

9th International Entrepreneurship Forum (9th IEF)



Date: 16—18 September 2009

Conference Venue:

Conrad Istanbul
Yildiz Caddesi Besiktas
Istanbul 34353

Conference Theme:

Technology and Entrepreneurship:
New Ventures and the Creative Use
of Technologies

Organizers:

- Centre for Entrepreneurship Research, Essex Business School, University of Essex, UK
- Faculty of Management, Sabanci University, Istanbul
- National Innovation Initiative, Turkey, *in collaboration with* OECD and its LEED Programme



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Conference Overview

The 9th conference on the theme “Technology and Entrepreneurship: New Ventures and the Creative Use of Technologies” is being held in Istanbul, Turkey from 16 to 18 September 2009. This conference will be organised by the Faculty of Management, Sabanci University, Istanbul, Turkey, the National Innovation Initiative, Turkey, and the Centre for Entrepreneurship Research, Essex Business School, University of Essex, United Kingdom, in Collaboration with the OECD LEED Programme at Paris, France.

The conference theme covers a myriad of issues that are preoccupying the minds of entrepreneurs, policy makers, and researchers for some time, all round the world. The multiple manifestations of creativity in the development of new products, the generation of new services, better forms of communication, and the development of networks, allow for the unexpected confluence of ideas, resources, and different types of business activities. Crucially, the evolution of a global community of thinkers and practitioners who can identify new opportunities for sustainable social and economic change out of the creative tensions of technologies, people and other resources, are all of significant value to citizens, consumers, producers and institutions.

The conference aims to provide a platform for researchers, policy makers and practitioners in recognition of the increasing flow of ideas, resources and knowledge between businesses, institutions and public organisations. The particular role of technology in the generation of entrepreneurial opportunities for new venture creation, growth based on collaboration, networking and alliances, and possibilities of new organisational forms emerging from cross-border linkages, is the central theme of the deliberations that are expected to be held at this major conference.

Professor Jay Mitra

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Head of Entrepreneurship and Innovation Group
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Conference Themes

To help unravel the variety of issues connected to the main theme of the conference, this call for papers welcomes contributions covering any of the following or related topics:

1. Technology and New Venture

- 1.1. Technology-based new ventures;
- 1.2. Sourcing technologies for new business creation;
- 1.3. Information and communication technologies and new ventures

2. Technology ventures: the Spatial and Network Dimension

- 2.1. Technology contexts – science & technology parks, science & technology cities
- 2.2. Technology and Networks
- 2.3. Technology and the internationalisation of businesses
- 2.4. Large firm-small firm relationships and the effective sharing of technologies

3. Technology Ventures: Knowledge, Innovation, and Diffusion

- 3.1. Technology and knowledge transfer
- 3.2. Technology, innovation and diffusion;
- 3.3. Technology, knowledge and identity

4. Marketing and Financing Technology Firms

- 4.1. The marketing of technologies and technology based firms
- 4.2. Financing technology-based ventures

5. Technology Firms and Creativity

- 5.1. High technology, low technology and creative technology;
- 5.2. Technology and Creative Industries;
- 5.3. Creative skills and technology based ventures
- 5.4. Manufacturing and service based technology ventures

6. Technology, Innovation and Entrepreneurship: A Policy Perspective

- 6.1. Technology policy and economic growth
- 6.2. Technology, innovation, entrepreneurship and competitive strategy

7. Technology Based Entrepreneurship Education

- 7.1. Technology based training and education for entrepreneurs
- 7.2. Entrepreneurship education and technology transfer

8. Impacts of Technology based Enterprises on Society

- 8.1. Communities of technological interest
- 8.2. Technology and social enterprises
- 8.3. The social impact of technology in business

9. Technology Transfer in the Global Context

- 9.1. Global interactions of entrepreneurial ventures: issues of technologies, development and globalisation
- 9.2. Development and quality assurance of the product standardization for effective technology transfer

This is not an exhaustive list, and papers are welcome in other related areas. Please indicate in your abstract which them you'd like to contribute to. IEF committee withholds the final right to arrange the track allocation depending on the popularity of each theme.

Important Dates:

- | | |
|---------------------------|------------------|
| ▪ Abstract submission | 15 June 2009 |
| ▪ Full paper submission | 1 September 2009 |
| ▪ Early bird registration | 30 June 2009 |
| ▪ All other registration | 31 August 2009 |

Abstract and Paper Submissions

1. Abstracts of no more than 250 words should be submitted no later than **15 June 2009**. All abstracts should show the names of the authors, their institutional affiliation (where appropriate), contact details (including full address, telephone and fax numbers and e-mail address). The abstracts should be presented in Word format and should also include no more than 5 keywords (see abstract template on main conference website).
2. Notification of accepted papers will be sent by 22 June 2009. All abstracts will be peer reviewed.
3. At least, one of the authors must register for the conference by the registration deadline (**31 August 2009**) to ensure inclusion of the paper in the Conference. Without valid registration, paper cannot be included in the Conference Programme.
4. There is a cap of a maximum three abstracts from one author. By submitting an abstract, the author/s makes a commitment to present his/her paper at the Conference.
5. Full papers must be submitted no later than **1 September 2009**.
6. Papers should have 5,000 – 10,000 words (including diagrams and reference etc) and follow the template (please see the conference website in due course).
7. All full papers (respect the deadlines for both abstracts and full papers) will be considered for two best paper prizes (one for scholarship and academic rigour and the other for originality, creativity and innovation in its contribution to policy making or practice). Any late submissions will automatically be excluded from selection for any one of the two awards.
8. Selected papers will be considered for special issues of selected journals. Negotiations are in progress for such publication with the editors of refereed journals.

All abstracts/papers should be sent directly to ief2009@sabanciuniv.edu only.

Publications

Selected papers will be considered for special issues of selected journals. Negotiations are in progress for such publication with the editors of refereed journals. All IEF CD ROMs have now been assigned an ISSN number (2070-6944).

Keynote Speakers and Panellists

Eminent speakers across the globe are invited to this international gathering, including:

- ❖ **Mr. Bulent Celebi**, Founder and CEO, Airties
- ❖ **Mr Sergio Arzeni**, Director of the Centre for Entrepreneurship, Small and Medium-sized Enterprises (SMEs) and Local Development of the Organisation for Economic Co-operation and Development (OECD) in Paris, France.
- ❖ **Mr Pier Carlo Padoan**, OECD Deputy Secretary General.
- ❖ **Ms Candace Johnson**, Serial Entrepreneur and President of Early Stage Technology Investment Funds, Succès Europe, Croissance Europe, and Innovation Europe President, Europe Online.
- ❖ **Prof Claudia Bird Schoonhoven**, Professor at University of California Irvine, and Director of the Don Beall Center for Entrepreneurship and Innovation.
- ❖ **Prof Zoltan Acs**, University Professor and Director, Center for Entrepreneurship and Public Policy at George Mason University.

The Programme

Registration for the conference will start from 16 September 2009. A reception will also be held on the evening of 16 September followed by a welcome address, keynote speech and conference modalities. The conference proceedings will start on 17 September and finish on 18 September. The two day conference programme will consist of a mix of plenary, roundtable, parallel sessions, networking meetings, and an exciting range of social events. Below is a draft programme (subject to change).

Welcome Reception			
19:30 Wednesday 16 September 2009, Cruise on Bosphorus			
Please indicate your participation at the time of registration so that the bus will be ready to collect you at Conrad Istanbul hotel at 19:30 sharp. Delegates stay at other hotels need to make their way to Conrad Istanbul for the bus service.			
Thursday 17 September		Friday 18 September	
08:00 – 09:00	Conference Registration	08:30 – 09:00	Conference Registration
09:00 – 10:30	Opening Session and Introduction	09:00 – 10:00	Plenary Session II
10:30 – 11:00	Coffee Break	10:00 – 10:30	Coffee Break
11:00 – 12:00	Plenary Session I	10:30 – 12:00	Parallel Session 3 Track Presentations
12:00 – 13:00	Lunch	12:00 – 13:00	Lunch
13:00 – 14:30	Parallel Session 1 Track Presentations	13:00 – 14:00	Panel Session 2
14:30 – 16:00	Parallel Session 2 Track Presentations	14:00 – 15:00	Panel Session 3
16:00 – 16:30	Coffee Break	15:00 – 15:30	Coffee Break

16:30 – 17:30	Panel Session 1	15:30 – 16:30	Closing Plenary
17:30 – 18:30	ENDEAVOUR Project Dissemination	16:30 – 17:30	Remarks and Awards
19:30 – late	Conference dinner at Sait Halim Pasa Palace	19:30 – late	Optional Dinner in Istanbul (confirmation and deposit required at registration)

Doctoral Workshop

A special doctoral workshop for PhD students working on issues concerning Technology and entrepreneurship will be held at **2.30 in the afternoon of 16 September 2009 at the Sabanci University Karakoy Campus**. This workshop should enable the international doctoral student community to come together to set up a new network of scholars, obtain feedback on the work that they are doing (starting or completing), and exchange know-how and practice with both distinguished academics and practitioners. This workshop is **free** to all students who are registered for the full conference. For those who wish to attend the doctoral workshop only (but do not wish to participate in the main conference), a charge of 25 Euros only is payable. Early booking is advisable.

Conference Fees

The conference registration fee structure (**excluding VAT which is 18%**) for the conference is as follows:

- Registered full-time PhD and other students – 120 Euros
- Delegates from Turkey and other developing countries – 200 Euros
- All other delegates – 475 Euros

A discount of 10% is available for registrations made and fees paid before 30 June 2009. A total discount of 20% is applicable if there are three or more participants coming from one same organisation.

Bank Details:	
Beneficiary	Sabanci University
Bank	Akbank
Branch	Sabancı Üniversitesi Şubesi
Branch Code	713
Bank Account	67328
IBAN	TR24 0004 6007 1303 6000 0673 28
Swift Code (International)	AKBKTRIS0713

All participants must register using the registration form (available online), and make the appropriate fees. Individuals can pay through the online payment facility while groups (3+ people from one institute) have to pay through banks in order to benefit the group discounts.

Any bankers draft should be made payable to **Sabanci University**, quoting **9th IEF**. For wire transfer, please add your bank's wire transfer fee.

Recall that the above registration fees **exclude VAT (18%)** and any wire transfer fees, if you are planning to pay via a wire transfer.

Indicate participant's name and event code on payment (Event Code: ESE108-00530)

Please note that the above registration fees excludes costs of accommodation, subsistence, travel, and social events, but includes 2 lunches, the conference dinner, tea and coffee during the conference, and a conference pack.

The deadline for registration is **31 August 2009**.

Conference Hotel

The conference will be held at [Conrad Istanbul](#), a 5- star hotel situated in the heart of Istanbul. Attractive deals with [La Maison Hotel](#), in walking distance to the conference venue, are also made for conference delegates. Early booking of hotel accommodation is strongly recommended as there are limited rooms guaranteed. Any updates on the hotels will be posted on the conference website www.essex.ac.uk/conferences/ief/

Visa Matters

Participants are responsible for obtaining a valid visa before travelling to Turkey. Ordinary and official passport holders from U.S.A, Canada, and Europe may obtain sticker type visas at the Turkish International Border Gates to enter into Turkey and holders are exempt from visa for their travels up to 90 days. As a guideline, you can visit the Turkish Ministry of Foreign Affairs website to see if you require a visa (<http://www.mfa.gov.tr/default.en.mfa>). IEF Conference organisers will endeavour to support your visa application by issuing invitation/confirmation letter when appropriate. However the organisers will only issue such a letter until you have registered onto the conference. Requests for such support should be made directly to the Turkish Conference Contact at ief2009@sabanciuniv.edu

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. These events include:

- ✧ the inaugural ceremony in Birmingham, United Kingdom in 2000
- ✧ the 1st IEF conference on "Entrepreneurship and Learning" in Naples, Italy in 2001;
- ✧ the 2nd IEF conference on "Entrepreneurship and Regional Development" in Beijing, China in 2002;

- ✧ the 3rd IEF conference on “Entrepreneurial Innovation” in Bangalore, India in 2003;
- ✧ the 4th IEF conference on “Entrepreneurship: Contexts, Locales and Values” in Paris, 2004;
- ✧ the 5th IEF conference on “New Venture Creation Across Borders” in Cape Town, South Africa, 2005;
- ✧ the 6th IEF conference on “New Venture Creation and the Creative Trajectory: Entrepreneurship, Innovation and Creativity in Business”, in Riga, Latvia, 2006;
- ✧ the 7th IEF conference on ‘Asian Entrepreneurship’ in Shanghai, China , 2007; and
- ✧ the 8th IEF conference on “Creativity and Entrepreneurship: Imperatives for Sustainable Global and Knowledge Based Economy” in Ahmedabad, India, 2008.

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 Centre for Entrepreneurship.

Essex Business School, University of Essex, UK

The newly established Essex Business School (EBS) has been created following the merger of the Schools of Entrepreneurship and Business, and Accounting, Finance and Management. EBS is therefore at an exciting stage of development, following the success of its pioneering postgraduate and undergraduate programmes. The School's work on entrepreneurship, innovation and regional development 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.

The School 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 Entrepreneurial Management. The School has established a niche centre of international educational excellence, contributing to the development of a critical appreciation of entrepreneurship, and its role in business, society and the economy.

Centre for Entrepreneurship Research

Based in Essex Business School, the Centre for Entrepreneurship Research (CER) 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 and Italy. It houses the well-established International Entrepreneurship Forum and has close working links with the Organisation for Economic Co-operation and Development (OECD) and its Local Employment and Economic Development (LEED) Programme.

The School and the Centre has now received funding to set up two unique Research and Development groups, one from Shandong Weigao Group Company Ltd in China, and the other with Zensar Technologies Ltd, a leading software house in India. The R&D groups will focus on China-European business connections and technology based entrepreneurship respectively.

Sabancı University, Turkey

Sabancı University (SU), a private not-for-profit foundation university was established in 1997 with educational activities beginning in 1999. Founded with a great deal of idealism regarding our role in Turkey with regard to establishing innovative programs, educating critically minded students, and contributing to the development and dissemination of world class research it is gratifying to see that within only ten years we have made great strides towards reaching these goals. The philosophy and the motto of SU is “Creating and developing together” in an innovative, interdisciplinary institution, responsive to the needs of all its constituents through a participatory and team-based culture.

SU currently has 3,604 students (2,958 undergraduates and 646 graduates) and is comprised of three faculties: Faculty of Arts and Social Sciences (FASS), Faculty of Engineering and Natural Sciences (FENS), Faculty of Management (FMAN) and the School of Languages (SL). The university has 156 full-time faculty members of which 86% hold doctorates from abroad. FMAN offers an undergraduate degree in management and several graduate degrees (MBA, Executive MBA, Masters in Finance, IT in Management and a joint Masters degree with FENS, the Leaders for Industry) as well as a Ph.D. in Management.

Since its foundation SU has worked on many projects to increase competitiveness and innovation in the Turkish economy. Home to the Competitiveness Forum (<http://www.ref.sabanciuniv.edu/>), Inovent (a technology commercialisation company, <http://www.inovent.com.tr/index.php>) and the Entrepreneur Development Program, SU faculty and staff are involved in a myriad of activities to support entrepreneurship.

Collaborative Partners

- Organisation for Economic Co-operation and Development (OECD), France & Italy
- Local Employment and Economic Development (LEED) programme
- National Innovation Initiative <http://www.ref.sabanciuniv.edu/>

Conference Contacts

For any organisational issues regarding the conference (e.g. accommodation booking, conference registrations, transfers from and/or to the airport, visa letters, special dietary) please e-mail ief2009@sabanciuniv.edu with a clear subject line.

UK Ms Sujun Fieldhouse Research and Development Officer Essex Business School, University of Essex Elmer Approach, Southend-on-Sea Essex SS1 1LW UK Website: www.essex.ac.uk/conferences/ief/ Tel: +44 1702 32 8389/8200 Fax: +44 1702 328387 e-mail: cer@essex.ac.uk	Turkey Mr Tumay Akcay Project Manager IDEE Travel Services, Zincirlikuyu 34394 Istanbul Turkey Website: www.ideetravel.com Tel: +90 212 212 3284 - 85 Fax: +90 212 275 1867 e-mail: ief2009@sabanciuniv.edu
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Conference Venue

Conrad Istanbul,
Yildiz Caddesi Besiktas Istanbul 34353
Phone: +90 212 227 3030; Fax: +90 212 259 6667
Website: <http://istanbul.conradmeetings.com/>

Attractions in and nearby Istanbul

Istanbul, once known as the capital of capital cities, has many unique features. It is the only city in the world to straddle two continents, and the only one to have been a capital during two consecutive empires - Christian and Islamic. Once the capital of the Ottoman Empire, Istanbul still remains the commercial, historical and cultural pulse of Turkey, and its beauty lies in its ability to embrace its contradictions. Ancient and modern, religious and secular, Asia and Europe, mystical and earthly all co-exist here.



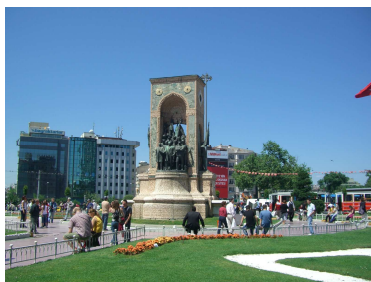
Its variety is one of Istanbul's greatest attractions: ancient mosques, palaces, museums and bazaars reflect its diverse history. The thriving shopping area of Taksim buzzes with life and entertainment. And the serene beauty of the Istanbul strait, Princes Islands and parks bring a touch of peace to the otherwise chaotic metropolis.

Autumn is a popular time to visit Istanbul because the comfortable climate makes it ideal for lots of walking and sightseeing, with highs between 15 – 25 degrees C, in September and October. Anyone visiting Istanbul, must plan on seeing the Hagia Sophia (Aya Sofya) and the neighboring Sultan Ahmet Mosque (also known as the

Blue Mosque) and the Topkapi Palace. These are all very close to each other and in the district called Sultan Ahmet. In the same district, the following sites are recommended: Yerebatan Sarayi cistern (an underground water collection facility), Museum of Turkish and Islamic Arts, Carpet Museum (this is attached to the Blue Mosque), The Archaeological Museum (very close to the Topkapi Palace--must see the Alexander Sarcophagus), the Mosaic Museum (near the Blue Mosque), Spice Bazaar in Turkish Misir Carsisi. Close to it is the Mosque of Rustem Pasha, famous for its tiles.



Far from all this, and on the West side of the city, is the Kariye Camii, famous for its Byzantine mosaics. The Bosphorus is a sight in itself. One could take the tramp steamer all the way to the Black Sea and back in a day---a great experience. On the Bosphorus, there are several wonderful museums: Sakip Sabanci Museum (beautifully located, with a great collection of calligraphy), Istanbul Modern and the Sadberk Hanım Müzesi.



For a fun evening in Istanbul walk from the Tunel area to Taksim square, on one of the city's focal points for shopping, entertainment and urban promenading: İstiklal Caddesi is a fine example of the contrasts and compositions of İstanbul; fashion shops, bookshops, cinemas, markets, restaurants and even hand-carts selling trinkets and simit (sesame bread snack) ensure that the street is packed throughout the day until late into the night. The old tramcars re-entered into service, which shuttle up and down this fascinating street, and otherwise the street is entirely pedestrian. There are old embassy buildings, Galatasaray High School, the colourful ambience of Balık Pazarı (Fish Bazaar) and restaurants in Çiçek Pasajı (Flower Passage). Also on this street is the oldest church in the area, St Mary's Draperis dating back to 1789, and the Franciscan Church of St Antoine, demolished and then rebuilt in 1913.

Taksim and Beyoğlu have for centuries been the centre of nightlife, and now there are many lovely bars and clubs off İstiklal Cadesi. Nightclubs provide splendid entertainment throughout dinner, ranging from a selection of Turkish songs to belly-dancing. Alongside these are modern discos, cabarets, and jazz clubs in the Taksim-Harbiye district. Beyoğlu is also at the centre of the more bohemian arts scene.

For shopping other than wonderful deals on great rugs, jewellery and leather goods at the Grand Bazaar check out the amazing İstinye Park shopping center for the latest in European and Turkish fashions.

Tours in Istanbul City and Beyond

Our conference travel agent IDEE is at hand for any city tours in Istanbul or private luxurious vocations in Turkey. To book please contact Mr Tumay Akcay at tumay.akcay@ideetravel.com