREPRENEURSHIP IN EMERGING ECONOMIES

Is entrepreneurship a valuable and crucial way to achieve wealth and growth for emerging, transitional and non developed economies? What is the role of international and local institutions? What are the main challenges in promoting entrepreneurship. Which financial strategies can be exploited? Returnee entrepreneurship.

## 12. FINANCE

The role of banks and credit institution towards the creation of venture capital and private equity business units. Patient and impatient investors. Strategies of investment adopted in different industries. Investigating the nature, criteria and returns for VC investments in research intensive industries. Accounting and corporate finance in entrepreneurial SMEs.

## 13. POLICIES AND PUBLIC PROGRAMMES

Defining the concept of dynamic entrepreneurial ecosystem. Which institutions and public programs are really crucial and relevant for fostering entrepreneurship and boosting innovation? Analyzing the synergic effect of the actions and activities of different level institutions. Cluster and geographical specificities: how successful policies can be adapted to different contexts?

Papers concerning other aspects of entrepreneurship and innovation are welcome.

## **Preliminary Program**

### *Wednesday 23 May*

16.00 Seminar for doctoral students and young researchers : ‘Status and perspectives of entrepreneurial studies’  
19.30 Dinner

### *Thursday 24 May*

9.00 Welcome address  
9.20 2 Keynote speech (Prof. Mary Tripsas, Harvard Business School)  
10:00 Coffee Break  
10.20 Parallel sessions  
13.00 Lunch  
14.30 Parallel sessions  
17.00 Keynote speech (James Hayton, Newcastle University, UK)  
19.00 Gala dinner

### *Friday 25<sup>th</sup> May*

9.00 Keynote Speech (Zu XiaoZhou, Zhejiang University, China)  
10.15 Parallel sessions  
11.00 Coffee Break  
11.20 Parallel sessions  
13.00 Lunch  
14:30 End of Symposium

## KEYNOTE SPEAKERS



### Mary Tripsas

Mary Tripsas is Associate Professor in the Entrepreneurial Management Unit at the Harvard Business School where she currently teaches an elective, "Leading Innovative Ventures." She has also taught "The Entrepreneurial Manager," and "Technology and Competitive Strategy," and is active in executive education. Before coming to Harvard, Professor Tripsas was on the faculty of the Wharton School at the University of Pennsylvania. Professor Tripsas' research examines how radical technological change transforms industries, exploring both innovation in established firms, and entrepreneurial opportunities. Her recent work focuses on the socio-cognitive processes that actors engage in as they make sense of radically new technology. She explores these issues through in-depth, longitudinal industry studies and is currently studying technological change and industry evolution in the context of publishing and digital imaging. She served on the Board of Directors of Lexar Media, a leading producer of digital film and other solid state storage products, prior to its acquisition by Micron. She previously wrote a monthly column on innovation, Prototype, for the *New York Times*.



### James Hayton

James Hayton is the David Goldman Professor of Innovation and Enterprise at Newcastle University, Head of the Innovation and Enterprise Subject Group, and Director of the Centre for Research in Knowledge, Innovation, Technology & Enterprise (KITE). Professor Hayton's research focuses on how organizations build their capacity for entrepreneurship and strategic renewal through their choices for managing people and structuring their enterprise. His research has been published in scholarly outlets such as the *Journal of Business Venturing*, *Entrepreneurship Theory & Practice*, *Strategic Entrepreneurship Journal*, *Human Resource Management*, *Organizational Research Methods*, *Multivariate Behavioral Research*, *R&D Management* and several other journals and book chapters. Professor Hayton is Executive Editor of the journal *Human Resource Management*, an Editor at *Entrepreneurship: Theory & Practice*, and serves on the editorial boards of *Journal of Business Venturing*, *Journal of Management Studies*, *Human Resource Management Review*, and the *Journal of Chinese Human Resource Management*. Professor Hayton is an active member of both the Entrepreneurship Division and the Human Resource Division of the Academy of Management (AOM).



### Xu XiaoZhou

Dean of the College of Education, Zhejiang University, China. Professor Xu Xiao Zhou is holder of the UNESCO Chair in Entrepreneurship Education at Zhejiang University. The purpose of the Chair program is to establish a platform for researchers and practitioners from different countries to engage in critical reflections of policies and practices in promoting innovation and entrepreneurship.