# 15th European Conference on Innovation and Entrepreneurship
## ECIE 2020
### 16-18 September 2020
**A Virtual Conference supported by Università degli Studi Internazionali di Roma (UNINT), Italy**
**Conference runs to UK timings (GMT+1)**

### Wednesday 16th September

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>14:30</td>
<td>Room 1: Final round of The 6th Innovation &amp; Entrepreneurship Teaching Excellence Awards</td>
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<tr>
<td></td>
<td>Judging Panel: Dr Chris Moon, Dr Ken Grant and Dr Christy Suciu</td>
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### Thursday 17th September

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>08:45</td>
<td>Zoom Room 1 Opens</td>
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<tr>
<td>09:00</td>
<td>Welcome and Opening: Professor Alessandro De Nisco and Adjunct Professor Emilio Sassone Corsi</td>
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<tr>
<td></td>
<td>Università degli Studi Internazionali di Roma (UNINT) Room 1</td>
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<tr>
<td>09:10</td>
<td>The Entrepreneurship and Personality Issue: The BBC Personality Profile &quot;Would you make a good Entrepreneur?&quot; reviewed by Dr Dan Remenyi</td>
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<tr>
<td>09:30</td>
<td>Conference splits into streams over 3 Zoom Rooms</td>
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<tr>
<td>09:40</td>
<td>Room 1: Using a Magnifying Glass on Network Formation Among Artisan Entrepreneurs</td>
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<td></td>
<td>Elvekrok Ingunn, University of Southeastern Norway, Drammen, Norway and Ana Tobiesen, Oslo</td>
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<td>Metropolitan University, Norway</td>
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<td>09:40</td>
<td>Room 2: Analysis and Evaluation of Business Model patterns for the Craft Sector</td>
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<td>Rauhut Anna, Johannes Votteler and Simon Hiller, Ferdinand-Steinbeis-Institute of the Steinbeis-</td>
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<td>Foundation, Stuttgart, Germany</td>
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<tr>
<td>10:00</td>
<td>Room 3: Connecting startups and Incumbents in Functioning Innovation Ecosystems: A Look Behind</td>
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<td></td>
<td>the Curtain Baloutos Stratos, Angeliki Karagiannaki and Katerina Pramatar, Athens University of</td>
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<td>Economics and Business, Greece</td>
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<td>10:20</td>
<td>Room 4: An exploratory study of Corporate entrepreneurship in Latin America: Villasana Marcia,</td>
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<td>Tecnologico de Monterrey, Mexico and Carlos Gerardo Lozano Rodriguez, Universidad</td>
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<td>Santo Tomás, Bogota, Colombia</td>
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<td>10:20</td>
<td>Room 5: Gaming as an Educational tool to teach Entrepreneurial Skills</td>
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<td>Conradie Elisabeth, Albert Strydom, Central University of Technology, Free State, Bloemfontein,</td>
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<td>South Africa and Ulrich Holzbaer, Aalen University of Applied Sciences, Germany</td>
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<tr>
<td>10:40</td>
<td>Room 6: Cross-Countries’ Policies Comparison of Supporting SMEs during the Covid-19 Pandemic</td>
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<td>Dhewanto Wawan and Tribowo Faunan, Rachmat School of Business and Management, Institut</td>
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<td>Teknologi, Bandung and Elpi Nazmuzaman, University of Padjadjaran, West Java, Indonesia</td>
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<td>10:40</td>
<td>Room 7: The Influence of Perceived Institutional Context Dimensions on Saudi University Students’</td>
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<td>Entrepreneurial Intentions Aloulou Wassim J., Imam Mohammad Ibn Saud Islamic University, Riyadh,</td>
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<td></td>
<td>Saudi Arabia</td>
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<td>11:00</td>
<td>Room 8: A Framework for Understanding How Entrepreneurial Accelerator Programmes add Value to</td>
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<td>the Success of Early Stage Ventures and Corporate Partnerships</td>
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<td>Mann Hari, Victoria Harrison-Mirauer, Hult International Business School, Berkhamsted UK and</td>
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<td>Jeremy Bassett, Co-Cubed, UK</td>
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<td>11:20</td>
<td>Room 9: European-wide ICT Entrepreneurship Education in Action O’Flaherty Brian, University</td>
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<td>College Cork, Ireland, Katerina Pramatar, Athens University of Economics and Business, Greece,</td>
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<td>Garcia Andes and Diego Alonso Caceres, Polytechnic University of Cartagena, Spain</td>
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### Break Times

- 11:20
- 12:40
- 13:40
- 14:40
- 15:40
- 16:40
- 17:40

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**Zoom Room Details**

Password for all sessions is ECIE20

- Room 1 – Stream A: https://zoom.us/j/87117456104
  Meeting ID: 87117456104
- Room 2 – Stream B: https://zoom.us/j/82280188748
  Meeting ID: 82280188748
- Room 3 – Stream C: https://zoom.us/j/82812824624
  Meeting ID: 82812824624
- Room 4 – Stream D: https://zoom.us/j/99077224835
  Meeting ID: 99077224835

**11/09/2020 #ECIE20**
<p>| 12:30 | Room 1 | Keynote presentation: Dr. Kenneth A. Grant, Ryerson University, Toronto, Canada | The Special Case of the University Entrepreneurial Ecosystem |
| 13:15 | Room 1 | Conference splits into streams over 4 Zoom Rooms |
| Room 1 | Stream A: Centering on the 4th Industrial Revolution | Room 2 | Stream B: Digitalisation |
| Chair: Florica Tomos | Chair: Francis Dams |
| Room 3 | Stream C: Mini Track on Entrepreneurship Education and Learning | Room 4 | Stream D: PhD Colloquium |
| Chair: Alexandros Kakouris | Chair: Brian O’Flaherty |
| 13:30 | Organizational Agility and Organizational Learning: Do They Accelerate Organizational Innovation and Competency? | 13:30 | 10 minute presentations with time for discussion and feedback during and at the end of the session |
| Saha Nivedita, Tomas Saha, Aleš Gregar and Petr Saha, University Institute, Tomas Bata University in Zlín, Czech Republic | Application of Narrative Theory in Project Based Software Development Education Recke Moritz Philip and Stefano Perna, University of Naples Federico II, Italy |
| 13:50 | Sharing Innovation Activity Models in the Context of Open Innovation | 14:10 | Studying the role of proximity in advancing innovation partnerships at the dawn of Industry 4.0 era |
| Tkachenko Elena and Alexander Karlik, St. Petersburg State University of Economics, Elena Rogova, Higher School of Economics in Saint-Petersburg, Sergey Bodrunov, New Industrial Development Institute and Vladimir Kokh, LLS, Russia | Assessing the Impact of Entrepreneurship Education on Entrepreneurial Beliefs and Conceptualizations Kakouris Alexandros and Panagiotis Liargovas, University of Peloponnese, Tripolis, Greece and Viviana Molina, Universidad Autónoma de Manizales, Colombia |
| 14:30 | Digital transformation in enterprises: Motives and challenges | 14:30 | Business Model Design for the Creative and Cultural Industries: Enterprise Education From the Art School O’Dair Marcus, University of the Arts London, UK |
| Urbaniec Maria, Malgorzata Kosala and Agnieszka Malkowska, Cracow University of Economics, Poland (PRESENTATION ONLY) | Webinar-Based Learning for Digitalisation: An Empirical Study from European Tourism SMEs Dada Adeboye, Thanh Huynh and Andreas Walmsley, Coventry University, UK |
| 14:50 | Break | Break | Break | Break |</p>
<table>
<thead>
<tr>
<th>Time</th>
<th>Room 1: Stream A: Gender &amp; Family Issues</th>
<th>Room 2: Stream B: Product Cycle</th>
<th>Room 3: Stream C: Entrepreneurship and Innovation in Health &amp; Wellbeing and on Social Innovation and Entrepreneurship</th>
<th>Room 4: Stream D: PhD and Masters Colloquium</th>
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<tbody>
<tr>
<td>15:20</td>
<td>Innovation in Hospitality Industry Gender-Biased? A look on Hotel Managers’ Innovation Practices</td>
<td>Towards a Blue Economy: the Influence of Policy Strategies in the Research and Technology Orientation of Portuguese Firms</td>
<td>Examining the Health effects of an Innovative Collaboration Initiative aimed at Reducing Social Exclusion</td>
<td>10 minute presentations with time for discussion and feedback during and at the end of the session</td>
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<td>Brandão Filipa, Zélia Breda, and Carlos Costa, University of Aveiro, Portugal (Academic, Main) EIE-220</td>
<td>Sousa Cristina, Oscarina Conceição, Instituto Universitário de Lisboa (SCTE-IUL) and Margarida Fonse, UNEG – Laboratório Nacional de Energia e Geologia, Lisbon Portugal</td>
<td>Lagrosen Stefan, Linnaeus University, Kalmar, Sweden and Yvonne Lagrosen, Malmardalen University, Sweden</td>
<td>Socially Responsible Marketing as an Educational and Communication tool of modern business in the context of the Circular Economy</td>
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<td>15:40</td>
<td>Women-Owned Community-based Enterprises in Developing Countries: A Critical Reflection on Factors Influencing Robustness</td>
<td>Features of the investments effectiveness evaluating in innovative products of industrial business system</td>
<td>Sharing Economy and its Impact on Society</td>
<td>Augustinová Natalia and Jaroslav Bednárik, University of Ss. Cyril and Methodius in Trnava, Slovakia</td>
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<td>Ahmad Ali and Dita Amry, University of Warwick, UK</td>
<td>Demidenko Daniiil and Ekaterina Malevskai-Malevich, Peter the Great Saint-Petersburg Polytechnic University, Russia</td>
<td>Dubolazova Yulia, Peter the Great St.Petersburg Polytechnic University (SPbPU), Russia</td>
<td>An exploration of the role of immigrant entrepreneurs in entrepreneurial food ecosystems</td>
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<td>Broekaert Wouter, Bart Henssen, and Johan Lambrecht, KU Leuven, Belgium</td>
<td>Botelho Adriana, Inês Silva, Lara Ribeiro, Mariana Lopes and Manuel Au-Yong Oliveira, University of Aveiro, Portugal</td>
<td>Moon Christopher and Edward Bace, Middlesex University, London, UK</td>
<td>Edwards A Joan, Waterford Institute of Technology, Ireland</td>
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<td>Innovative approaches in marketing communication in sustainable fashion</td>
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<td>Urminová Marianna and Alena Kusá, University of St. Cyril and Methodius in Trnava, Slovakia</td>
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<td>Entrepreneurial marketing strategies for a crowdfunding campaign</td>
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<td>16:20</td>
<td>Social Support in Migrant Entrepreneurship Before and During the Coronavirus Crisis</td>
<td>How does Competition by Informal and Formal firms affect the Innovation and Productivity Performance in Peru?: A CDM approach</td>
<td>Innovation and Development: the role of Social Innovation</td>
<td>Ives Monika, Stefan Stumpf and Daniel Michels, Hochschule Anhalt, Bernburg, Germany (Masters)</td>
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<td></td>
<td>Szczypiel Nina, Carmina S. Nunes and Dina Ramos, University of Aveiro, Portugal</td>
<td>Alvarez Lourdes, United Nations Environment Programme, Geneva, Switzerland, Edson Huamani and Ynggrid Coronado, Pontifical Catholic University of Peru, Lima, Peru</td>
<td>Sousa Cristina and Maria de Fátima Ferreiro, ISCTE - Instituto Universitário de Lisboa, Portugal</td>
<td>Intrapreneurial Activity within the Hospitably Sector: Evidence from Ireland</td>
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<td>Hand Wayne and Kate Jonston, Dundalk Institute of Technology, Dundalk, Ireland (Masters)</td>
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<td>Understanding the world of Crowdfunding in driving Entrepreneurial Growth: A Case Study Analysis</td>
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<td>16:40</td>
<td>Networking in Small Groups to Catch up with Colleagues and build New Connections for Future Collaboration</td>
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<td>Wang Chun Yan (Kelly), Kate Johnston and Maeve Caraher, Dundalk Institute of Technology, Dundalk, Ireland (Masters)</td>
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### Friday 18th September

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09:25</td>
<td>Zoom Room Opens</td>
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<tr>
<td>09:30</td>
<td><strong>Room 1</strong>&lt;br&gt;The ECIE 2020 Quiz Competition</td>
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<tr>
<td>09:45</td>
<td>Introduction to ECIE 2021</td>
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<tr>
<td>09:50</td>
<td><strong>Conference splits into streams over 3 Zoom Rooms</strong></td>
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<th><strong>Room 1</strong></th>
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<tbody>
<tr>
<td><strong>Stream A</strong>: SMEs and MSEs&lt;br&gt;Chair: Ingunn Elvekrokk</td>
<td><strong>Stream B</strong>: Innovative Activity&lt;br&gt;Chair: Cristina Sousa</td>
<td><strong>Stream C</strong>: Mini Track on Social Innovation and Entrepreneurship&lt;br&gt;Chair: Ruslan Pavlov</td>
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<td>10:00</td>
<td>MUCANIER: A cross-border innovation ecosystem&lt;br&gt;Davies Fern, Thomas Howson, Fred Boy, and Naomi Joyce, Swansea University, UK</td>
<td>Developing Innovative Activity Management Tools as a Way to Increase the Market Capitalization of an Industrial Enterprise&lt;br&gt;Zaytsev Andrey, Nikolay Dmitriev, and Yuliya Asaturova, Peter the Great St. Petersburg Polytechnic University, Russia</td>
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<td>10:20</td>
<td>Evaluating the Impact of SMEs on the Innovative Activity of a Region&lt;br&gt;Rodionov Dmitrii, Olga Nadezhina, and Sergei Yalimov, Peter the Great St. Petersburg Polytechnic University, Russia</td>
<td>RegTech: case studies of cooperation with banks in Italy&lt;br&gt;Battanta Luca Federico, Marco Giorgino, Laura Grassi, and Davide Lanfranchi, Politecnico di Milano, Italy</td>
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<td>10:40</td>
<td>A Literature Review on the Impact of Social Media Platforms (Networks) on Small and Medium Enterprise (SMEs).&lt;br&gt;Amoah John, Tomas Bata University, Zlin, Czech Republic</td>
<td>Innovative activity as a key factor in the formation of innovative potential of enterprises&lt;br&gt;Asaturova Yuliya and Andrey Zaytsev, Peter the Great St. Petersburg Polytechnic University, Russia</td>
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<td>11:00</td>
<td>Knowledge and innovation in MSE companies in transportation in Cascavel, Brazil&lt;br&gt;Ribeiro Marlon, Jefferson Staduto, UNIOESTE, Brasil and Knut Ingar Westeren, Nord University, Levanger, Norway</td>
<td>R&amp;D and marketing activities as factors for Marketing Innovation&lt;br&gt;Monteiro Patricia, Aldina Correia, and Alexandra Braga, ESTG Politechnic of Porto, Portugal</td>
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<tr>
<td>11:20</td>
<td>Reputation and Social Relationships for Family Business Continuity&lt;br&gt;Alrubashi Dalal, Princess Nourah bint Abdulrahman University, Riyadh, Saudi Arabia</td>
<td>Identifying the Restrictive Factors of Strategic plan execution of Technology in order to modelling&lt;br&gt;Harandi Ata, Allameh Tabataba'i University, Tehran, Iran and Zahra Fatemi, Tabaran Private University, Mashhad, Iran</td>
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<td>11:40</td>
<td>Break</td>
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### Room 1

**Panel Discussion: NoBORDER INNOVATION – African & European Models of Teaching Entrepreneurship & Innovation**  
Chaired by Prof Emmett Tracy with Chidi Afulezi, Dr. Nawtej Dosanjh, Dr. Gaidi Faraj and Dr. Kevin Koidl

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<th>Room 1</th>
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| **13:30**<br>Stream A: Mini Track on Innovation through Design and Entrepreneurship  
Chair: Maher Alzyadat | **13:30**<br>Stream B: Globalisation  
Chair: Joan Edwards | **13:30**<br>Stream C: Mini Track on Social Innovation and Entrepreneurship  
Chair: Ruslan Pavlov | **13:30**<br>Stream D: Poster Presentations  
Chair: Dan Remenyi |

- **13:30** Impacting mindset and innovation on sustainability via global thematic hackathon<br>Saukonen Juha, Tarasanski and Tapio Hämäläinen, JAMK University of Applied Sciences, Jyväskylä, Finland
- **13:30** Networking for Internationalization: are Young Companies Different from Older ones?<br>Sousa Cristina, Carla Lobo and Carla Santos Pereira, University of the Portucalense, Porto, Portugal
- **13:30** Participation of Young People in Forming Networks of Social Entrepreneurship Partners: Case of Ekaterinburg<br>Pevnaya Maria and Daria Telepaeva, Ural Federal University, Ekaterinburg, Russia

- **13:30** 5 minute presentations with time for discussion and feedback during and at the end of the session
  - From Entrepreneur to Undergraduate: does the university support or constrain student entrepreneurs?<br>McLuskie Peter, Coventry University, UK
  - Design Thinking and the Challenge of Working with Diverse and International Teams<br>Suciu Christy, Boise State University, Boise, USA and Pete McLuskie, Coventry University, England
  - A road to empowerment: social media usage by women entrepreneurs in China<br>Zhou Zihui Heidi, and Kate Johnston, Dundalk Institute of Technology, Ireland
  - Application of Radiant University-wide Programme Model in Entrepreneurship Education: a case of University of Oradea, Romania<br>Dodescu Anca Otilia and Vasile Aurel Caus, University of Oradea, Romania
  - Multiform learning challenging entrepreneurial education?<br>Athio Kaja, and Marja-Liisa Kaakko, Centria University of Applied Sciences,Ylivieska, Finland

- **14:10** Innovation through Hub and Spoke Model: e-Commercializing Regional India’s Handicraft Industry<br>Sharma Aman, Bhaskar Bhoomick and Jayothree Patnaik, Indian Institute of Technology Kharagpur, India
- **14:10** The impact of Perceptual Variables and Country-level Culture on Nascent Entrepreneurship<br>Gomes Carlos Filipe, Vitor Braga and Aldina Correia, Escola Superior de Tecnologia e Gestão, Porto, Portugal
- **14:10** Transition to Circular Economy: A Strategic Support for Small and Medium Enterprises in the Waste of Electronic and Electronic Equipment Sector<br>Agyapong Daniel, University of Cape Coast, Ghana

- **14:10** Role of Creative Capital towards Urban Sustainable Development - Case Study on UK City of Culture<br>Xu Stella, Fujia Liu, Zimu Xu, Coventry University and Fred Yamoah, Birkbeck University of London, UK (PRESENTATION ONLY)
- **14:10** Startup kernels: A teaching framework for fundamental elements of new ventures<br>Coelen Jeroen and Frido Smulders, Delft University of Technology, Amsterdam, The Netherlands
- **14:10** Examining the Scale of Angel Investment in Canada<br>Croteau Martin and Grant Kenneth, Ryerson University, Toronto, Canada

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14:50 **Room 1 Top finalists in the Innovative Teaching Awards present their Case Histories**

15:05 **Winners of the Teaching Innovation and Entrepreneurship Awards, Poster competition and best PhD Paper are announced**

15:15 **Summary and Close of the Conference**

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