

## 5<sup>th</sup> Leuphana Conference on Entrepreneurship "Creativity and Innovation"

Lüneburg, Germany

JANUARY 15-17, 2015

Conference Website: [www.lce2015.de](http://www.lce2015.de)

### Organisers:

- Leuphana University of Lüneburg, Professional School: EXIST IV, and Research Center on Entrepreneurship and its Evidence
- ECSB – European Council for Small Business and Entrepreneurship
- University of Essex, International Centre for Entrepreneurship Research, Essex Business School and the Knowledge Network

This conference is embedded into the project: EXIST IV- Humboldt plus Schumpeter. It is being organised in partnership with the European Council for Small Business and Entrepreneurship (ECSB) as well as the International Centre for Entrepreneurship Research (ICER) and its International Entrepreneurship Forum (IEF) of Essex Business School, and the Knowledge Network, University of Essex.

### Conference Rationale:

The 5<sup>th</sup> Leuphana Conference on Entrepreneurship will explore the interaction between entrepreneurship, creativity and innovation. Creativity is a process of bringing something new and valuable into the world. This can be a painting, a musical composition, a literary work, but also an idea, a solution or an invention. Innovations are new solutions, for example to meet consumers' needs at new or existing markets. Innovations come in various forms such as a new product, service, process or business model. That way, innovation is an immanent part or the tool of entrepreneurship (Drucker 1985). Creativity connects entrepreneurship with innovation through the realization of opportunities in the formation of new firms and organizations which make new products and services.

Entrepreneurial success depends on reacting on constant changes by creating new solutions and bringing them into the market. At a time of turbulent change evinced as much in the stagnation of post recession economies as in the growth of emerging ones, Schumpeter's idea of creative destruction is as valid as it can be. We need creative approaches to overcome what holds us back as much as need it to disseminate and build on the emerging realities of the world around us.

We invite papers to examine creativity and/or innovation as the core elements of entrepreneurship. Purely conceptual papers are as welcome as theory-driven empirical work applying qualitative, quantitative or mixed methods.

### Proposed Topics:

- Entrepreneurship and Open Innovation
- Innovation Processes in Young and Established Firms
- Gender Perspectives on Innovation Processes
- Entrepreneurs and Creativity
- The Interface Between Creativity and Innovation
- Creativity and Innovation Processes in Organizations
- Innovations in Social Entrepreneurship
- Creativity Processes of Effectuation
- The Growth of Creative Industries and Creative Environments
- Diverse Contexts

**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 accommodation and travel expenses on their own.

The conference fee covers 2 lunches, the conference dinner, coffee breaks and conference bag with programme, abstract booklet, papers on USB key and additional material. Furthermore, participants receive full membership at ECSB ([www.ecsb.org](http://www.ecsb.org)). European VAT number of Leuphana University is "DE811305548".

**Deadlines:**

**Abstracts by October 1, 2014**, should be e-mailed to the following address: [Iceconference@leuphana.de](mailto:Iceconference@leuphana.de). Since all abstracts are reviewed using a double blind review process, it is compulsory that neither your name nor your contact details appear on the submission. Please, indicate author(s) name(s), main affiliation, email of at least one author in your e-mail.

Please, send us an abstract of your paper (max. 1,500 words) by filling in the abstract template (see [www.ice2015.de](http://www.ice2015.de) Call for Papers; only WORD doc(x). Please, clearly highlight the following topics:

- Title of the paper
- the aim of the paper
- the contribution to the literature
- the methodology
- the results and implications

Paper selection notification by October 31, 2014.

**Deadline for full papers** (not more than 7,000 words) **and registration for presenters: November 30, 2014.**

If not indicated otherwise until November 30, the title of the abstract will appear in the programme.

Parallel paper and workshop sessions will take place exclusively on January 15, 2015 (keynotes on January 16).

**Post-Conference Publication:**

For conference papers that fit Creativity and Innovation Management (CIM) in subject and academic quality, the organizers will advise the authors to submit to the journal through the regular channel – Manuscript Central (and acknowledge the conference in their publication).

**Best Paper Award:**

The best conference paper will be awarded with 1,000 €.

**Invited Workshops:**

We are delighted to announce that Prof. Markus Reihlen will give a workshop on qualitative research methods.

**Workshop proposals:**

Your workshop proposals can also be directed to [Iceconference@leuphana.de](mailto:Iceconference@leuphana.de).

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EUROPÄISCHE UNION

## **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.lueneburg.de](http://www.lueneburg.de)