Worldwide populations are ageing, and the dependency rate is increasing. Concurrently, non-communicable diseases account for an increasing share of global deaths. Unhealthy lifestyles and unfavourable (stressful) work conditions are increasingly harming health. Thus, healthcare across the world is under pressure, and new solutions are needed. In this track, we present research into how new innovative technologies promoted by entrepreneurial organisations or intrapreneurial people can contribute to alleviating this situation.

Suggested topics include but are not limited to:

- Success factors and barriers for entrepreneurship within health and wellbeing
- Innovative solutions to healthcare problems
- eHealth – digitalisation of health services
- Intrapreneurship within healthcare
- Marketing health and wellbeing services
- The role of social media in the transformation of healthcare and wellbeing

**Stefan Lagrosen** is a professor of business administration and director of the eHealth Institute at Linnaeus University, Sweden. His research has mainly concerned quality management, particularly in schools and healthcare as well as cultural aspects of quality management. In addition, he has researched work-related health and social media marketing as well as marketing and quality management in the health and fitness industry. He has published a large number of scientific articles and several books in those areas. He is also an experienced educator having taught courses on all levels from basic to doctoral.

**Submission details**

In the first instance a 300 word abstract is required, to be received by 26th February 2020

Submissions must be made using the online submission form at: [http://www.academic-conferences.org/conferences/ecie/ecie-abstract-submission/](http://www.academic-conferences.org/conferences/ecie/ecie-abstract-submission/)

If you have any questions about this track please email the mini track chair: stefan.lagrosen@lnu.se

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