



4th Leuphana Conference on Entrepreneurship (formerly: GMLG Conference):

People, Opportunities and Technologies

Lueneburg, Germany

JANUARY 16-18, 2014

Conference Website: www.lce2014.de

Organizers:

- Leuphana University of Lueneburg, Professional School, EXIST
- University of Essex, International Centre for Entrepreneurship Research, Essex Business School
- ECSB – European Council for Small Business and Entrepreneurship

This conference is embedded into the project: EXIST- Humboldt plus Schumpeter.

This conference is being organised in partnership with the European Council for Small Business and Entrepreneurship as well as the International Centre for Entrepreneurship Research (ICER) and its International Entrepreneurship Forum (IEF) of Essex Business School, University of Essex.

Conference Rationale:

The 4th Leuphana Conference on Entrepreneurship will explore the interaction between three critical dimensions of entrepreneurship and innovation - people, the opportunity, and technology. Entrepreneurship emerges as an outcome of the individual-opportunity nexus, or the motivation, orientation and attitudes of people that interact with creation, availability and context of opportunities for new venture creation and growth. Such interaction is enabled by the availability or the development of new technologies in specific environments. We invite papers to examine each of these three aspects individually or as part of any complex discourse on the relationship between the three dimensions.

The People Theme

First, the individual entrepreneur (or teams of entrepreneurs) is the key architect of entrepreneurial success. For several decades, the entrepreneur has been subject of a vast body of informative research. In particular, personal characteristics as well as cognitive processes of entrepreneurs have been examined, together with ideas of individual and collective effort (as in teams or networks of entrepreneurs). However, research to date has not fully explained the specific nature and type of impact of the entrepreneur on entrepreneurial activity and success. Baron's (1998) basic "Why" questions still need to be researched more intensively: "Why do some people, but not others, recognize or create new opportunities? Why do some, but not

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others, try to convert their ideas and dreams into business ventures? And why, ultimately, are some entrepreneurs successful and others not?"

Valuable insights into these questions can be obtained by examining the interplay between individuals' attitudes, values, knowledge, skills, abilities, personality and personal characteristics. Among others, entrepreneurial self-efficacy, the ability to recognize opportunities, personal perseverance, human and social capital and superior social skills seem to be key factors for successful entrepreneurship (Markman/Baron 2003).

We, therefore, invite papers that seek to expand the 'people' perspective by exploring critically the additional conceptual bridges between different factors. In this context, the questions whether and how entrepreneurship can be taught and whether and how entrepreneurial mindsets can be created need to be re-addressed.

More specifically, this conference will highlight two important groups of entrepreneurs: women and social entrepreneurs. We acknowledge the positive trend in women's self-employment during the last two decades, but find it disappointing to note that there is still a significant gender gap in entrepreneurship (Arenius/Kovalainen 2006). Despite considerable research on the causes of under-representation of females in entrepreneurship, there is still no consensus on how to create or achieve equality of gender opportunity. Consequently, research that focuses on the entrepreneurial activation of highly educated women remains in deficit.

Social entrepreneurs can be regarded as risk-taking individuals who perceive opportunities to create social value and change. They address diverse social challenges, such as unemployment or inequalities in access to health care services. To achieve a social change, they create social purpose organizations which marry volunteering with traditional employment functions, to pursue opportunities for such a change. Quite often the tensions between social value creation and the imperatives of scaling up economic activity leave these enterprises in a fragile state. Organisational, financial and other innovations become important to sustain their activities. Accordingly, research needs to examine the ways in which social enterprises adopt sustainable strategies to pursue their aims. The following research themes are of high relevance: the environmental context, opportunity recognition and exploitation for social and economic value creation, social innovation, modes of organization, managing voluntarism and career development, resource acquisition and valorisation, economic, human and social performance measurement, and social learning (Haugh, 2005).

The Opportunity Theme

Opportunity recognition and creation are key focal points of research in entrepreneurship (Baron 2006; Shane/Venkatamaran 2000). We encourage colleagues to submit papers that focus on a general understanding of opportunity itself as well as on opportunity creation and recognition. Second, attention will be paid to the question of why some individuals discover opportunities and decide to exploit them to create future goods and services while others do not. There is a scope for new insights that analyze differences in the creation of opportunities including the human and the social capital as well as cognitive factors possessed by individuals or teams as well as other situational and environmental factors. Third, papers are invited that focus on a process view on creating opportunities. Current work elaborates on how this process takes place in more detail. Fourth, we intend to look at different perspectives on opportunity creation, such as a gender perspective, a student or graduate perspective, an ethnic perspective, the comparison between nascent and established entrepreneurs as well as country comparisons that shed light on international differences. Further, we encourage you to send papers that elaborate on the question of whether and how opportunity creation can be taught at universities or other organizations. Different approaches to opportunity creation (e.g. discovery approach versus action approach) promise to be helpful to improve opportunity creation through entrepreneurship education.

The Technology Theme

Technology's place in entrepreneurship theory and practice is determined by the nature and function of the tools and devices that are used, produced, bought and acquired for specific purposes in particular social and economic contexts. Technology cycles are made up of technological discontinuities which generate both business-competitiveness and technological turbulence (Mitra, 2012). This turbulence provides for creative tensions leading to new product and service development through the use of general purpose or radical, specialized new technologies. New players, incumbents, government organisations and social and economic agendas of the day initiate and push certain products and designs over others into the market place (Tushman, et al. 1997). Entrepreneurial people identify opportunities either through Kirznerian alertness or the use of Schumpeterian creative destruction techniques to mobilise resources to establish new firms which can best use these technologies in particular contexts.

We welcome papers that highlight the significance of technology push and pull factors and how they impact upon and/or used by entrepreneurs to create new ventures. How technology is adapted for particular contexts, how low-value and high-end technologies can disrupt incumbency, how frugal innovation is driving the innovation agenda in times of austerity, are interesting topics for consideration by putative authors. We would like to encourage you to submit papers that address issues related to gender and technology for new venture creation, the role of relevant technologies for social enterprises, and how in relation both sub-topics does technology create or augment opportunities for new value creation.

Purely conceptual papers are as welcome as theory-driven empirical work applying qualitative, quantitative or mixed methods.

Proposed Topics:

The following is an indicative, but not exhaustive list of potential topics:

People

- Individuals' Entrepreneurial Intentions and Activity
- The Creation of Entrepreneurial Mindsets
- Gender Perspectives on Entrepreneurship
- Social Entrepreneurship
- New Perspectives on Entrepreneurial Learning

Opportunities

- Nascent Entrepreneurship and Opportunity Recognition
- Viewpoints on the Construct of Opportunity
- The Process of Opportunity Recognition and Creation
- Gender Perspectives on Opportunity Recognition
- Opportunity Recognition and Learning

Technologies

- Technological Innovation in Times of Economic Crisis
- Regional Clusters, Innovation and Successful SME's
- Innovation and Management of Change
- The Social and Gender Dimensions of Technology in New Business Creation and Growth
- Innovation in the Fields of Culture, Arts and Sustainability

Fee:

The conference fee amounts to Euro 250. The fee is discounted for participants from Central Eastern Europe and developing countries to Euro 150 and Euro 110 for PhD students (with ID proof). The fee includes membership to ECSB and ICSB (please visit the ECSB and ICSB websites to find the list of benefits for members) and a gala dinner. The participants have to cover accomodation and travel expenses on their own.

Deadlines:

Abstracts of up to 500 words by October 1, 2013, should be e-mailed to Silke Tegtmeier (tegtmeier@uni.leuphana.de)

Paper selection notification by October 31, 2013.

Deadline for full papers: November 30, 2013 (not more than 8,000 words).

Post-Conference Publication:

Best papers in the research area of opportunities (opportunity recognition) will be invited to submit to the **Edward Elgar Research Handbook on Opportunity Formation** (open call for papers), edited by Catherine Léger-Jarniou and Silke Tegtmeier. Anticipated date for publication: 2015. Papers selected for potential inclusion in the book will be subject to double blind peer review. Full papers of not more than 8,000 words can be revised after the conference and resubmitted for the book by 31 March, 2014.

Additionally, selected papers will be considered for a special issue of a selected journal. Negotiations are in progress with editors of highly rated and new and exciting inter-disciplinary journals.

Workshop proposals:

Workshop proposals can also be directed to tegtmeier@uni.leuphana.de.

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Some of Lüneburg's TOP ATTRACTIONS:

Town Hall



The Lüneburg Town Hall is one of Northern Germany's largest and most beautiful medieval town halls.

"Am Sande" Square with St. John's Church



"Am Sande" Square is a sensation on its own. At once the town's oldest square and its centre, this is a place where you can marvel at the best-looking brick buildings and their gables.

Chamber of Industry and Commerce



The Chamber of Industry and Commerce is located in a fascinating historical building opposite of St. John's Church at "Am Sande" Square.

The 'Senkungsgebiet' (low-lying area) and St. Michael's Church



The western part of the Old Town slopes noticeably toward the street called "Auf dem Meere". Here lies the edge of the so-called 'Senkungsgebiet' or low-lying area.

The Lüneburg 'Wasserviertel' (riverside quarter)



Lüneburg's docks were once a hub for the shipment of valuable salt to Lübeck - for which a crane was absolutely essential.

Wasserturm (water tower)



At the beginning of last century, Lüneburg's drinking water supply was secured by a deep tank with a 500,000-litre capacity. From the water tower, you can watch the red gables, the brick facades and sights of the historic hanseatic town from lofty heights.

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find more information at www.lueenburg.de