New Research Themes in International Entrepreneurship

A mini conference hosted by the International Business & Entrepreneurship Unit,
Department of Marketing & Management at the

University of Southern Denmark, Odense
May 22-23, 2014

The mini conference is designed to bring together researchers from international business and entrepreneurship in order to discuss new research themes. The goal is to explore research frontiers and up-coming themes which in the future will influence international entrepreneurship. We have therefore organized the conference such that it combines traditional paper presentation as well as workshops in which such themes may be discussed and further developed. We suggest focusing on the examination and development of concepts, frameworks, theories and methodologies used to understand the strategic behavior of internationalizing entrepreneurial firms and the new changes and challenges facing them. This will present a unique opportunity for participants to discuss such issues with a view to developing new research initiatives with the potential for advancing the field of International Entrepreneurship.

In addition to the focused theme of the conference, empirical and theoretical research papers as well as ideas for workshops on any of the following topics and related areas are welcomed:

- IE and emerging markets
- INV/BG venture capital, including crowd funding
- University Spin-offs
- Founding team importance
- IE and professional services
- Gender issues
- Business models, including E-business strategies
- IE and local/regional/national/international clusters
- INV/BG interaction with MNEs
- Long-term performance of INVs/BGs
- Other topics of relevance to the conference theme

Submission Information
Submission deadline for ideas for workshops or papers: April 1, 2014. Since the mini conference is intended to be open and discussion-oriented, all ideas and papers will be accepted. The conference program will be adapted to the incoming ideas and papers.

Practical information
The conference will be held at the University of Southern Denmark, Campusvej 55 in Odense. The university will provide lunch both days and dinner on May 22. Participants will have to arrange travel and accommodation themselves. Write to Tage Koed Madsen (tkm@sam.sdu.dk), Per Servais (per@sam.sdu.dk) or Erik Stavnsager Rasmussen (era@sam.sdu.dk) to register for the conference, submit ideas or papers and ask questions related to the conference.
Preliminary program

Thursday, May 22
09.00-10.00 Keynote speaker: Professor Gary Knight, Willamette University, USA
“Born Global Firms – Retrospective and a Look Forward ”
10.00-10.30 Coffee and tea
10.30-12.00 Sessions
12.00-13.00 Lunch
13.00-14.15 Sessions
14.15-14.45 Coffee and tea
14.45-16.00 Sessions
19.00- Dinner

Friday, May 23
09.00-10.00 Keynote speaker: Professor Mika Gabrielsson University of Eastern Finland
“The Relations between International New Ventures and Mature MNC’s”
10.00-10.30 Coffee and tea
10.30-12.00 Sessions
12.00-13.00 Lunch
13.00-14.15 Sessions
14.15-14.45 Coffee and tea
14.45-16.00 Sessions

PS. Our colleague Professor Dominique Bouchet has arranged a one week doctoral seminar on the cultural dimension of business research (program can be found here: [www.sdu.dk/imm](http://www.sdu.dk/imm)), starting May 24. If you know students who might be interested, please notify them.

Further information

*Department of Marketing & Management*
Research within the department is organized into five research groups: Consumption Studies, Integrative Innovation Management, International Business & Entrepreneurship, Strategic Communication, and Strategic Organizational Design. The combined research activities are anchored in an understanding of the cooperation between markets, organizations and individuals. It encompasses a variety of areas from evolutionary models of organization to the culture of ‘hot dog stands’. Read more at [www.sdu.dk/imm](http://www.sdu.dk/imm)

*University of Southern Denmark*
The University of Southern Denmark has research and educational activities in Natural Sciences, Engineering, Health Sciences, Humanities, and Social Sciences. Around 25,000 students are enrolled at 284 different study programs. The main campus in Odense represents about 80% of all activities at the university. Read more at [www.sdu.dk](http://www.sdu.dk)

*The city of Odense*
Odense is the city where Hans Christian Andersen was born. In addition to his childhood home, Odense offers numerous tourist attractions such as museums and art galleries as well as possibilities to explore old castles and mansions on the island of Funen. Odense is only about 1½ hours away from Copenhagen Airport (frequent direct train connections). It is therefore easy to combine your trip with a short visit to the capital of Denmark. Read more at [www.visitodense.com](http://www.visitodense.com) and [www.visitdenmark.com](http://www.visitdenmark.com)