



12th International Entrepreneurship Forum

“Social Sustainability and Economic Security: The Agenda for Entrepreneurship in the 21st Century”

Vilnius, Lithuania, 4-6 September 2013

Conference Report

Introduction

This report provides an account of the proceedings of the 12th International Entrepreneurship Forum conference held in Vilnius, Lithuania on 4-6 September 2013. It covers the key components of the conference, including the Doctoral Workshop, key note speeches, panel sessions as well as paper presentations. We hope that this report will act as a reminder of the foundations on which we have built and developed the Forum, and that it will act as a spur for the events that will follow over the years.

The 12th IEF conference on the theme of **Social Sustainability and Economic Security: The Agenda for Entrepreneurship in the 21st Century** was held in Vilnius, Lithuania, 4-6 September, 2013. This conference was organised by the International Centre for Entrepreneurship Research (ICER), Essex Business School, University of Essex, UK in co-operation with the General Jonas Žemaitis Military Academy of Lithuania and with the partnership of the OECD Centre for Entrepreneurship and the Local Employment and Economic Development at Paris, France.

Conference Partners



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The General Jonas Žemaitis
Military Academy of Lithuania

International Centre for Entrepreneurship Research

Conference website: <http://www.essex.ac.uk/conferences/ief/12th/>

The purpose of the conference was to invoke the thought processes and tools that generate effective and productive entrepreneurship to act as a major catalyst for social and economic progress. Interactive sessions explored issues focusing on the centrality of the role of women, of education and training, of specific communities and spaces of entrepreneurship, the use of social media and the interplay of different institutions.

This year's conference was one of our liveliest and friendliest events bringing together approximately 90 people from 15 countries. The high level of intellectual and social engagement among the participants was a testimony to the success of the event. Kuala Lumpur (for our 11th IEF conference) was a hard act to follow but we believe we opened up a new platform for research-based discourse for new interpretations of entrepreneurship and innovation and their value to economic and social development. The rest of the report summarises the specific activities of the conference.

Doctoral Workshop

Each year we organise a special PhD workshop aimed primarily at local doctoral students. This year we co-operated with Vilnius Gediminas Technical University and Mykolas Romeris University, both in Vilnius, to hold a stimulating session on 4 September 2013.

The workshop was designed to offer a platform for doctoral students at different stages of their studies to present their ideas and issues among their peers and to benefit from advice and support from international academics attending the conference. Professor Jay Mitra (Director, International Centre for Entrepreneurship Research, University of Essex, UK) and Professor Gunnar Prause (Wismar University of Applied Sciences, Germany and Tallin University of Technology, Estonia) co-facilitated the workshop. Following a welcome Address and an introduction to the workshop by the Vice-Rector of Science of Vilnius Giediminas Technical University Professor Antanas Čenys, the morning was divided into 2 parts. In the first part students were given a broad but critical overview of typical issues of importance in doctoral work – conceptualisation of research problem, hypotheses development, research design and methodology, structure and organisation and the use and implications of findings. The second part was a question and answer session covering issues raised by the students.

Over 20 PhD candidates participated in both of these interactive sessions. Their interest in the deliberations and the wide range of questions raised by the students reflected the level of interest

they had in the workshop. The supporting academics from our partner universities and the participants expressed a very high level of satisfaction. A number of students also enquired about possible short “placements” at ICER during the course of their doctoral studies. We too were happy with the outcome of this workshop.

General Conference Deliberations and Proceedings

Day 1, 5th September 2013

Opening Session



Chancellor of Republic of Lithuania Alminas Mačiulis

The main conference proceedings started on 5 September 2013 with welcome address given by **Commandant Col Eugenijus Vosylius**, Rector of General Jonas Žemaitis Military Academy of Lithuania. This was followed by the opening keynote speech of the **Chancellor of Government of the Republic of Lithuania Alminas Mačiulis** who spoke about the objectives and policies in his lecture “Lithuanian Presidency of the Council of the European Union 2013: implementing a vision of sustainable economic security and social cohesion”

Professor Jay Mitra presented the eventful twelve-year life of the IEF as it has evolved across different countries and in partnership with leading academic institutions, policy organisations and industry which helped to establish the global presence of IEF. Professor Mitra explained the theme of the conference focusing particularly on the key strands of social and economic activity that enable entrepreneurial opportunity to address social cohesion and economic security issues. In doing so he laid the foundations of the deliberations of the conference and provided a guide to the topics that were to be covered over the two days of the conference.

We were delighted to have **Sergio Arzeni**, Director of Centre for Entrepreneurship, Small and Medium-sized Enterprises (SMEs) and Local Development, OECD, deliver the second opening keynote speech on “The Politics of Entrepreneurship and its Failures” While addressing directly the priorities of the Lithuanian Presidency Mr Arzeni highlighted the need for inculcating among the tech-savvy young people of today a spirit of entrepreneurial endeavour in both employment and in

business centred round the basics of social responsibility and economic opportunity. Overcoming the scourge of unemployment now needed a different approach to how we wish to live our lives in the future. While speaking about research, innovation and entrepreneurship the attention was brought to the fact that Europe is too slow in the process of introducing changes. His impassioned contribution raised the bar of involvement and engagement among all delegates.

The conference continued with three panel sessions and four parallel sessions. These unique platforms brought together academic researchers, policy makers and business decision makers to discuss critical underpinning issues that enable countries, regions, institutions and people to achieve social cohesion and economic security in meaningful ways.



Arzeni is giving his Keynote speech. At the table: Chancellor of Republic of Lithuania Alminas Mačiulis, Rector of Military Academy of Lithuania Commandant Col Eugenijus Vosylius, Candace Johnson

Panel session 1 on “Women, Social Sustainability and Economic Security: the role of Gender and Entrepreneurship” was chaired by Ralph Schonenbach from Trestle Foundation, Switzerland. Panellists included Dr Giedrė Raišienė (Mykolas Romeris University, Lithuania), Mrs. Candace Johnson (SES, Loral Teleport Europe, Europe Online, VATM, GTWN, Success Europe), Assoc. Prof. Dr. Renata Korsakiene (Vilnius Giediminas Technical University and General Jonas Žemaitis Military Academy of Lithuania) and Prof. Dr. Aelita Skaržauskienė (Mykolas Romeris University, Vilnius, Lithuania)

Panel session 2 on “Sustainable Regional Economic Development: Developing policies for Social Sustainability and Economic Security through New Firm Formation” chaired by Professor Michael Fritsch, Professor of Economics and Chair of Business Dynamics, Innovation, and Economic Change at the Friedrich-Schiller-University Jena, Germany. The panellists included Dr Mantas Bileišis (Mykolas Romeris University, Vilnius, Lithuania), Mr. Sergio Arzeni (Director of Centre for Entrepreneurship, Small and Medium-sized Enterprises (SMEs) and Local Development, OECD, France) , Prof. Gunnar Prause (Wismar University of Applied Sciences, Germany and Tallin University of Technology, Estonia).

Panel session 3 on “Education and Training for Social Sustainability and Economic Security: An Entrepreneurial Perspective” was chaired by Professor Chris Friedrich from the University of the

Western Cape, South Africa and Professor at the University of Applied Sciences, Giessen, Germany. Panellists included Prof. Catherine Léger- Jarniou (DRM – Management & Organisation, Université Paris-Dauphine, France), Mr. Vyngantas Raišys (JSC Bridge2Apex, Lithuania), Prof. Rasa Smaliukiene (The General Jonas Žemaitis Military Academy of Lithuania, Vilnius, Lithuania).

In addressing both the contributions and approaches of women we obtain a better understanding of what is required to change the trajectory of economic growth and social development. In identifying places and spaces where social cohesion and economic security is best secured through new business creation we understand how resources can be mobilised to articulate people's wants and needs. In providing and evaluating education and training provision, and especially entrepreneurship education, we hone in on the changing dimensions of skills, competencies and knowledge that is required at different levels of learning.

Parallel Sessions

The rest of the day was dedicated to four parallel sessions where researchers and reflective practitioners presented their original work. Unlike most academic conferences where such sessions are plagued by endless power point presentations and very little dialogue, we chose to organise the sessions where the Chair discussed with the authors their research objectives, research design, methods, findings and conclusions, comparing and contrasting issues, techniques and outcomes. They then engaged with the audience in 'empathy time' which attempted to connect the work of the authors with the pressing concerns of different organisations, societies and economies. One of the high notes of this conference was this novel form of engagement over 2 hours allowing for some real value to be generated through these interactions.

Parallel sessions of this day focused on four sub-themes:

1. Sustainable Spaces of Entrepreneurship (with papers as diverse as: *"SMEs Behaviour in the Air Cargo Supply Chain" - Engagement, Performance and Strategy. A Regional Approach on SMEs Practices and Future Directions in Mecklenburg-Vorpommern*"; *"Lithuanian Manufacturing Development and Energy Efficiency*"; and *"What Determines Entrepreneurial Intention in India?"*)

2. Knowledge, Learning, Education and Social Sustainability (which included papers such as *"The Concept of Knowledge Management for Environmental Strategy"*; *"Silent issues of ICT era: Impact of techno-stress to the work and life balance of employees"*; *"Is entrepreneurial education at South African Universities successful? An empirical example"*)

3. Connected and Networked People, Organizations and Institutions (with contributions ranging from: *“Determinants and Measurement of Entrepreneurial Self-efficacy – Evidence for Female Entrepreneurs; “The Role of (mis)Trust in Personal Network on Growth Aspirations of Ethnic Minority Entrepreneurs – A Case Study of Pakistani Female Entrepreneurs in UK”; “Does entrepreneurial self-efficacy predict discontinuation of venture idea development”?; and “Collaborating business sectors in R&D”*)

4. Strategic Approaches to Managing Sustainable Futures (which consisted of papers such as: *“Developing Dynamic Capabilities of the Firm: Growing Role of Innovation and Learning in the Labour Process. A Cross-Country and Sector Level Comparison”; “Beyond the Business Plan to Agile the Roadmap for Entrepreneurs”; and “Entrepreneurship Initiatives for Target Groups”*)

A comprehensive and almost “poetic” review of the first day was given by Mrs Candace Johnson who interacted with various note takers and rapporteurs to prepare her summary report, leaving open the door to the second day’s deliberations.

Day 2, 6th September 2013

The second day of the conference hosted two Panel Sessions. The first (**Panel Session 4**) on “Emerging Economy Perspectives” was chaired by Professor Bibek Banerjee, Director of Institute of Management Technology Ghaziabad and Academic Mentor of Group-IMT (India). Panellists included Prof. Murtala Sagagi (Bayero University, Kano, Nigeria), Prof. Manuela Tvaronavičienė (Vilnius Gediminas Technical University and General Jonas Žemaitis Military Academy of Lithuania), and Mr. Alex Gibb (Head of Corporate Sustainability for SEB bank, Lithuania). This was the last important strand that we had agreed to discuss and its significance was better understood in the comparisons the panellists made between the high change in economic development that took place over the past 20 years in emerging economies and the changing fortunes of the global economy.

The second **Panel Session 5** on “Social Media and Entrepreneurship: New tools for fostering sustainable ventures in the Networked Economy” was co-chaired by members of the PEER Group Network - Prof. Catherine Leger-Jarniou, Dr Silke Tegtmeier, and Georges Kalousis.

This panel enabled interesting and contesting discussions on the value and dangers of social media especially for new ventures.

The final keynote talk of the conference on “The Global Economic Development Index and Sustaining Entrepreneurship through Philanthropy” was given by one of the best known names in entrepreneurship research, **Professor Zoltan Acs**, Director of Centre for Entrepreneurship and Public Policy in George Mason School of Public Policy, George Mason University, USA. Using first the Global Entrepreneurship and Development Index (GEDI), which he has developed, and its importance as an effective policy tool, Professor Acs explained that we needed such instruments to enable the world to identify, develop and measure sustainable growth and increased standards of living. This can be done by measuring the contextual nature of successful entrepreneurship. In making the connection with philanthropy and economic development, Professor Acs suggested that American philanthropists – especially those who have made their own fortunes – create foundations that contribute to greater and more widespread economic prosperity through knowledge creation. He also explained that in his opinion the way one can create social sustainability is by balancing wealth and opportunity. The talk generated considerable discussion about the subject and how new philanthropy through its engagement with entrepreneurship and innovative social outcomes enables us to explore new possibilities of value creation in society.

A final set of the **Parallel sessions** on the second day focused on the following topics:

1. Social Cohesion, Productive and Destructive Entrepreneurship and Economic Security

(papers included: “*Development of the Innovative Entrepreneurship: from Business Challenges to Policy Actions*”; “*Countries and Companies do not Compete, Cultures do. An economic sociology of national competitiveness*”; “*Entrepreneurship and Dynamic Capabilities: Quantifying an Elusive Interrelationship*”)

2. Public Policy and Economic Security for Sustainable Entrepreneurship (which included

“*Keeping up with the Joneses: Investment in public infrastructure and effect on entrepreneurial activity in Indian states*”; “*Practical coaching aspects in Lithuania organizations*”; “*Public Sector Control as a Factor in Entrepreneurial Policy: the Case of Lithuania*”)

3. Cohorts of Responsible Entrepreneurship; (which considered the following topics: *“Financing Immigrant Small Businesses: US and Canada Compared”*; *“Women entrepreneurs: How do they manage growth?”*; *“Sustaining immigrant entrepreneurship in SMC”*)

4. Creativity, Culture and Sustainable Entrepreneurship (which consisted of: *“A Review of Creative Industries in Japan”*; *“Factors Inhibiting Entrepreneurs and New Venture Formation in Latvia: Talent, Opportunity Recognition and Economic Sustainability in the Creative Industries”*; *“Getting Started as an Entrepreneur: the Case of Early Retired Officers”*; *“Design Management and Entrepreneurship: Current Practices, Progress in Conceptualisation and Advanced Integration within A Network of Design Management Absorbers in the South Baltic Sea Region”*)

As in the perennial musical, where all things good have to come an end, our event closed with the announcement of the best paper award for Scholarship and Academic Rigour. The panel of judges who spent quite some time deliberating the odds concluded that the winner was Ms Zarina Osmonalieva, PhD Candidate from Mälardalens Högskola, Västerås, Sweden for the paper titled *„Does entrepreneurial self-efficacy predict discontinuation of venture idea development?“*. In commenting on her paper one of the judges explained that the level of detail, scholarship, analytical argumentation and the level of craftsmanship in the paper, were the factors which made Zarina’s paper a well-deserved winner!

Socially Cohesive and Fun

So good was the level of interaction during the conference that it was obvious that the participants could not be persuaded from doing anything else after the end of each day than to mix socially over dinner. The special conference dinner organised at the Vila Gloria of the Belmontas Restaurant was a particularly pleasant interlude giving delegates the opportunity to relax, talk and reflect on the simple things that make social cohesion and economic security work, such as networking, friendship and laughter!

In closing Professor Jay Mitra summarised the two-days of stimulating discussions and interactive deliberations. He synthesised all the discussions from academic and business representatives and conference achievements. He also announced the 13th IEF Conference was most likely to take place in Colombia in August 2014.

Both conference organisers/hosts acknowledged and thanked the speakers, panellists, helpers, and participants for their respective contributions to make the conference a success. Professor Mitra concluded that the smooth flow of the conference, the easy arrangement of logistics, and the overall, smart set of administrative arrangements, were only possible thanks to the wonderful work of Joanna Pauk, a statement corroborated several times by most delegates.

We look forward to seeing you all in 2014.

Joanna Pauk and Jay Mitra

September, 2013

Conference venue



Artis Centrum Hotels

Liejyklos Str. 11/23, 01120 Vilnius

<http://www.artis.centrumhotels.com/>

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Profile of Conference Organisers

International Entrepreneurship Forum




The International Entrepreneurship Forum (IEF) network consists of academics, practitioners and policy makers. The IEF events are designed to encourage the meeting of these three groups based on the belief that there is as much value in academic exploration as in discovery through practice. Through this process of interaction, the IEF network aims to obtain a better appreciation of the subject of entrepreneurship. Since its inception, the IEF has held an annual event each year, with a specific and typical theme for deliberation, presentations and discussion, as shown by the diagram below.

Conference website: <http://www.essex.ac.uk/conferences/ief/12th/>

An impressive array of speakers and other contributors have generated a wealth of knowledge on the subject. Each event has been marked by a rich variety of research papers, key contributions by practitioners and decision makers, and, significantly, by formal and informal hours of interaction between owner-managers, academics and decision makers. Crucially, participants have been able to use the highly interactive format of the events to develop new partnerships and projects to pursue particular activities. One of the most satisfying outcomes of all the events has been the identification of new interest, scholarship and insight into entrepreneurial activity, across different countries, demonstrating the value of learning in an international arena of thought and practice. This outcome informs the themes and topics chosen for each conference.

The IEF continues to collaborate with the OECD, LEED Programme, and the International Centre for Entrepreneurship Research.

The Evolution of the IEF Conferences

1		Naples, Italy, 2001 <i>Entrepreneurship & Learning</i>	7		Shanghai, China, 2007 <i>Asian Entrepreneurship</i>
2		Beijing, China, 2002 <i>Entrepreneurship & Regional Development</i>	8		Ahmedabad, India, 2008 <i>Creativity and Entrepreneurship</i>
3		Bangalore, India, 2003 <i>Entrepreneurial Innovation</i>	9		Istanbul, Turkey, 2009 <i>Entrepreneurship and the Creative Use of New Technologies</i>
4		Paris, 2004 <i>Entrepreneurship: Contexts, Locales and Values</i>			Bahrain, 2010/11 <i>Entrepreneurship and Society: Creating Social, Cultural, Economic and Personal Value</i>
5a		Trento, 2005 <i>Entrepreneurship: The Role of Higher Education</i>	10		
5b		Cape Town, South Africa, 2005 <i>Entrepreneurship and New Ventures Across Borders</i>			Kuala Lumpur, Malaysia, 2012 <i>Entrepreneurship and Sustainability</i>
6		Riga, Latvia, 2006 <i>Creativity and Entrepreneurship</i>	11		

Essex Business School, University of Essex, UK

Essex Business School (EBS) was created following the merger of the Schools of Entrepreneurship and Business, and Accounting, Finance and Management in 2008. The School's work on entrepreneurship, innovation and regional development together with that of accounting, finance and management, has won worldwide acclaim. Its research, teaching and professional development profile covers key and topical areas of new venture creation and business growth that address both regional needs and the interest of international markets, focusing particularly on entrepreneurship policy issues, new venture creation, innovation and economic development, marketing, international business, social entrepreneurship, organisational studies, human resources, and institutional links with industry.

As a new school for a new world, EBS is now poised to move forward with a range of innovative initiatives including an enhancement of its research portfolio, continuing professional development, and a new suite of MBA and related programmes concerned with innovation and entrepreneurship and sustainable business strategy. The School has established a niche centre of international research educational excellence in entrepreneurship (ICER), contributing to the development of a critical appreciation of entrepreneurship, and its role in business, society and the economy.

International Centre for Entrepreneurship Research

Based in Essex Business School, the Centre for Entrepreneurship Research (ICER) provides a focus for research activity in the area of Enterprise and Innovation, a key area of the University's development in Southend-on-Sea. The Centre's main aim is to develop a forum for excellence in entrepreneurship research and dissemination, focusing on varied aspects of new venture creation (in and for business, non-governmental organisations, large enterprises and social enterprise), innovative growth, and the impact of entrepreneurship on regional and local economic development.

The Centre builds on the research portfolio of all academic staff, and supports the work of research students and a group of Enterprise Fellows. CER has already established working links with similar centres in the UK and in India, China, USA, Poland, France, Italy, South Africa and Colombia. It houses the well-established International Entrepreneurship Forum and has good working links with the Organisation for Economic Co-operation and Development (OECD) and its Local Employment and

Economic Development (LEED) Programme.

The Centre has also developed an impressive track record of action-research based projects, training and consultancy programmes, and advisory initiatives for a range of public, private and non-governmental organisations. It houses the unique China Business Research Group funded by the Shandong Weigao Group Company Ltd in China, and focusing on China-European business connections and technology based entrepreneurship respectively.

The General Jonas Zemaitis Military Academy of Lithuania

In the XVI–XVII centuries the area in Antakalnis district, where the building complex of the General Jonas Zemaitis Military Academy of Lithuania is located today, belonged to the noblemen Sapiegos. Even today a Baroque palace (XVII c. last decade) built by the Grand Etymon of the Great Duchy of Lithuania Kazimieras Jonas Sapiega, God Jesus Church, Trinity Monastery, other buildings and part of the park are located in the neighborhood of the Military Academy. The palace got its present looks after reconstruction in the middle of XIX century for it was damaged during the Rebellion in 1794. From the end of XVIII c. military hospital, barracks, and other military facilities of Czar Russian Army (in 1812 France Army led by Napoleon) were located in this complex. In 1861–1863 Cadet Corps of Emperor Alexander were located here.

In 1919–1939 the Complex belonged to Polish Armed Forces and Vilnius University Clinics. In 1940 Military School was moved from Kaunas to Vilnius and turned into Soviet Vilnius Infantry School that existed in 1940–1941 and 1945–1953. Since 1953 Soviet Higher Education Anti Air-Craft Defence Radio Electronic School was located here. In 1992 National Defence School of Lithuanian Armed Forces was established in the place which was reorganized into Military Academy of Lithuania in 1994.