Second Call

The International Entrepreneurship: Trends, Challenges, Achievements

Eighth International Conference

6 - 9 June 2017
St. St. Constantine and Helena Resort, Varna, Bulgaria

hosted by
The Chair of Entrepreneurship,
Business Faculty
and
The Institute for Entrepreneurship Development,
University of National and World Economy, Sofia

in partnership with
The Bulgarian Association for Management Development and Entrepreneurship
and
The European Council for Small Business and Entrepreneurship

Information for Our Participants
Mission of the Conference

The Conference’s mission is to get together professionals in the field from science, teaching, practice and policy makers to exchange opinions, problems, good practices.

Who should attend this conference?

- Researchers
- Teachers/trainers
- Consultants
- Entrepreneurs/managers
- Policy-makers
- Doctoral students/students

Topics

General (panel) and specific (in sessions) topics will be discussed during the Conference. Among them will be:

- The concept of international entrepreneurship: how strategic management, entrepreneurship and internationalization interact as a whole
- The international entrepreneurship in global, multinational environment
- International entrepreneurship and policy makers
- The international entrepreneur: profile, strategies, behaviour
- The international entrepreneur as a strategist, ice-breaker, and improviser
- The international entrepreneurs and their partnership – strategies, forms, consequences
- Teaching and training international entrepreneurs – mission (im)possible?
- Knowledge and skills for successful international entrepreneurs
- Good practices in international entrepreneurship

The above subtopics are indicative. The participants could also prepare presentations in closed or interdisciplinary areas.

In the frame of the conference there will be organised:

- Doctoral seminar: How to prepare a dissertation and how to publish in a renowned international journal in the field? Led by Professor David Smallbone, Small Business Research Centre, Kingston University, London, UK, Former President of the International Council for Small Business (ICSB)
- Workshop on Management Systems and Consulting, led by Prof. Eric Flamholtz, Professor Emeritus of Management (Recalled), Anderson School, UCLA, President, Management Systems Consulting Corporation, Los Angeles, United States
- Meetings with institutions/policy-makers and firms.

The best papers will be published in special issue of The International Review of Entrepreneurship and Conference Proceedings. The Editor-in-Chief Prof. Andrew Burke will be keynote at the conference.
**The Advisory Committee**

David Smallbone (*Kingston University, United Kingdom*), Antti Haahti (*University of Lapland, Finland*), Ken O’Neill (*University of Ulster, United Kingdom*), Frank Hoy (*Worcester Polytechnic Institute, (MA), USA*), Alain Fayolle (*EM Lyon Business School and Visiting Professor at Solvay Brussels School of Economics and Management, Université Libre de Bruxelles*), Robert B. Hisrich (*Thunderbird School of Global Management, USA*), J. Hanns Pichler (*Austrian Institute for SMEs Research, Austria*), Andrew Burke (*Trinity Business School, Trinity College Dublin, Founding Editor of the International Review of Entrepreneurship*), Raymond Saner (*Diplomacy Dialogue, University of Basle, Switzerland*), Herbert Chan (*Tsinghua University Science Park, Beijing, China*), Bogdan Piasceki (*University of Łódź, Poland*), Lester Lloyd-Reason (*Anglia Ruskin University, Cambridge, United Kingdom*), Marijan Cingula (*University of Zagreb, Croatia*), Irina Kuzmina (*Transport and Telecommunication Institute, Riga, Latvia*), Konstantin Theile (*Educatis University, Switzerland*), Renaud Redien-Collot (*Novancia Business School Paris, France*), Rodrigo Varela (*Universidad Icesi, Cali, Colombia*), Tadeusz Popławski (*Technical University of Bialystok, Poland*).

**The Keynote Speakers**

Professor **Eric Flamholtz**, Professor Emeritus of Management (Recalled), Anderson School of Management, UCLA, President, Management Systems Consulting Corporation, Los Angeles, United States

Professor **Andrew Burke**, Dean & Chair of Business Studies, Trinity Business School, Trinity College Dublin, the University of Dublin, Ireland, Founding Editor of the *International Review of Entrepreneurship* (IRE)

Professor **Ken O’Neill**, Professor Emeritus of Entrepreneurship and Small Business Development at University of Ulster, Director of the Westminster-based, all-party SME group – The Genesis Initiative, and of the International Small Business Congress, the first person in the UK to be awarded The Queen’s Award for Enterprise Promotion – Lifetime Achievement Award, United Kingdom

Professor **Simon Bridge**, consultant, director of several voluntary/community sector organisations, Visiting Professor at the Ulster University Business School, United Kingdom
Organising Bodies

**Chair of Entrepreneurship** – main organiser

The Chair of Entrepreneurship (est. 2006) was created to provide methodically the teaching process in entrepreneurship at the UNWE in order to prepare a highly skilled entrepreneurs and managers in a dynamic, including international, multicultural business environment. The Chair leads major in Entrepreneurship (among the first ones in Europe bachelor degree programmes in Entrepreneurship), master degree programme in Family Business, and Doctoral Programme in Entrepreneurship.

The main research interests of the members of the chair are in: creating and managing a new business, strategic management and entrepreneurial growth of small and medium-sized firms, entrepreneurial culture, clusters, subcontractors and entrepreneurial business networks, psychology of entrepreneurship. The chair train and consult entrepreneurs and managers in practice, including from abroad. The faculty of the Chair have developed contacts with related chairs and departments in universities from different countries.

**Institute for Entrepreneurship Development (IED) at the University of National and World Economy (UNWE)**

The IED (est. 1997) is a pioneer in research and consulting in the field of entrepreneurship and SMEs in Bulgaria. IED results are used directly in the teaching and training process and practice.

The IED is focusing its work on supporting entrepreneurship activity in all of its dimensions – from the idea to start a small business, the management and development of small and medium-sized enterprises, to establishing corporate entrepreneurship in the large-scale, reviving organisations.

The IED is striving through its activities to develop as a leading research institution, contributing to the development of the entrepreneurial potential of Bulgaria – the driving force in competitive market economy.

**Bulgarian Association for Management Development and Entrepreneurship (BAMDE)**

BAMDE (est. 1997) is a leading organisation in the field of management and entrepreneurship training and development in Bulgaria. BAMDE brings together the most renowned Bulgarian universities, research and training institutions, promotes and safeguards the quality of trainers and training programmes and acts as a national platform for professional management and entrepreneurship development in Bulgaria in relation to international standards and best practice. The association began to realise an original programme for business successors in family firms – now at stage of its internationalisation. BAMDE is a holder of best practice in entrepreneurship training recognized by European Foundation for Management Development.

**Our Partner**

**European Council for Small Business and Entrepreneurship (ECSB)**

The European Council for Small Business and Entrepreneurship (ECSB) is a non-profit organization whose main objective is to advance the understanding of entrepreneurship and to improve the competitiveness of SMEs in Europe. ECSB facilitates the creation and distribution of new knowledge through research, education and the open exchange of ideas between professions and across national and cultural boarders.

The network of ECSB’s members covers nearly the whole Europe geographically; it has some 400 members from over 30 countries. Through its affiliation to the International Council for Small Business since 1989, the European network is also connected to the global academic and professional small business community.
The Conference Team

Conference Chair: Kiril Todorov
Conference Assistants: Kostadin Kolarov, Maria Vasilska, Branimir Yordanov

If there are any questions in order to plan your visit, please contact the Conference Secretariat:

Conference Secretariat
Chair of Entrepreneurship, Business Faculty
University of National and World Economy
1, 8th December Blvd.,
Hristo Botev Students Town,
1700 Sofia, Bulgaria
phone/fax: (+359 2) 8195622
mobile: (+359 88) 8738132
e-mail: kkolarov@unwe.bg

Alternative Contact
Bulgarian Association for Management Development and Entrepreneurship
10, Acad. Jacques Nathan Str., app. 506,
Studentski District,
1700 Sofia, Bulgaria
phone: (+359 2) 4709452
e-mail: conference@bamde.org
web: conference.bamde.org

Organising Committee

Kiril Todorov – Head of Chair of Entrepreneurship, Business Faculty, Director of the Institute for Entrepreneurship Development, University of National and World Economy (UNWE), Sofia, Chairman, Bulgarian Association for Management Development and Entrepreneurship (BAMDE);
Atanas Damyanov – International Business School, Botevgrad
Mitko Dimitrov – Economic Research Institute at the Bulgarian Academy of Sciences
Zhelyu Vladimirov – St. Clement of Ohrid University of Sofia
Svetoslav Dimkow – Technical University of Sofia
Kiril Grigorov – Municipal Guarantee Fund for Small and Medium-sized Enterprises, Sofia
Kostadin Kolarov – University of National and World Economy, Sofia
Maria Vasilska – Conference Coordinator, University of National and World Economy, Sofia
Branimir Yordanov – Chairman, Club of Young and Innovative Entrepreneurs, Sofia

Awards

There will be a First Award (1,000 Euro), for the best paper presented at the conference.
A Second Award of selected collection of Bulgarian wines will be granted to the next best paper.
A special prize for best dancing couple will be also given. 🎉

Abstracts and papers submissions

One-page abstracts with key words giving a clear indication of the contribution to a relevant sub-topic are expected by 12 March 2017. Feedback from the organisation committee will be notified one week later. Full papers (maximum 20 pages) are expected by 31 May 2017.
Proceedings

A publication of a selection of papers as edited proceedings is planned as follows:

1.Proceedings of the conference papers – the end of 2017
2.Publications in The International Review of Entrepreneurship – depending on the process of reviewing and correction;

In order to be considered for publication, the papers must be presented and defended personally during the conference. After approving a paper for publication in a certain volume the authors could be requested additional edit work.

If you are interested in publishing your paper in these proceedings, please take notice of the fixed standards for papers.

Standards for papers submitted for the conference proceedings

Authors whose papers are intended to be published are asked to adhere to the following standards:

1. Competitive papers should be fully developed original work, not previously published or presented.
2. The authors are requested to submit five (5) hard-copies of the paper (at their arrival)
   – typed on one side of page
   – single spaced (double space paragraphs)
   – single column
   – typeface is to be Times New Roman, 12 pt
   – margins - top 2,5 cm, bottom 2,5 cm, left 3,0 cm, right 2,00 cm
   – paper size is to be A4
3. A data file of the paper should also be sent be e-mail. Files have to be saved as Microsoft Word file for Windows.
4. The paper must not exceed 20 pages (including pictures, tables, diagrams, appendices, references, etc.)
5. The authors’ names should not appear on the main body of the paper. The first page should provide only the title of the paper and an abstract of no more than 100 words.
6. A separate title page must be attached listing:
   – title of paper
   – name(s) of author(s)
   – organisational affiliation(s)
   – complete address(es)
   – telephone and fax numbers and e-mail address(es)
7. The paper has to be submitted to the Conference Secretariat until 31 May 2017.
Preliminary Conference Schedule

We will provide you with actual and more detailed information about the timetable (especially about the timing of your presentation) via e-mail and fax and, of course, before your arrival. In the meantime please look at conference Internet web site http://conference.bamde.org, which is up-dated regularly to get the latest news about the conference.

<table>
<thead>
<tr>
<th>6 June</th>
<th>7 June</th>
<th>8 June</th>
<th>9 June</th>
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<tbody>
<tr>
<td>Afternoon</td>
<td>8.00 – 9.00 Registration</td>
<td>9.00 – 10.45 Parallel Sessions</td>
<td>9.30 – 11.30 Parallel Sessions</td>
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<tr>
<td>Depending on demand: Social programme for those who arrive early and like to join us.</td>
<td>9.00 – 9.15 Opening Ceremony</td>
<td>Workshop on Management Systems and Consulting led by Prof. Eric Flamholtz</td>
<td>11.30 – 12.00 Coffee Break</td>
</tr>
<tr>
<td>18.00 – 20.00 Registration</td>
<td>9.15 – 10.45 Plenary session Key note speeches</td>
<td>10.45 – 11.15 Coffee Break</td>
<td>12.00 – 13.00 Closing and Best Paper Award Ceremony</td>
</tr>
<tr>
<td>20.00 – 23.00 Welcome Reception</td>
<td>10.45 – 11.00 Coffee Break</td>
<td>11.15 – 13.00 Parallel Session Doctoral seminar led by Prof. David Smallbone</td>
<td>13.00 – 14.00 Lunch</td>
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<tr>
<td></td>
<td>11.00 – 12.30 Plenary session – continuation</td>
<td>13.00 – 14.00 Lunch</td>
<td>14.00 – 18.00 Visiting educational institutions and companies.</td>
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<td></td>
<td>13.00 – 14.00 Lunch</td>
<td>15.30 – 16.00 Coffee Break</td>
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<tr>
<td></td>
<td>14.00 – 15.30 Parallel Sessions</td>
<td>16.00 – 18.00 Parallel Sessions</td>
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<td></td>
<td>15.30 – 16.00 Coffee Break</td>
<td>20.00 – 23.00 Wine tasting dinner</td>
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<tr>
<td></td>
<td>16.00 – 18.00 Parallel Sessions</td>
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<td></td>
<td>20.00 – 23.00 Welcome Reception</td>
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Post-conference Programme

For the participants with a longer stay pre-(post)-conference programmes will be offered.
Practical Details

Conference Venue

The Conference will be held in St. St. Constantine and Helena resort near Varna, Black Sea, Bulgaria.

St. St. Constantine and Helena is a resort town on the Bulgarian Black Sea coast within a landscaped park 10 km north of downtown Varna, 2 km east of its Vinitsa quarter, and 7 km south of Golden Sands. Bulgaria’s oldest Black Sea resort was also known in the past as Druzhba and Varna Resort. It is served by the Varna International Airport and bus lines of the Varna public transit system.

Landmarks include the 16th-century Eastern Orthodox monastery of Sts. Constantine and Helena, the Euxinograd royal summer palace, park and winery, and the Sofia University Botanical Garden, also known as Ecopark Varna. One of the best preserved medieval settlements in the country, Kastritzi, also mentioned by the Crusaders in 1444 as Macropolis, was unearthed in archaeological excavations inside Euxinograd. In the mid-14th century, Kastritzi was a bustling port of the Second Bulgarian Empire frequented by Venetian, Genoese, Ragusan, and Byzantine merchant ships.

There are sandy beaches, punctured by rocky promontories, hot mineral springs, modern hotels, and sports and health facilities, including spa centres and yacht marinas.

How to get the Conference Venue

- By direct regular or chartered (tourist) flights to Varna Airport (20 km to the venue) or to Burgas Airport (128 km to the venue). Sofia airport would be also considered as there are regular domestic flights to Burgas and Varna. We could provide transport from both airports by request.
**Registration**

The Bulgarian Association for Management Development and Entrepreneurship (BAMDE) is responsible for registration. Please send your Registration Form to the given address.

Registered participants check in at the Conference Office at the Romance Splendid and Spa Hotel (Conference Venue) on 6 June, 16.00 – 19.00 or on 7 June, 8.00 – 9.30, before the Opening Ceremony. There you will get your conference documents, badges, and vouchers for the lunches, dinners and social programme as well as information on the conference timetable.

**Timetable and deadlines**

Abstract Submission – before 12 March 2017
Confirmation of Abstract Acceptance – one week after abstract submission
Extra Abstract Submission – before 15 April 2017
Early Registration – before 20 April 2017
Conference Opens – 6 June 2017
Conference Closes Officially – 9 June 2017
Deadline for receipt of conference papers – 31 May 2017

**Conference Fees**

<table>
<thead>
<tr>
<th>Registration Fee</th>
<th>before 20 April 2017</th>
<th>after 20 April 2017</th>
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<tr>
<td>Active participants (academia)</td>
<td>€350</td>
<td>€400</td>
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<tr>
<td>Doctoral students</td>
<td>€250</td>
<td>€300</td>
</tr>
<tr>
<td>Entrepreneurs (passive participants)</td>
<td>€400</td>
<td>€500</td>
</tr>
<tr>
<td>Non-EU CEE participants</td>
<td>€250</td>
<td>€300</td>
</tr>
<tr>
<td>Accompanying persons</td>
<td>€200</td>
<td>€250</td>
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ECSB & ICSB Members enjoy reduction of 10%

- CEE participants – participants from a Central and Eastern European countries.

**Participants who have registered and paid the full fee are entitled to:**
- Full participation in the conference
- Conference documentation
- Tea and coffee breaks
- Social programme
- Admission to conference reception, wine tasting dinner, Gala dinner, and the closing ceremony of the conference
- Admission to the best paper award competition – 1000 euro
- Conference proceedings and other publications

**Those who have paid the accompanying person fee** are welcome to attend the pre-conference reception, the social programme (specially designed for them), Gala Dinner, and the closing ceremony of the conference.
**Payment**

The **Registration fee** should be prepaid by bank transfer in Euro (net of bank charges) to

**Bank name:** UniCredit BulBank, Ruski Pametnik Office **Address:** 2, Buzludja Str., Sofia, Bulgaria

**SWIFT:** UNCRBGSF **IBAN:** BG39 UNCR 7630 1051 4915 66

**Beneficiary:** Bulgarian Association for Management Development and Entrepreneurship (BAMDE)

* Please indicate correctly the name of the participant and the purpose of payment „BAMDE”

**Bulgarian Association for Management Development and Entrepreneurship**
10, Acad. Jacques Nathan Street, app. 506, Studentski District, 1700 Sofia, Bulgaria
e-mail: conference@bamde.org

Exceptionally, the fee can be paid on the spot (in agreement with the organizers).

**Acknowledgement of Registration**

Your registration will be acknowledged in writing with confirmation of your requirements according to your registration form as soon as we have received your application form and payment. Please present this confirmation when registering at the conference. If you have not received a confirmation letter (because of late application), please bring a copy of your application together with proof of payment.

**Cancellation**

All cancellations of **Registration** should be sent in written to BAMDE by 15 May 2017. For cancellations received by 15 May 2017, the 50% of the Registration fee will be reimbursed, less the bank charges incurred. In case of cancellation after 15 May 2017, no reimbursement will occur.

**Letter of Invitation**

The Conference Secretariat will send letters of invitation on request.

**Certificate of Attendance**

A Certificate of Attendance will be available on request at the registration desk on the last day of the conference.

**Entrance to Conference**

Each member of the conference will receive a name badge on registration. You are kindly requested to wear the badge throughout the Conference to obtain entry to all sessions, meals and social programme. We also ask you to pose your personal name sign on the table at all sessions.
**Official Language**

The official language for the Conference is English. Presentations are to be held in English and also the papers in the proceedings will be published in English.

**Dress**

Dress at such conference is usually casual. See also general information about Bulgaria and weather. The weather is normally sunny and temperature is about 22-25 °C, but evenings are cooler. The temperature of Black Sea water is about 21-22 °C – pleasant for swimming.

**Insurance**

Registration fees do not include insurance of any kind. The Conference Secretariats cannot accept liability for personal injuries sustained, or for lost or damage of property belonging to conference participants, either during or subsequent to the conference. You are kindly requested to check the validity of your own insurance before leaving for Bulgaria.

**Passports and Visas**

A valid passport is required. No Visas are required for visitors from most European countries in order to enter Bulgaria. However, it is advisable to contact your travel agent or the nearest Bulgarian Embassy or Consulate. Otherwise you can buy the compulsory visa on the border but it will cost you about twice as much as from the Bulgarian Embassy in your own country. If necessary we will provide a letter of invitation.
Accommodation

Accommodation has been reserved for participants in the four stars Romance Splendid and Spa Hotel (conference venue) located in the St. St. Constantine and Helena resort, which is 8 km away from Varna. The hotel is situated within a national park and is surrounded by clean air and mineral springs.

Romance Splendid and Spa Hotel provides a modern base when in St. St. Constantine and Helena and is close to everything the area has to offer. It also features an indoor pool, a sauna and a Jacuzzi.

The hotel offers a variety of wellbeing facilities, such as a spa centre, a fitness centre and a steam bath. Those staying at the property have access to express check-in/check-out, 24-hour reception and a meeting room.

Varna Airport is a 35-minute drive from Romance Splendid and Spa Hotel. Varna and Golden Sands are located a short drive from the property.

We arranged special (FB) prices for conference participants per night as follow:

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<tr>
<td>Double room</td>
<td>86 euro</td>
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<tr>
<td>Single room</td>
<td>59 euro</td>
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</tbody>
</table>

All prices are per night, including breakfast, lunches, dinners, use of swimming pool, fitness facilities; tourist tax and insurance are included.

To book a room, please contact Ms. Anelia Vassileva, Orange Holiday Ltd. – mobile: +359 888682221; phone: +359 52 600636; office@orangeholiday.bg with a copy of your e-mail to conference@bamde.org referring ‘BAMDE Conference’.

A deposit for hotel accommodation is required for your reservation.

Transportation

In order to facilitate your arrival in Pomorie (the conference venue), a car service will operate from the Varna Airport (or Burgas Airport) and the official hotel. It will be arranged individually according your request and flights details stated in your registration form. The details are shown in the registration form.

Taxi from the Varna Airport to the conference venue is the other option.