## 4th International Conference on Innovation and Entrepreneurship

### ICIE 2016

**28-29 April 2016**

### Thursday 28 April 2016

<table>
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<th>Time</th>
<th>Session</th>
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| 09:00 | Registration and Coffee  
Level 1 Ted Rogers School of Management, Ryerson University, 55 Dundas Street West |
| 09:30 | Room: 1-067  
Welcome from Dr Steven Murphy, Dean of the Ted Rogers School of Management at Ryerson, Toronto, Canada  
Opening of the Conference: Ken Grant, Ted Rogers School of Management at Ryerson, Toronto, Canada |
| 09:45 | Keynote Address: The Naked Entrepreneur  
Sean Wise, Ted Rogers School of Management, Ryerson University, Toronto Canada |
| 10:30 | Conference splits into streams |

### Room: 2-099  
Stream A - Sustainability  
Chair - Steve Tissenbaum

### Room: 2-109  
Stream B - Marketing  
Chair - Anthony Buckley

### Room: 2-119  
Stream C - Evaluation of Entrepreneurship Education  
Chair - Beata Poteralska

### Room: 2-129  
Stream D - Innovation Issues  
Chair - Joseph Rubleske

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| 10:45 | Fostering Sustainable Entrepreneurship through Innovative Pedagogy: A Futuristic Overview  
Chhabra Sakshi and R. Raghunathan, BITS Pilani, India |
|       | Connected Health Innovation within SMEs: Understanding the Market Place  
Glenny Liam, Yvonne Costin, and Ita Richardson, University of Limerick, Ireland, Patrick O'Connor and Jerry O'Mahoney, Homesafe Care, Rockchapel, Ireland |
|       | Evaluation of Students' Perceptions of Entrepreneurship Education  
Reeves Philip, Sarah Zappe and Elizabeth Kisenwether, The Pennsylvania State University, USA |
|       | Product Innovation versus Business Model Innovation: The Case of Walkman and iPod  
Xu Fangqi, Kindai University, Osaka and Hideki Muneyoshi, Institute of Creativity Education, Chiba, Japan |
| 11:15 | Greening Cities Experiences  
Yuan Yi-Mond (Renee), Tamkang University, Taiwan |
|       | Green Marketing and it's Impact on Consumer Based Brand Equity  
Sohail Sadig, King Fahd University of Petroleum and Minerals, Saudi Arabia |
|       | Assessment of an Entrepreneurship Education Program  
Reeves Philip, Sarah Zappe and Elizabeth Kisenwether, The Pennsylvania State University, USA |
|       | Resource Orchestration in IT-enabled Innovation: An Important Missing Link  
Ahuja Suchit and Yolande Chan, Smith School of Business, Queen's University, Kingston, Canada |
| 11:45 | Entrepreneurial Aspects of Eco-tourism  
Mukhambetov Temirkhan, Gulnara Janguttilna and Urzada Esaiar, Almaty Technological University, Kazakhstan |
|       | Student Project Laboratroy as the Ground for Realising Innovative Business Ideas  
Apenko Svetlana and Gulnara Chornobaeva Omsk State University, Russia |
|       | How Millennial Generation Entrepreneurs Use Mentors to Improve Performance  
Moulson Nathanael, Royal Military College of Canada, Kingston, Canada and Anne Davis, Walden University, Minnesota, USA |
|       | Managers' Intention to Innovate as Predicted by Attitude, Perceived Capacity and Organizational Climate  
Massu Justine, Xavier Caroff, Hélène Soucié and Todd Lubart, Université Paris Descartes, France |
| 12:15 | Lunch |

This Programme is Subject to Change
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<tr>
<td></td>
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<td>Competing through Organizational Ambidexterity: The Entrepreneurial way to meet Strategic Goals Di Muro Paolo, Politecnico di Milano, Italy</td>
<td>Improving Innovation Activity in the Transport Sector: The Case of Kazakhstan Pasternak Alexandr, Irina Onyasheva and Temirkhan Mukhammadov, University of International Business, Almaty, Kazakhstan</td>
<td>IMAGINE: An Inclusive Entrepreneurial Learning Experience Abdel Aziz Haada Hamdy, Michael Stephan, Florian Becker-Ritterspach, Yomna Abou Omar and Peter Suss, German University in Cairo, Egypt</td>
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<td>14:15</td>
<td>Entrepreneurship Education: The Best Practices of Leading Universities Vlasov Maxim and Svetlana Panikarova, Ural Federal University named after the first President of Russia B.N.Yeltsin, Ekaterinburg, Russia</td>
<td>Managing Knowledge for Innovation to Gain Competitiveness in Higher Education – A Review Nguyen Hang-Thanh, Steven Pattinson and Jonathan Scott, Teesside University, UK</td>
<td>Barriers and Challenges for Technology Transfer at R&amp;D Organisations Mazurkiewicz Adam and Beata Poterałska, National Research Institute, Radom, Poland</td>
<td>1405-1425</td>
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<td>14:45</td>
<td>Refreshments</td>
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<tr>
<td>15:15</td>
<td>Stream A - Knowledge Management for Innovation Chair - Louis Fourie</td>
<td>Stream B - Challenges and Criticisms Chair - Diane Isabelle</td>
<td>Stream C-PhD and Masters Colloquium Chair - Philip Walsh and Dave Valliere</td>
<td>Stream D - Innovative Youth Incubator Finalists Chair - Ken Grant</td>
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<td>15:45</td>
<td>Managing Knowledge for Innovation to Gain Competitiveness in Higher Education – A Review Nguyen Hang-Thanh, Steven Pattinson and Jonathan Scott, Teesside University, UK</td>
<td>Forces Driving SMEs’ Innovative Performance: Entrepreneurial Orientation and Basic Absorptive Capacity Gunawan Theresia, Parahyangan Catholic University, Indonesia, Jojo Jacob, Grenoble Ecole de Management, France and Geert Duysters, Tilburg University, Netherlands</td>
<td>Cultural and Entrepreneurship in the United Arab Emirates Minhas Wasif, Higher Colleges of Technology, UAE</td>
<td>1515-1535</td>
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<td>16:00</td>
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<td>The Student Incubator at Aarhus University Basalawmoit Rajiv Vaid, Aarhus University, Denmark</td>
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<td>16:15</td>
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<td>Entrepreneurship Skills Transfer to the Youth through Training and Advisory Services in Uganda Kyeijusa Sarah , Makerere University Business School, Uganda</td>
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<td>16:45</td>
<td>Close of Conference Day</td>
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<td>19:00</td>
<td>Conference Dinner at the Arts and Letter Club of Toronto 14 Elm Street, Toronto, Ontario, M5G 1G7</td>
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## Friday 29 April 2016

### 08:30
* Refreshments available

### 09:00
* **Room: 2-166**  
  **Opening Messages**

### 09:05
  **Keynote Presentation:** No more Ivory Towers: The University of the 21st Century  
  Dr Wendy Cukier, Vice-President, Research and Innovation, Ryerson University, Toronto, Canada

### 09:50
  **Introduction to ICIE 2017 in Kuala Lumpur**

### 10:00
  **Refreshments**

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| **Stream A - Leadership**  
  Chair - Kim Kennedy  
  Methé David, Institute of Business and Accounting, Kwansei Gakuin University, Japan | **Stream B - SMEs**  
  Chair - Yolande E. Chan  
  Poteralska Beata and Adam Mazurkiewicz, Institute for Sustainable Technologies - National Research Institute, Radom Poland | **Stream C - PhD and Masters Colloquium**  
  Chair - Philip Walsh and Dave Valliere |

### 10:45
  **Risk Perception and Entrepreneurial Leadership: The voices of Japanese Entrepreneurs**  
  Methé David, Institute of Business and Accounting, Kwansei Gakuin University, Japan

### 11:15
  **The Effects of Emotional Intelligence and Relationship Quality on Innovation and Performance**  
  Kendall Lori, Case Western Reserve University, Cleveland, USA

### 11:45
  **Entrepreneurship Development and Innovation in Management: Key Connections**  
  Tomar Tejvir Singh, S.M.J.N.(P.G.) College, Haridwar, India

### 12:15
  **Lunch**

## Poster Contributors

- **Room: 2-166**
  **Panel #16: How does Social Entrepreneurship “Fit In” or Does It?**  
  Led by Deborah de Lange, Ted Rogers School of Management, Toronto, Canada
  Panelists: Daniel Bida, ZooShare, Cara Clairman, Plug’n Drive, Alex Kjorven, Purpose Capital and Robert Shirkey, Our Horizon

### 13:15
  **Lunch**
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<tr>
<td>14:00</td>
<td>Business Incubation and Business Model Innovation</td>
<td>Baltic Creative Community Interest Company: Critical Success Factors in Creative and Digital Clusters in Liverpool, UK</td>
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<td>Isabelle Diane and Mika Westerlund, Carleton University, Ottawa, Canada</td>
<td>Armstrong-Gibbs Fiona, Liverpool John Moores University, UK</td>
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<td>14:30</td>
<td>Exploring the Roles of Incubator Managers play in the Niche: Empirical Evidence from China</td>
<td>Exploring Women’s Entrepreneurship and Innovation in Micro Business</td>
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<td>Hong Jin, Yang Yang, Yunhao Zhu, University of Science and Technology of China, Amhui, China</td>
<td>Isa Salmi Mohd , Rashidah Shuib, Intan Osman and Mazidah Musa, Nor Hafizah Selamat, Universiti Sains Malaysia and Saridan Abu Bakar, Universiti Teknologi Mara, Shah Alam, Malaysia</td>
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<td>15:05</td>
<td>Top 3 finalists in the Young Incubator Awards present their Case Histories</td>
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<td>15:20</td>
<td>Awards Ceremony</td>
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<tr>
<td>15:30</td>
<td>Summary of the Conference Led by Professor Ken Grant</td>
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<td>15:30</td>
<td>Close of Conference</td>
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<tr>
<td>15:30</td>
<td>Tour of the Ryerson's Digital Media Zone Incubator</td>
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### Posters

- **Lab Application Research in Taiwan on Microalgae Culture for Bio-Productions Study**
  - Y.M.Yuan, Renee Ingenieur Agronome, Hs. Wu, Tamkang University, GIES-Taipei, Taiwan ROC

- **Entrepreneurial Ecosystem - a part of Innovative Growth Strategy for Vietnam?**
  - Nguyen Hang Thanh, Teesside University, UK

- **From Success to Learning: A Win-Win for Entrepreneurial Learners and Communities!**
  - Kennedy Kim, School of Agbusiness, Olds College, Canada

- **Critical Success Factors in Creative and Digital Clusters in Liverpool, UK**
  - Armstrong-Gibbs Fiona, Liverpool John Moores University, UK

- **Baltic Creative Community Interest Company: Critical Success Factors in Creative and Digital Clusters in Liverpool, UK**
  - Armstrong-Gibbs Fiona, Liverpool John Moores University, UK

- **Promoting Women Entrepreneurship in Indian Micro, Small and Medium Enterprises (MSMEs): An Empirical Analysis**
  - Chhabra Sakshi and R. Raghunath, BITS Pilani, India

- **SummerCo – a Youth Entrepreneurship Success**
  - Socha Patrick, Ted Rogers School of Management, Ryerson University, Toronto Canada

- **Antecedents of Contextual Ambidexterity**
  - Kendall Lori D, Weatherhead School of Management Case Western Reserve University, USA

- **Network and Organizational Capabilities in Open Innovation**
  - Kazemargi Niloofar, University of Rome "Tor Vergata", Italy

- **Connected Health: Software, Quality and Processes**
  - Carroll Noel and Ita Richardson, University of Limerick, Ireland

- **Designing Innovation: An Inter-Faculty Teaching Approach**
  - O’Kane Colm, Jennifer McDonnell, Elaine Mooney, Anthony Paul Buckley, Stephen Davis, Dublin Institute of Technology, Ireland