



7. Leuphana Conference on Entrepreneurship

ENTREPRENEURSHIP AND GLOBAL CHALLENGES

January 19 – 21, 2017

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Initiators



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Further, we thank the Student Commission of the master's programme Management & Entrepreneurship and the Research Service of Leuphana for their kind support. LCE2017 is embedded into the project EXIST IV – Humboldt plus Schumpeter, granted by the German Federal Ministry of Economics and Technology, as well as into the Leuphana Research Center for Entrepreneurship Evidence.

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7. LEUPHANA CONFERENCE ON ENTREPRENEURSHIP: ENTREPRENEURSHIP AND GLOBAL CHALLENGES

CONFERENCE DATES

January 19 – 21, 2017

CONFERENCE VENUE

Leuphana University of Lüneburg
Campus Scharnhorststraße, Scharnhorststraße 1, 21335 Lüneburg

Leuphana University of Lüneburg
Campus Rotes Feld, Rotenbleicher Weg 67, 21335 Lüneburg

CONFERENCE CHAIRPERSON

Professor Silke Tegtmeier
University of Southern Denmark

CONFERENCE MANAGEMENT

Rebecca Funken, M.Sc.
Leuphana Entrepreneurship Hub
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ORGANISATION

**PD Dr. Mark Euler, Violetta Graf, Johannes Max Hilck,
Yvonne Hünert, Christopher Weigand, Lea Wiezorek, Anna Zielke**



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Dear Conference Participants,

On behalf of the Leuphana University of Lüneburg, I would like to welcome you to the 7th Leuphana Conference on Entrepreneurship (LCE2017). Today's world is facing huge challenges such as climate change, globalization, demographic change, or the refugee crisis. These challenges can be translated into opportunities that prompt entrepreneurs to take action. This international conference will explore the reciprocal relationship between the entrepreneur and global challenges in our world.

The Leuphana Conference on Entrepreneurship has recently been praised for its innovative teaching and invites researchers, entrepreneurs, financiers, practitioners, policy makers and students to use our first class event to exchange opinions or to find new inspiration. This year we are very proud that Prof. Per Davidsson (Australia), Prof. Marco van Gelderen (Netherlands) Prof. Jay Mitra (United Kingdom) and Florian Hoffmann (The DO School, Germany & U.S.) will entertain us with their keynote speeches.

Our special thanks goes to the German Federal Ministry of Economics and Technology, the Leuphana Student Commission of the master's programme "Management & Entrepreneurship", the Leuphana Research Service and the sponsors that kindly support this conference. We are also highly grateful to the European Council for Small Business and

Entrepreneurship, the Centre for Entrepreneurship Research at the University of Essex as well as the IRCA Cluster at the University of Southern Denmark for joining us as co-organisers of the conference's call for papers. The fact that the LCE2017 continues in the spirit of the Lüneburg 2016 (a combined ceremony of Lüneburg's most relevant business awards) and Lüneburg's Night of the Start-ups reflects once more the great entrepreneurial potential at Leuphana. In 2014 again, Leuphana was confirmed as Germany's start-up friendliest university in the category of middle-sized higher education institutions. In this context, our conference is a very innovative way of teaching that combines cutting-edge international research with highly practical and action-oriented workshops and pitches for our students.

LCE2017 will be embedded into the project EXIST IV – Entrepreneurial Culture – The Entrepreneurial University, granted by the German Federal Ministry of Economics and Technology as well as into the Research Center for Entrepreneurship (RCE).

I wish you a great stay here in Lüneburg and welcome to LCE2017!

Yours faithfully,



Prof. Silke Tegtmeier

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ENTREPRENEURSHIP HUB

GET IN TOUCH!



The Entrepreneurship Hub pools all entrepreneurial activities at Leuphana University. It raises the awareness of these activities and in cooperation with other relevant stakeholders, the Hub has a key role in further developing these. We are the one-stop-shop for all entrepreneurship matters and we are working closely with all of Leuphana's departments and faculties to foster entrepreneurial thinking within the fields of teaching, research, life-long learning and start-up projects. Get in Touch!

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7. Leuphana Conference on Entrepreneurship // Entrepreneurship and Global Challenges

PROGRAMME

January 19 – 21, 2017

PROGRAMME ON THURSDAY, JANUARY 19

8.30 – 9.00

Registration and Check In

Room: Near RW 16, ground floor, Campus Rotes Feld,
Rotenbleicher Weg 67, Lüneburg

9.00 – 9.45

Welcome and Opening Plenary Session

Room: RW 16, ground floor, Campus Rotes Feld,
Rotenbleicher Weg 67, Lüneburg

Welcome

- **Prof. Silke Tegtmeier**, University of Southern Denmark and **Prof. Markus Reihlen**, Leuphana University, Germany
Welcome on behalf of the Conference Management Team & Leuphana
- **Prof. Eddy Laveren**, University of Antwerp, Belgium
Board Member of the European Council for Small Business and Entrepreneurship
Welcome & Introduction to ECSB
- **Prof. Jay Mitra**, Essex Business School, UK
Welcome on behalf of the Essex Business School

- **Prof. Jantje Halberstadt**, Leuphana University, Guest Editor of the Special Issue on Scaling Social Entrepreneurial Impact in IJEV (International Journal of Entrepreneurial Venturing)
Welcome on behalf of the Guest Editors

9.45 – 11.15

Parallel Paper Sessions

Rooms: RW 114, RW 115, RW 118, first floor
Campus Rotes Feld, Rotenbleicher Weg 67, Lüneburg

► Paper Session A

Room: RW 115, first floor
Session Chair: **Marco van Gelderen**

- Effects of hubris on core entrepreneurial functions performed by founders // **Janina Sundermeier**
- Institutional influences on succession intentions – A welfare model analysis // **Britta Boyd, Simon Fietze**

PROGRAMME ON THURSDAY, JANUARY 19

- How does perceived resistance affect entrepreneurial disposition among hearing-impaired individuals? // **Michael Jasniak**

► **Paper Session B**

Room: RW 114, first floor

Session Chair: **Jay Mitra**

- Effects of crowdfunding on subsequent venture capital selection // **Michael Mödl**
- Growing pains in entrepreneurial ventures: Causal order and causal lag // **William McKinley, Shenghui Ma**
- Growth modes in new ventures at the base of the pyramid // **Vivek Sinha, Vegar L Ausrød, Øystein Widding**

► **Paper Session C**

Room: RW 118, first floor

Session Chair: **Eddy Laveren**

- Embeddedness of aspiring entrepreneurs: First insights from a single case study in Southern Jutland // **Susanne Gretzinger, Simon Fietze, Tochukwu Ugonna Ogbonna, Alexander Brem**

- What do SMEs when they manage their risks? // **Thomas Henschel, Susanne Durst**

- Facilitating incubated start-ups' access to semi-formal finance in Tanzania // **Deogratias Kibona, Noor Un Nabi, Utz Dornberger**

11.15 – 11.45 Coffee Break

Room: Foyer near Room RW 115, first floor

11.45 – 13.15 Parallel Paper and Workshop Sessions

Rooms: RW 114, RW 115, RW 118, first floor

Campus Rotes Feld, Rotenbleicher Weg 67, Lüneburg

PROGRAMME ON THURSDAY, JANUARY 19

► Workshop Session D

Room: RW 115, first floor

- Refugee Entrepreneurship in Theory and Practice // **Aki Harima, Jörg Freiling, Julia Freudenberg**

► Paper Session E

Room: RW 114, first floor

Session Chair: **Silke Tegtmeier**

- On the factors influencing new ventures' blended values // **Ferran Giones, Christina Ungerer, Guido Baltes**
- Sustainable entrepreneurship for CO2 utilisation: Overcoming barriers to successful commercialisation // **Marvin Kant**
- Reframing sustainable entrepreneurship: Extending the research from discovery to creation // **Matthew Johnson, Stefan Schaltegger**

► Paper Session F

Room: RW 118, first floor

Session Chair: **Breda Kenny**

- The female survivor of domestic abuse: Entrepreneurial individual or entrepreneur // **Breda Kenny, Sarah Davis**
- Female entrepreneurship in Europe: A generational perspective and cohort analysis // **Peter Ester, Amelia Román**
- Gender affecting innovation in nascent entrepreneurship: Two different perspectives // **Luca Naitana**

13.15 – 14.15 Lunch

Room: RW 16, ground floor

Campus Rotes Feld, Rotenbleicher Weg 67, Lüneburg

PROGRAMME ON THURSDAY, JANUARY 19

14.15 – 15.45 Parallel Paper and Workshop Sessions

Rooms: RW 114, RW 115, RW 118, first floor

Campus Rotes Feld, Rotenbleicher Weg 67, Lüneburg

► Workshop Session G

Room: RW 115, first floor

Linking speech and entrepreneurship research to address global challenges // **Oliver Niebuhr, Alexander Brem, Silke Tegtmeier, Susanne Gretzinger**

► Paper Session H

Room: RW 114, first floor

Session Chair: **Deniz Philipp Kruse**

- Survival of corporate venture capital units – A configurational analysis // **Daniel Fischer, Deniz Philipp Kruse, Christiana Weber**
- Business angel investments: Success factors and similarity // **Svenja Jarchow, Barbara Stolz**

- Entrepreneur's experience and quality of the business proposal applying for angel investment // **Róbert Hanák**

► Paper Session I

Room: RW 118, first floor

Session Chair: **Jantje Halberstadt**

- Moving from unemployment to self-employment for the over 50s: Evidence from training intervention // **Breda Kenny**
- Promoting senior entrepreneurs // **Louise Underdahl, Ronald G. Leach, Matthew Knight, Ronald Heuss**
- Opening the black box: How social interaction contribute entrepreneurial intentions // **Michael Jasniak, Ronny Baierl, Jantje Halberstadt**

PROGRAMME ON THURSDAY, JANUARY 19

15.45 – 16.15 Coffee Break

Room: Foyer near RW 115, first floor

16.15 – 17.45 Parallel Paper and Workshop Sessions

Rooms: RW 114, RW 115, RW 118, first floor
Campus Rotes Feld, Rotenbleicher Weg 67, Lüneburg

► “Meet the Editors” Session J

Room: RW 115, first floor

Session Chair: **Alexander Brem**

— International Journal of Entrepreneurial Venturing // **Alexander Brem, Jantje Halberstadt (Guest Editor)**

— Journal of Small Business Management // **Eddy Laveren**

— Journal of Entrepreneurship and Innovation in Emerging Economies // **Prof. Jay Mitra**

► Paper Session K

Room: RW 114, first floor

Session Chair: **Odd Rune Stalheim**

— In quest of methods to increase entrepreneurial activity: Field experiment in Moldova // **Igor Asanov, Alla Levitskaia**

— A bottom-up response to a distant profession // **Odd Rune Stalheim**

— Sweet startup game: An empirical approach to experiential learning // **Helmut Wittenzellner, Lester Golden**

► Paper Session L

Room: RW 118, first floor

Session Chair: **Katrin Smolka**

— Entrepreneurship in emerging industries: The Dutch drone industry's regulatory context // **Katrin Smolka, Pursey Heugens**

PROGRAMME ON THURSDAY, JANUARY 19

- How do entrepreneurs identify opportunities in different market context? Unbundling international entrepreneurial opportunity identification process // **Yonni Angel Cuero Acosta, Richard Adu-Gyamfi, Noor Un Nabi, Utz Dornberger**
- Contextualizing entrepreneurial opportunity recognition and exploitation // **Charlotte Felix-Faure**

19.00 – 22.00 Dinner

Venue: KRONE Bier- & Eventhaus,
Heiligengeiststraße 39 – 41, 21335 Lüneburg

PROGRAMME ON FRIDAY, JANUARY 20

9.45 – 10.15	Registration and Check In Room: In front of Lecture Hall 1 Campus Scharnhorststraße, Scharnhorststraße 1, Lüneburg	Diversity and the Migratory Flow of Entrepreneurial Human Capital
10.15 – 12.00	Welcome and Keynote Speeches I and II Room: Lecture Hall 1 Campus Scharnhorststraße, Scharnhorststraße 1, Lüneburg Welcome Prof. Markus Reihlen , Leuphana University Welcome on behalf of Leuphana University Lüneburg ► Keynote I: Prof. Per Davidsson , Queensland University of Technology, Australia Rethinking the role of 'objective, external factors' in entrepreneurial processes: Discovery Theory 2.0 ► Keynote II: Prof. Jay Mitra , Essex Business School, U.K. Movement of the People – Opportunity, Creativity,	12.00 – 13.00 Lunch Venue: Café 9 13.00 – 14.15 Keynote Speeches III & IV Room: Lecture Hall 1 Campus Scharnhorststraße, Scharnhorststraße 1, Lüneburg ► Keynote III: Prof. Marco van Gelderen , VU University Amsterdam From entrepreneurial intentions to actions ► Keynote IV: Florian Hoffmann , The DO School Get started – How to turn your idea into action
		14.15 – 14.45 Coffee Break Venue: Café 9
		14.45 – 15.30 Discussion (in German)

PROGRAMME ON FRIDAY, JANUARY 20

Room: Lecture Hall 1
Campus Scharnhorststraße, Scharnhorststraße 1,
Lüneburg

Moderation: **Sebastian Conrad**, Moderator
Discussant **André Friedrich**, Jungheinrich AG

15.30 – 18.00 Business Idea Pitch Competition (in German)

Moderation: **Sebastian Conrad**, Moderator

Judging Panel

Andrea Japsen, Leuphana

Dr. Tobias Priesing, Sparkasse Hannover

Prof. Jantje Halberstadt, Leuphana

Stephen Struwe-Ramoth, NBank

André Friedrich, Jungheinrich AG

**Voting & Idea Pitch Competition Finals with Award
Ceremony**

PROGRAMME ON FRIDAY, JANUARY 20**14.30 – 18.00 Parallel PhD Writing Workshops**

Rooms: C12.013, C12.101a, C12.015, C11.117
Campus Scharnhorststraße, Scharnhorststraße 1,
Lüneburg

14.30 – 15.30 PhD Writing Workshops Introduction

Room: C12.013
Chair: **Michael Gielnik**

15.30 – 16.00 Coffee Break

Room: C12.013

16.00 – 18.00 PhD Writing Workshop/Group A

Room: C12.013
Chair: **Per Davidsson**

PhD Writing Workshop/Group B

Room: C11.117
Chair: **Michael Gielnik**

PhD Writing Workshop/Group C

Room: C12.101a
Chair: **Andreas Rauch**

PhD Writing Workshop/Group D

Room: C12.015
Chair: **Marco van Gelderen**

PROGRAMME ON SATURDAY, JANUARY 21

8.45 – 9.15 Registration and Check In
Room: In front of Lecture Hall 3
Campus Scharnhorststraße, Scharnhorststraße 1,
Lüneburg

9.15 – 9.30 Kick-off Plenum for Workshops
Room: Lecture Hall 3
Campus Scharnhorststraße, Scharnhorststraße 1,
Lüneburg
Moderation: **PD Dr. Mark Euler**, Leuphana

9.30 – 12.00 Workshops I (Students in Entrepreneurship only)
Room: Buildings 12 & 14
Campus Scharnhorststraße, Scharnhorststraße 1,
Lüneburg

12.00 – 13.00 Lunch

13.00 – 16.00 Workshops II (Students in Entrepreneurship only)
Room: Buildings 12 & 14
Campus Scharnhorststraße, Scharnhorststraße 1,
Lüneburg

16.00 – 17.00 Final: Closing Ceremony with Sparkling Wine & Water

Room: Gallery in Building 14, fourth floor
Campus Scharnhorststraße, Scharnhorststraße 1,
Lüneburg

Exhibition of the Workshop Results and Get Together



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7. Leuphana Conference on Entrepreneurship // Entrepreneurship and Global Challenges

SPEAKERS, MODERATORS, JUDGING PANEL

January 19 – 21, 2017

WELCOME AND INTRODUCTION PLENARY

Thursday, January 19th, 9.00 – 9.45 // Room: RW16, ground floor, Campus Rotes Feld, Rotenbleicher Weg 67, Lüneburg



WELCOME ON BEHALF OF LEUPHANA

Prof. Markus Reihlen, Vice President (Graduate School, Young Academics & Entrepreneurship) and Professor of Strategic Management at Leuphana University of Lüneburg as well as International Research Fellow at the Said Business School, University of Oxford



WELCOME ON BEHALF OF THE CONFERENCE MANAGEMENT TEAM

Prof. Silke Tegtmeier, University of Southern Denmark, Associate Professor of Entrepreneurship at the University of Southern Denmark, President-elect of the ECSB Board of Directors



WELCOME ON BEHALF OF THE EUROPEAN COUNCIL FOR SMALL BUSINESS AND ENTREPRENEURSHIP – ECSB

Prof. Eddy Laveren, University of Antwerp, Belgium, Board Member of the European Council for Small Business and Entrepreneurship, Professor of Financial Management and Entrepreneurship, Director of the Competence Center for Family Businesses at the Antwerp Management School



WELCOME ON BEHALF OF THE ESSEX BUSINESS SCHOOL

Prof. Jay Mitra, Essex Business School, U.K., Professor of Business Enterprise and Innovation, Director of the Centre for Entrepreneurship Research, Director of the Scientific Committee on Entrepreneurship for the OECD and its Local Economic and Employment Programme, Leader of the International Entrepreneurship Forum



WELCOME ON BEHALF OF THE SPECIAL ISSUE IN IJEV

Prof. Jantje Halberstadt, Leuphana, Guest Editor “International Journal of Entrepreneurial Venturing”, Professor for Social Entrepreneurship

WELCOME AND MODERATION PLENARY SESSIONS

Friday, January 20th, 10.15 – 18.00 // Room: Campus Scharnhorststraße, Lecture Hall 1



WELCOME ON BEHALF OF LEUPHANA

Prof. Markus Reihlen, Vice President (Graduate School, Young Academics & Entrepreneurship) and Professor of Strategic Management at Leuphana University of Lüneburg as well as International Research Fellow at the Said Business School, University of Oxford



WELCOME ON BEHALF OF THE CONFERENCE MANAGEMENT TEAM AND MODERATION KEYNOTES

Prof. Silke Tegtmeier, University of Southern Denmark, Associate Professor of Entrepreneurship at the University of Southern Denmark, President-elect of the ECSB Board of Directors



MODERATION OF THE DISCUSSION & THE BUSINESS IDEA PITCH-COMPETITION

Sebastian Conrad, Moderator

KEYNOTE PRESENTATIONS

Friday, January 20th, 10.15 – 14.15 // Room: Campus Scharnhorststraße, Lecture Hall 1



KEYNOTE SPEECH 1: Rethinking the role of ‘objective, external factors’ in entrepreneurial processes: Discovery Theory 2.0
Prof. Per Davidsson, is Director and Talbot Family Foundation Chair in Entrepreneurship at the Australian Centre for Entrepreneurship Research (ACE) in the QUT Business School (Management). He is especially known for his extensive research on start-up and growth of small firms as well as societal well-being and job creation effects of those activities.



KEYNOTE SPEECH 2: Movement of the People – Opportunity, Creativity, Diversity and the Migratory Flow of Entrepreneurial Human Capital
Prof. Jay Mitra, U.K., is Professor of Business Enterprise and Innovation, and Director of the Centre for Entrepreneurship Research at Essex Business School, University of Essex (UK). He is the editor of the new Journal of Entrepreneurship and Innovation in Emerging Economies’ published by Sage.



KEYNOTE SPEECH 3: From entrepreneurial intentions to actions
Prof. Marco van Gelderen, is Associate Professor at VU University Amsterdam, Netherlands and a distinguished international researcher with a focus on individual level enterprising competencies. Examples of such competencies are generating ideas for opportunities, taking action, perseverance, networking, teamwork, and persuasion.



KEYNOTE SPEECH 4: Get started – How to turn your idea into action
Florian Hoffmann, Germany, is the Founder of the DO School. The DO School empowers individuals and teams to learn how to turn their ideas into action, create innovation and impact that are good for themselves and society. The DO School is based in Berlin and New York.

DISCUSSION (IN GERMAN)

Friday, January 20th, 14.45 – 15.30, Campus Scharnhorststraße, Lecture Hall 1



MODERATOR:
Sebastian Conrad
Moderator



DISCUSSANT:
André Friedrich
Head of Digital Solutions, Jungheinrich AG

LEUPHANA PITCH

Friday, January 20th, 15.30 – 18.00 // Lecture Hall 1, Campus Scharnhorststraße

IDEA PITCH COMPETITION WITH STUDENTS OF THE LEUPHANA // Prize Money of 1,000 Euro donated by NBank

Elevator Pitch: An elevator pitch is a short explanation of an innovative idea for an enterprise or venture. Creating an effective elevator pitch addressing the three key factors – What is the problem? How do you solve it? What do you need to make it happen? – is a great way for student entrepreneurs to vet their business ideas quickly and effectively.

Members of the panel:



Prof. Jantje Halberstadt
Leuphana



Stephen Struwe-Ramoth
NBank



Andrea Japsen
Leuphana



André Friedrich
Jungheinrich AG



Dr. Tobias Priesing
Sparkasse Hannover & Beteiligungs-
Kapital Hannover Management GmbH

PHD WRITING WORKSHOPS

Friday, January 20th, 14.30 – 18.00 // Room: Buildings 11 + 12, Campus Scharnhorststraße



GROUP A

Room C 12.013]

Prof. Per Davidsson, Queensland University of Technology, Australia



GROUP B

[Room C 11.117]

Prof. Michael Gielnik, Leuphana University of Lüneburg, Germany



GROUP C

[Room C 12.101a]

Prof. Andreas Rauch, University of Groningen, Netherlands



GROUP D

[Room C 12.015]

Prof. Marco van Gelderen, VU University Amsterdam, Netherlands

WORKSHOPS FOR STUDENTS (IN GERMAN)

Saturday, January 21st, 9.30 – 16.00 // Campus Buildings 12 + 14, Campus Scharnhorststraße

**WORKSHOP 1** [Room C 14.001]

How to tackle “Digitalisation” as one of the major challenges of the future. MLP Financial Consultants as an example institution: Using design thinking techniques to identify customer needs, to develop innovative solutions and to let customers smile again!

Tatjana Timoschenko, Business Development, Leuphana Entrepreneurship Hub

Max Melter, Leuphana University

Manfred Glöde, Branch Manager MLP Lüneburg

Manja Braune, Market Management MLP Headquarters





WORKSHOP 2

[Room C 14.006]

Online Marketing – The Fundamental Toolbox for Startups

Patrick Pietruck, Founder and CEO of web-netz GmbH



WORKSHOP 3

[Room C 12.108]

Marketing for Business Founders: Products and Personalities

Walther Bruckschen, Level 5 Beratung



WORKSHOP 4

[Room C 12.111]

FCR: Founding, Crisis, Reorganisation

Carsten Meyer, SHNF Rechtsanwälte Steuerberater Wirtschaftsprüfer



WORKSHOP 5

[Room C 12.006]

Gamification

Adalbert Pakura M.A., Entrepreneurship Education Coordinator, Leuphana Entrepreneurship Hub

**WORKSHOP 6**

[Room C 12.105]

Entrepreneurial Personality – How do I Light my Entrepreneurial Fire?

Lutz Langhoff, Lutz Langhoff – Empower People

**WORKSHOP 7**

In English [Room C 12.013]

Business Development – In A Practical Approach

Maik Fischer, Fundraising, Project Controlling, International Relations, Leuphana Entrepreneurship Hub

**WORKSHOP 8**

[Room C 12.101a]

Business Model Slam – From Zero to Startup in 5 Hours!

Clemens Schröder, **Arno Baltruschat**, Founders of prozubi GmbH

**WORKSHOP 9**

[Room C 12.101b]

Stakeholder Analysis for Fast-Growing Startups within the IOT-Realm

Enri C. Strobel, CEO of HorseAnalytics GmbH



WORKSHOP 10

[Room C 12.001]

Creating a Social Media Strategy using the Example of Instagram

Natalie Richter, CEO leev GmbH

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KONTAKT

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7. Leuphana Conference on Entrepreneurship // Entrepreneurship and Global Challenges

FURTHER CONTRIBUTORS AND MAPS

January 19 – 21, 2017

LEUPHANA UNIVERSITY OF LÜNEBURG – HOME OF ENTREPRENEURSHIP EDUCATION

The Leuphana University of Lüneburg is well known for its outstanding activities in innovation and entrepreneurship. In addition to the establishment of four professors for entrepreneurship and several visiting professorships for entrepreneurship, Leuphana offers a lot of support for start-ups like business idea contests, a pre-incubator, consulting, financial funding among others and of course studies like the master's programme "Management and Entrepreneurship". Leuphana also became popular for the freshman week "Start up!" in 2012. Within a five-day process about 1,800 freshmen learned the basics of entrepreneurship, created their own business concepts in teams accompanied by famous entrepreneurs and presented them in a pitch competition.

By the EFRE project "EU Innovation Incubator" with a funding volume of about 100 million Euro, many new research and development potentials in cooperation with the regional economy were developed during the last three years. They fostered the regional start-ups and SME in many ways.

Objective of the new EXIST IV project "Leuphana 2020 – Humboldt plus Schumpeter" that is funded by the Federal Ministry for

Economics and Technology as part of its excellence initiative for entrepreneurship, is to develop an overall strategy for entrepreneurship within the university. Therefore, Leuphana understands entrepreneurship in terms of "Humboldt plus Schumpeter" as a comprehensive form of modern lifestyle which refers to "individual's ability to turn ideas into action. It includes creativity, innovation and risk taking, as well as the ability to plan and manage projects in order to achieve objectives. This supports everyone in day to day life at home and in society, employees in being aware of the context of their work and being able to seize opportunities ..." (EU Kommission 2007: 11). This is why the project is mainly focusing on new methods and contents in entrepreneurship education.

As one result of all these activities, Leuphana University was always ranked as one of the top-ten universities for entrepreneurship in the most important German ranking „Vom Studenten zum Unternehmer“.

In 2005, Leuphana was even ranked number one. Most recently, Leuphana was confirmed as Germany's start-up friendliest University in the category of middle-sized higher education institutions (Deutscher Stifterverband).

Gefördert durch:



aufgrund eines Beschlusses
des Deutschen Bundestages

FURTHER CONTRIBUTORS



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PD Dr. Mark Euler, Leuphana



Violetta Graf, Leuphana



Christopher Weigand, Leuphana



Johannes Max Hilck, Leuphana



Lea Wiezorek, Leuphana



Yvonne Hünert, Leuphana



Anna Zielke, Leuphana

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Lecture Halls HS 1 & HS 3
Seminar buildings 12 & 14
Café Neun 9

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Taxi stand
Taxi Phone

P, P1, P2
H
+49.4131.52025

The bus station is in particular
“Blücherstraße” with the bus lines
5011 & 5012, as well as “Scharnhorststraße” with the line 5001

in the direction of the city centre and
the train station.

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Entrepreneurship Hub
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