



9th International Entrepreneurship Forum

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

Conference Report

Introduction

This report provides a short account of the deliberations and proceedings of our successful 9th International Entrepreneurship Forum conference held in the glorious city of Istanbul in September 2009. We hope that this report helps to recount those interesting moments of stimulating discourse, intellectual debate, and fruitful networking between different constituents of entrepreneurship and innovation from around the world at our event. This report is for all who made the conference, your conference, a successful event. We hope that this report is also a reminder of the foundations on which we have built and developed the Forum, and a spur for the events that will follow over the years.

The rest of this report presents an overview of the key components of the conference, starting with the doctoral workshop that preceded the actual conference, and the proceedings that followed the workshop.

The PhD Workshop

A special doctoral workshop on issues concerning technology and entrepreneurship was held on 16 September 2009 at Sabanci University's Karakoy Building, Istanbul, Turkey.

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 peer. Professors Jay Mitra (Director, Centre for Entrepreneurship Research, University of Essex, UK) and Professor Mathew Minimala (Professor of Organisation Behaviour, Indian Institute of Management, Bangalore, India) co-



facilitated the workshop. Eight PhD candidates participated in this interactive session and also in attendance were Dr Caleb Kwong, Dr Sena Ozdemir and Dr Yazid Abubakar (Lecturers at Essex Business School, University of Essex, UK).

Presentations and Discussions

Professor Manimala made a presentation on methodological issues in entrepreneurship research. The presentation highlighted the importance of not focusing too much on methodology but treating it as one of several aspects of research all of which have equal significance. Reference was also made to methods used to answer research questions drawn from observations of practice.

Professor Manimala identified five critical components of research, including: the purpose of the research, the theoretical perspective, the principle of parsimony, the time-frame and the methodology. He cautioned students about picking frameworks developed by other researchers which limited the researchers' ability to explore new areas.



Through a review of research on entrepreneurship Professor Manimala demonstrated that most of the research employed quantitative survey research method with simple statistical analysis. He therefore called for researchers to consider qualitative approaches to studying the phenomenon of entrepreneurship.

Professor Mitra then led the discussion with individual PhD students on their research projects. Some examples of the topics and issues related to these are shown below:

1. *Michael R. Clouser from University of Edinburgh, UK*

Using the triple helix framework, his study examines the importation or exportation of the Silicon Valley model in the creation of the Stanford and Edinburgh project from student entrepreneurship project perspectives. His hypothesis concerns the effect of collaboration in the transfer of technology and knowledge from a specific unit to venture creation.

2. *Oliver Uecke from University of Technology Dresden, Germany*

His research is on technology transfer, with a focus on how to improve effectiveness of early stage communications.

3. *Matti Hämäläinen from Helsinki University of Technology, Finland*

He is doing an ethnographic study on how misrepresentation of communication leads to development of new ideas.

4. *Maija Itkonen from Powerkiss, Finland*

She is in her first year of PhD studies and plans to research on factors that determine successful new venture creation.

5. Anis Amira Ab Rahman from University of Essex, UK

Anis's research project is on entrepreneurial leadership in high technology ventures. She's advised to simplify her research and focus on leadership and high technology firms (excluding science parks).

6. Gaofetoge Ntshadi Ganamotse from University of Essex, UK

Ntshadi aims to examine the relationship between selection practices of business incubators and successful new venture creation.

7. Alex Flemming Babumba from Kingston University, UK

He is in his first year and planning to do research on challenges of minority small businesses.

The session was very well received by all the participants. However, it is noted that more time should be considered for individual project presentation at future workshops.

Conference Deliberations and Proceedings

Introduction to the 9th IEF

The 9th conference on the theme "Technology and Entrepreneurship: New Ventures and the Creative Use of Technologies" was organised by the and the Centre for Entrepreneurship Research, Essex Business School, University of Essex in partnership with the Faculty of Management, Sabanci University, Istanbul, Turkey, the National Innovation Initiative, Turkey, and collaboration with the Organisation for Economic Co-operation (OECD)'s Local Employment and Economic Development Programme, Paris, France.

The conference aimed to provide a platform for researchers, policy makers and practitioners to discuss and investigate:

- the particular role of technology in the generation of entrepreneurial opportunities for new venture creation;
- growth based on collaboration, networking and alliances, and the
- possibilities of new organisational forms emerging from cross-border linkages,

The conference attracted over 100 delegates from 28 countries over the two-days of deliberations, which included keynote speeches, plenary sessions, panel discussions, and academic and reflective practitioner paper presentations.

Conference Proceedings

Preliminary Social and Networking event: on board a yacht sailing across the Bosphorus by night!



Day One: 17 September 2009

Opening Plenary Session

The main conference proceedings started on 17 September 2009. **Professor Nakiye Boyacigiller** (Dean of the Faculty of Management at Sabanci University) gave a very welcome address and championed the role of the University in developing an entrepreneurial and innovative culture. Outlining the university's progress, she stated that Sabanci University founded Inovent, the first technology-commercialization office in Turkey. She also referred to discovery as a vital aspect of entrepreneurship.



Also speaking at the Opening, **Professor Jay Mitra** (Director of Centre for Entrepreneurship Research, University of Essex), and co-host presented the eventful nine-year life of the IEF as it has evolved across different countries and in partnership with leading academic institutions, policy organisations and industry, forming a genuine triple-helix forum to exchange the wealth of learning and experience on entrepreneurship with a view to developing joint platforms of activity.'

Professor Cemil Arikan (Director of Research and Graduate Policies at Sabanci University) outlined the experience of entrepreneurship in Turkey, in terms of innovation performance, and policy development in Turkey. The National Innovation Initiative and the Innovation Foundation, the first non-governmental organisation in the field were shown as examples of good practice. Referring to the Global Entrepreneurship Monitor, he believed Turkey was a moderate grower and an efficiency-driven country among others.

Also speaking at the opening plenary session, **Ms Mehtap Ozkan** (Founder and Managing Partner of Golden Horn Ventures, Istanbul) shed some light on the early years of the Venture Capital industry in Turkey.

Keynote Speech

The main conference speech was given by **Professor Zoltan Acs**, Director of Center for Entrepreneurship and Public Policy at George Mason University, USA. Professor Acs's talk on 'The Global Entrepreneurship Index (GEI): Attitudes, Activity and Aspirations' attracted much interest among the audience and the attention of local media (Hurriyet Daily News). The GEI was a novel, composite index which crated a super index from the sub indices of attitudes, aspirations and activities in three types of economic scenarios – factor driven, efficiency driven and innovation driven economies. The index was a tool with which to measure and evaluate the role of entrepreneurship in economic development in different countries, enabling decision makers to determine what policies could be framed to support new venture creation in different economic scenarios.



The session was chaired by Professor Jay Mitra.

Panel Session 1: Industry Perspective

The first panel session which took place in the afternoon covered the highly topical issue about an 'Entrepreneurial Response to the Current Economic Crisis: Industry Perspectives'. Chaired by **Dr Reinhard Klein** (Former Head, Unit Entrepreneurship, European Commission, and now Senior Advisor and Academic Fellow for European Affairs), the panellists included **Ms Candace Johnson** (serial entrepreneur and President of Early Stage Technology Investment Funds, Succes Europe, Croissance Europe, and Innovation Europe), **Mr Bulent Celebi** (Founder and CEO of Airties, Turkey), and Mr **Giampaolo Gualaccini** (Counsellor CNEL and Vice President, Italy). The panel discussed issues around:

- sectors hit hardest by the recession and why;
- specific patterns of the crisis in different sectors that the panellists represent;
- specific issues that surfaced most prominently and their corresponding solutions;
- emerging innovative ideas which enabled the firms or the sector to get out of the crisis as a strong and robust player;
- the importance of entrepreneurship and innovation in taking the firms and/or the sector to new horizons in the future; and
- main challenges.

Parallel Track Presentation Sessions: 1 - 2

Two parallel track presentation sessions were held on the first day. These sessions covered six subthemes including: technology and new venture; technology venture – the special and network dimension; technology venture – knowledge, innovation and diffusion; marketing and financing technology firms; technology firms and creativity; technology, innovation and entrepreneurship – a policy perspective. The presentations were chaired by Dr Sena Ozdemir, Professor Jay Mitra, Professor Mathew Manimala, Professor Y K Bhushan, Dr Yazid Abubakar and Mrs Margie Worthington-Smith. They were supported by Mrs Anis Ab Raham, Mr Koray Aras, Dr Ahmed Murat Fis, and Miss Gaofetoge Ntshadi Ganamotse who acted as rapporteurs.



Various papers investigated:

- the theoretical framework for understanding innovation in Japan;
- how modern innovations could draw from the creative expressions of the nature;
- entrepreneurial leadership elements to measure creativity; and
- the validation of the TGP psychometric test as a tool for assessing individual creativity in the entrepreneurial process.

The first day concluded with a conference dinner at the historic Sait Halim Pasa Palace, an institution known for its neo-classical structure, interior decoration, art collection, cuisine and scenery, and set on the Bosphorus waterfront.



Day Two: 18 September 2009

Plenary Session

The second day began with the plenary session, chaired by Professor Nakiye Boyacigiller of Sabanci University. **Mr Piers Carlo Padoan**, the Deputy Secretary



General of the Organisation for Economic Co-operation and Development (OECD), spoke insightfully on the subject of 'Entrepreneurship, Technology and Innovation – New Directions: An OECD Perspective'. Basing his talk on a range of empirical observations, Mr Padoan sent out an important message that the OECD was taking innovation very seriously. Innovation Policies must form part of a coherent and well-designed government strategy that takes into account the

interactions and complementarities between different policies and increases the overall efficiency of resource allocation. This is particular the case during the economic crisis, when keeping innovation activities going is difficult. He reminded the audience that innovation may still be the key to help countries emerge from the current economic crisis.

Mr Padoan's speech was followed by that of **Mr Oliver Rothschild** (Chairman of Oliver Rothschild Corporate Advisors) who gave an inspirational talk on the role of entrepreneurship in today's society. He began by discussing the history and nature of entrepreneurship, followed by more specific details regarding entrepreneurship in the context of the UK, Turkey and for the rest of the world.

Also speaking at the plenary, **Professor Claudia Bird Schoonhoven** (Director of the Don Beall Center for Entrepreneurship and Innovation at University of California Irvine, USA) gave a presentation on 'Board of Directors and Excess Influence in de Novo Technology Venture'. Based on a longitudinal survey of 105 De novo dedicated semiconductor firms founded between 1978 and 1986, Professor Schoonhoven suggested that both Boards of Directors and Founders played a significant role in the emergence of the initial alliance portfolios of de novo firms. Founder's expertise and Board members' connections all contributed to the emergence and board network prestige. On the other hand, excessive influence decreased emergence.

Panel Session 2: Policy Perspective

The panel session, chaired by **Professor Y. K. Bhushan**, discussed the policy response to the current economic crisis. The panellists were **Mr Gianluca Salvatori**, the Secretary General of the European Research Institute on Cooperative and Social Enterprises, University of Trento, Italy; **Professor Toshio Obi**, the Director of E-government Institute and Professor of the Graduate School of Global Information and Telecommunication Studies in Waseda University, Japan; **Dr Mete Cakmakci**, Secretary General, Technology Development Foundation of Turkey; and **Dr Nicholas Miles**, Director of GHK and Miles Ltd, UK.

Mr Salvatori began the session by examining the elements of a successful team, followed by the process of information flow aided by some interesting examples of academic journal articles and global networks of research. He emphasised the

importance of greater internal democracy to foster flows of information necessary for well-functioned organisations and society.

Professor Obi discussed the role of Chief Information Officer (CIO) for innovation and entrepreneurship. He began with the differences between bureaucratic and post-bureaucratic organisations, then proposed a new CIO model where the role of CIO consisted of not only managing investment, information, intelligence, but also innovation. He also explained a number of important implications of this new model, including the importance of strengthening the human resource in order to facilitate ICT, green technologies and innovation.

Dr Mete Cakmakci discussed the issue of aligning sustainable public policy with the use of Smart Money. He was sceptical about the effectiveness of some of the “knee jerk” reactions of the government in their effort to ‘rescue’ the current economic crisis. He argued that such intervention was likely to crowd out routine innovation, which could be harmful in the long run. Instead, he suggested that the government should think beyond alleviating immediate problems, and to think of a long term solution that is innovative and sustainable. He discussed a number of green options that were currently available in the market.



Finally Dr Nicholas Miles discussed the state of the knowledge economy in the Greater South East region of the United Kingdom. He acknowledged the importance of institutions and governance on innovation and entrepreneurship, and examined how government and public policy makers could facilitate economic development. He suggested that innovation had changed radically over last 10 years, and that it required a change in institutions and governance for it to blossom.

Panel Session 3: Global Perspective

Chaired by **Mr Sergio Arzeni**, Director of the Centre of Entrepreneurship, OECD, the session had three panellists including **Professor Ignacio de la Vega**, GERA President and Director of Strategic Development, Pinar 7, Spain; **Mrs Katja Reppel**, Deputy Head of Innovation Policy Development Unit of the European Commission; and **Mr Yavuz Emre Iyibilir**, Managing Director of the IS Private Equity, Istanbul.

Professor Ignacio de la Vega started the session with a discussion on the innovation aspect of the Global Entrepreneurship Monitor (GEM) 2008 Global Report. He outlined the history of the GEM project, and discussed the importance of innovation in factor and innovation driven economies, using findings from the GEM between 2002 and 2008. This was followed by Mrs Katja Reppel, who emphasised the importance of innovation for the EU nations in maintaining their competitiveness. Mr Yavuz Emre Iyibilir talked about entrepreneurial finance in Turkey. Beginning with the state of entrepreneurship in Turkey, he then outlined the growth of private equity as a source of finance for Turkish entrepreneurs. Mr Iyibilir also shed some light on the funding structure and investment decision criteria in Turkey before he concluded with the challenges that entrepreneurs faced in Turkey.

Closing Plenary Session

The closing plenary was facilitated by **Dr Nicholas Miles**. **Mr Sergio Arzeni**, made a keynote speech on the 'OECD's work on entrepreneurship in relation to the current economic situation'. Re-enforcing the message provided by Mr Pier Carlo Padoan earlier, Mr Arzeni discussed a number of ways in which innovation could help small and medium enterprises to survive under the current economic conditions.



Mr Marko Curavic, the Head of Unit Entrepreneurship, European Commission, followed Mr Arzeni's talk with a speech entitled 'The Drivers and Determinants of Entrepreneurship – A Policy Maker's Perspective'. He began by discussing the role of EU in providing policy support for small and medium enterprises development, as well as the importance of SMEs within the EU context. He emphasised the need for policies to increase attitude and aspiration in order to increase business start-ups, before he concluded his speech with an introduction to the Small Business Act and the 10 politically binding principles.

Parallel Track Presentation Session: 3

The final day also included the last parallel track presentation session, which covered three subthemes including:

- technology based entrepreneurship education;
- impact of technology based enterprises on society; and
- technology transfer in the global context.

Twelve papers were scheduled to be presented during the session. Dr Caleb Kwong, Dr Yazid Abubakar, and Dr Sena Ozdemir chaired the parallel presentations, supported by Mrs Anis Ab Raham, Miss Gaofetoge Ntshadi Ganamotse, and Mr Koray Aras respectively, as rapporteurs.

The presenters covered a range of issues including entrepreneurial education, born global ventures, university research spin-offs, technology as an education tool, entrepreneurship in Chinese communities, entrepreneurship and innovation, entrepreneurship and governance, technology transfer, student entrepreneurship, value creation through international networking, the ability to manage environment and risks - entrepreneurial qualities, geographical factors vs. technology in collaborations, the use of modern technologies such as Skype to create global opportunities, IP and patent regulations, re-engineering as an economic driver and the use of protective methods against technology usurpation.

Remarks and Awards



Professor Jay Mitra summarised the two-day deliberations in a brief table (shown below). He synthesised all the responses from policy, business and academic representatives to the current economic crisis, tying them to the main themes of the conference. Innovation, Vision and ICT were the key issues identified as the drivers of entrepreneurship.

Policy Responses	Business Responses	Academic Responses
Innovation embedded in policy to determine a post-crisis agenda (<i>Pier Carlo Padoan</i>)	Moral vision supporting the solution of problems that may emerge in the future (<i>Candace Johnson</i>)	The institutional agenda for creating an entrepreneurial environment in academia (<i>Cemil Arikian</i>)
Facilitating open models of networked innovation enabling plurality of entrepreneurship; more effective management of public goods & building of social ecosystems (<i>Gianluca Salvatori</i>)	Mixed strategies – combination managerial and entrepreneurial approaches at time of crisis (slow growth and high margins v high growth and variable margins) (<i>Bulent Celebi</i>)	Technological Innovation Curve/Pathway; points of appropriate intervention (<i>Zoltan Acs</i>)
Flexible forms of new statism capturing different sources of leadership (<i>Mete Cakmacki</i>)	Venture funding as responsible enterprise ecosystem creation – starting at the beginning (<i>Mehtap Ozkan</i>)	The GEM data distinguishing the dominant agenda of “necessity” driven entrepreneurship and the innovation driven agenda of advanced economies (<i>Ignacio de la Vega</i>)
Realistic approaches to sustainable entrepreneurship; examples of procurement; changing wider networks of innovation around local ecosystems (<i>Nicholas Miles</i>)	The bolder vision that accommodates failure and consolidates reputational capital (<i>Oliver Rothschild</i>)	Developing HRD capacity for entrepreneurship using ICT with focus on governance (<i>Toshio Obi</i>)
Encouraging innovation in all types of economies; critical issue of non-technological innovation; public procurement as a tool for innovative solutions; new markets in ageing population & emerging economies; innovation as “creative mix” (<i>Katja Reppel</i>)	Private equity leverage and exit through foreign investors (<i>Yavuz Emre Iyibilir</i>)	
Transforming innovation across the value chain (<i>Marko Curavic</i>)		
The OECD partnership leverage and Bologna + 10 (<i>Sergio Arzeni</i>)		

Professor Y K Bhushan, the chair of judging panel for best paper awards, outlined the selection process and announced the nominations and winners for the two award categories.

The Best Paper Award for Scholarship and Academic Rigour went to **Ahmet Murat Fis and Dilek Cetindamar** (from Sabanci University, left) with their paper entitled '*The*



Missing Link between Firm-level Entrepreneurship and Performance'. **Professor Ji Li** (right) *et al* from Hong Kong Baptist University won the **Best Paper Award for Originality, Creativity and Innovation in their Contribution to Policy Making or Practice**, with their paper entitled '*The Development of Entrepreneurship in Chinese Communities: An Organizational Symbiosis Perspective*'. The



awards were sponsored by **Wego Medical Europe Limited**, a subsidiary of the major Chinese medical devices technology firm - **Shandong Weigao Medical Devices Technologies Limited**, based in Weihai City in China.

Conference 'Takeaway' and Feedback

Both conference organisers/hosts acknowledged and thanked the speakers, panellists, sponsors, conference registrars and helpers, and participants for their respective contributions to make the conference a success.

Before the conference was concluded, conference delegates were asked what they had learnt and what they would take it away with them. What follows is a listing of the key points raised by the delegates:

1. Technology is not enough in itself, it must be combined with excellent business practices;
2. OECD provided important insights about how innovation can overcome economic uncertainty;
3. The importance to learn about networking and collaborating;
4. Importance of meeting new people and networking;
5. Entrepreneurship as a solution to a global problem;
6. Some of the discussions were useful for teaching MBA in China;
7. Interesting mix of PhD workshop and conference plenary/panel sessions – very insightful;
8. Blown away by Istanbul. Policy makers, academics and practitioners provided an ideal combination.
9. The mission of the entrepreneurs was inspirational;
10. Impressed by the country representatives;
11. Lots of knowledge, networking, inspired by Inovent. Entrepreneurs need to be supported;
12. Importance of experiential learning;
13. Valuable learning about entrepreneurship- suggested more time for discussion and less time for presentation/introductions;
14. Global Entrepreneurship Index should be more global instead of focusing on Europe; and
15. Active planning stage – be more global, be part of it.

After the conference, a great deal of mainly positive feedback was received from the participants. Here is a selection of quotes:

'... I am writing to congratulate you on a very successful and well organised event and to endorse the continued support of the OECD Programme on Economic and Employment Development (LEED) in future events... over and above the benefits that emerge from interacting with some of the key actors from academia in the important field of SMEs and entrepreneurship, OECD is able also to enhance our links with some of the key players in today's global economy.'

Pier Carlo Padoan
Deputy Secretary-General, OECD

'... a spectacular conference on entrepreneurship at a critical time in our lives in a strategic place in our world...'

Candace Johnson
Serial Entrepreneur and President

'... a successful 9th IEF, extremely fruitful and productive. I really enjoyed the event...'

Professor Toshio Obi
Director of E-Government Institute, Waseda University

'... It was a great conference and even a greater networking conduit plus a wonderful place!'

Shandana Azizullah
IMS, Peshawar University

Conference Conclusion

The 9th conference on the theme “Technology and Entrepreneurship: New Ventures and the Creative Use of Technologies” followed the previous IEFs’ tradition, by collaborating with a well reputed Sabanci University, Istanbul, Turkey, and the OECD and its LEED Programme, Paris, France. The conference also adopted the similar format for the proceedings, mixing key players from the three main groups (policy makers, businesses and academia), and combining plenary/panel sessions with track paper presentations as well as wonderful social events.



Over 100 delegates from 28 countries participated in the two-day conference. It is evident from the responses given by all that innovation and entrepreneurship are the key to the creation of economic change and

development and productive ecosystems for enterprises. Venture funding and ICT adaptation/implementation act as the enablers for such process to take place. Vision,

mixed strategies, effective partnership and appropriate intervention are also considered to be critical for businesses to emerge from the economic turmoil.

The rich and positive outcomes of this most interesting conference provide for the necessary inspiration for the organisation of the 10th Conference.

Watch this space for the announcement of the main theme and venue for the next IEF conference. We hope that all of you and others will be able to join us on what would be a landmark event –the 10th anniversary of the IEF!

**Limited CDs of the conference papers are available
for £14.99 each plus VAT.**

For further information please contact:

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Annex 1: Conference Programme

9th IEF Conference Programme Outline

Conrad Hotel, Istanbul, Turkey
16 – 18 September 2009

Welcome Reception			
19:30 Wednesday 16 September 2009, Cruise on Bosphorus			
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 – 10:30	Plenary Session II
10:30 – 11:00	Coffee Break	10:30 – 11:00	Coffee Break
11:00 – 12:00	Plenary Session I	11:00 – 12:30	Parallel Session 3 Track Presentations
12:00 – 13:00	Lunch	12:30 – 13:30	Lunch
13:00 – 14:30	Parallel Session 1 Track Presentations	13:30 – 14:30	Panel Session 2
14:30 – 16:00	Parallel Session 2 Track Presentations	14:30 – 15:30	Panel Session 3
16:00 – 16:30	Coffee Break	15:30 – 16:00	Coffee Break
16:30 – 17:30	Panel Session 1	16:00 – 17:00	Closing Plenary
19:30 – late	Conference dinner at Sait Halim Pasa Palace	17:00 – 17:30	Remarks and Awards
		19:30 – late	Optional Dinner in Istanbul (confirmation and deposit required at registration)

A special doctoral workshop for conference-registered 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**. Further details will be made available at www.essex.ac.uk/conferences/ief/

9th IEF Programme of Plenary and Panel Sessions

Session	Venue	Date	Time	Key Speakers and affiliations	Topic	Chair
Day 1		17 September 2009				
Opening Session and Introduction	Junior Ballroom (L floor)	17-Sep	09:00 - 09:15	Professor Nakiye Boyacigiller - Dean, Faculty of Management, Sabanci University, Co-chair of the Conference	Welcome Address	
			09:15 - 09:30	Professor Jay Mitra - Director, Centre for Entrepreneurship Research, University of Essex, UK, Co-chair of the Conference	Welcome and Introduction to IEF and the Conference	
			09:30 - 10:00	Professor Cemil Arikan , Director of Research and Graduate Policies, Sabanci University; National Innovation Initiative, Member of the Executive Committee	Turkish Entrepreneurship	
			10:00 - 10:30	Ms Mehtap Özkan , Golden Horn Ventures, Founder and Managing Partner	Vcs in Turkey	
Plenary Session I	Junior Ballroom (L floor)	17-Sep	11:00 – 12:00	Professor Zoltan Acs - University Professor and Director of Centre for Entrepreneurship and Public Policy at George Mason University, USA	The Global Entrepreneurship Index: Attitudes, Activity and Aspirations	
Panel Session 1	Junior Ballroom (L floor)	17-Sep	16:30 - 17:30	Ms Candace Johnson - Serial Entrepreneur and President of Early Stage Technology Investment Funds, Succès Europe, Croissance Europe, and Innovation Europe	An Entrepreneurial Response to the Current Economic Crisis: Industry Perspectives	Dr Reinhard Klein
				Mr Bulent Celebi - Founder and CEO of Airties, Turkey		
				Mr Giampaolo Gualaccini , Counsellor CNEL and Vice President, Italy		

Day 2		18 September 2009					
Plenary Session II	Junior Ballroom (L floor)	18-Sep	09:00 – 09:25	Mr Pier Carlo Padoan , - Deputy Secretary General of the Organisation for Economic Co-operation and Development	Entrepreneurship, Technology and Innovation – New Directions: An OECD Perspective	Professor Nakiye Boyacigiller	
			09:25 – 09:50	Mr Oliver Rothschild - Chairman of Oliver Rothschild Corporate Advisors	Entrepreneurship in Today's Climate		
			09:50 – 10:15	Professor Claudia Bird Schoonhoven - Professor at University of California Irvine, and Director of the Don Beall Centre for Entrepreneurship & Innovation	Social Change, technology and organisations		
			10:15 – 10:30	Discussion around key issues raised from above speakers			
Panel Session 2	Junior Ballroom (L floor)	18-Sep	13:30 - 14:30	Mr Gianluca Salvatori - Secretary General, European Research Institute on Cooperative and Social Enterprises, University of Trento, Italy	An Entrepreneurial Response to the Current Economic Crisis: Policy Perspective	Professor Y.K. Bhushan	
				Professor Toshio Obi - Director of E-government Institute in Waseda University, Japan			
				Dr Mete Çakmakçı - Secretary General, Technology Development Foundation of Turkey			
				Dr Nicholas Miles – Director, GHK and Miles Ltd			
Panel Session 3	Junior Ballroom (L floor)	18-Sep	14:30 - 15:30	Prof. Ignacio de la Vega - GERA President and Director of Strategic Development, Pinar 7, Spain	Global Perspectives of Entrepreneurship and Innovation	Mr Sergio Arzeni	
				Mrs Katja Reppel - Deputy Head of Innovation Policy Development Unit, European Commission			
				Mr Yavuz Emre Iyibilir – Managing Director, İş Private Equity			
Closing Plenary	Junior Ballroom (L floor)	18-Sep	16.00- 16:30	Mr Sergio Arzeni - Director of the Centre for Entrepreneurship and SMEs, OECD, France	OECD's work on Entrepreneurship in Relation to the Current Economic Situation.	Dr Nicholas Miles	
			16:30 – 17:00	Mr Marko Curavic - Head of Unit Entrepreneurship, European Commission	The Entrepreneurial Response to the Current Economic Crisis: Opportunity Generation and Realisation for the turnaround		
Remarks and Awards	Junior Ballroom (L floor)	18-Sep	17.00 - 17:15	Professor Jay Mitra - Director, Centre for Entrepreneurship Research, University of Essex	Summary of the conference and Giving out Best Paper Awards		
			17:15 - 17:30	Professor Nakiye Boyacigiller - Dean, Faculty of Management, Sabanci University			

Annex 2: Paper Presentation Schedule

Subthemes	Date/Time Venue	Ref no.	Paper Title	First Name	Surname	Organisation	Country	Chair	Rapporteur				
Subtheme 1: Technology and New Venture	17/09/2009 13:00 - 14:30 Boardroom 31 (M floor)	35	Creating New Business Ecosystems for Young Entrepreneurs for the Sake of Shaping Future Work Places with New Ideas and New Business Competition: Middle East Technical University Technopolis (METUTECH) Case	İlknur	İlkyaz Gül	Middle East Technical University Technopolis	Turkey	Dr Sena Ozdemir	Mrs Anis Ab Raham				
				Abidin	Gökhan Çelebi	METUT	Turkey						
		54	Technical Entrepreneurship and New Venture Creation in India	Y.K	Bhushan	ICFAI University	India						
				A. N	Sanghvi	SVKM'S NMIMS University	India						
		28	Creation of Spin-off Entrepreneurs: Case of Bilkent Cyberpark	Neslihan	Aydoğan-Duda	Cankaya University (CA)	Turkey						
				İrge	Şener	CA	Turkey						
		23	The Determinants of the Growth Expectations of the Nascent, Baby and Established Entrepreneurs Using the Ordinal Logistic Model (OLM): The Case of Turkey	Esra	Karadeniz	Yeditepe University	Turkey						
				Ahmet	Özçam	Yeditepe University	Turkey						
		Subtheme 2: Technology Venture - the Spacial and Network Dimension	17/09/2009 13:00 - 14:30 Junior Ballroom (L floor)	1	Choosing a Place for Science or Technology Park: the Case of Russia	Anna	Svirina			Kazan State Technical University	Russia	Professor Jay Mitra	Mr Koray Aras
				47	Business Incubation Selection Practices and New Venture Creation: Literature Review	Gaofetoge	Ntshadi Ganamotse			University of Essex	UK		
49	Spatial Dynamics of High Impact Firm: Human Capital, Entrepreneurship and Growth			Yazid A.	Abubakar	University of Essex	UK						
				Jay	Mitra	University of Essex	UK						
57	Understanding Small Business Networking and ITCs: Using a 'Media Ecology' Approach to Explore Opportunity Creation in East of England Micro-business			Rebecca M	Ellis	University of Essex	UK						

Subtheme 3: Technology Ventures - Knowledge, Innovation and Diffusion	17/09/2009 13:00 - 14:30 Boardroom 32 (M floor)	30	Enabling User-driven Service Innovation through Virtual Worlds	Elia	Giovacchini	Utrecht University (UU)	The Netherlands	Professor Mathew Manimala	Dr Ahmet Murat Fis
				Thomas	Kohler	Innsbruck University School of Management	Australia		
				Robin	Teigland	Stockholm School of Economics	Sweden		
				Remko	Helms	UU	Netherlands		
		41	Effective Technology Transfer in Biotechnology	Oliver	Uecke	Dresden University of Technology	Germany		
				Thomas	Crispeels	Vrije Universiteit Brussel	Belgium		
				Hilmar	Klink	Product Development & Management Association	Germany		
		55	How New Technology Adoption is Being Encouraged in South Africa and How Small Firms and Especially Entrepreneurs are Adopting Them	Margie	Worthington-Smith	South African Institute for Entrepreneurship	South Africa		
		48	From Idea to Business – Finnish Model for Creating a University-Based Innovation	Matti	Hämäläinen	Helsinki University of Technology	Finland		
				Maija	Itkonen	Powerkiss Ltd	Finland		
				Jayanta	Chatterjee	Anlto Design Factory	Finland		
		40	Logical Layers of Entrepreneurship	Tadeusz	Gospodarek	Walbrzych School of Management and Entrepreneurship	Poland		

Subtheme 4: Marketing and Financing Technology Firms	17/09/2009 14:30 - 16:00 Junior Ballroom (L floor)	52	Effect of Cost Management Techniques on the Performances of Small and Medium Scale Enterprises in Nigeria	James Olaniyi	Okunlola	The Federal University of Technology Akure	Nigeria	Professor Y. K. Bhushan	Mr Koray Aras
		62	Exploring the Anatomy of NSD: Insights into the Development of Internet Banking Services in the Retail Banking Industry	Sena	Ozdemir	University of Essex	UK		
		25	The Role of Micro Finance in Entrepreneurship Development in Nigeria	Bala Ado	k/Mata	Bayero University	Nigeria		
		67	Exploring Challenges in Relationship Marketing for Ethnic Minority and Social Enterprises in the UK	Alex	Flemming Babumba	University of Middlesex	UK		
Caleb	Kwong			University of Essex	UK				
Subtheme 5: Technology Firms and Creativity	17/09/2009 14:30 - 16:00 Boardroom 31 (M floor)	9	Internal Markets for Innovation: A Meta Analysis	Nicholas	Dew	Naval Postgraduate School	Mexico	Dr Yazid Abubakar	Miss Gaofetoge Ntshadi Ganamotse
				Philippe	Margery	IMD	Switzerland		
				Stuart	Read	IMD	Switzerland		
		17	The Structure of Innovation	Fangqi	Xu	Kinki University	Japan		
		19	Psychometrical Testing in the Context of Entrepreneurial Creativity	Beate	Cesinger	University of Hohenheim (UH)	Germany		
				Petra	Gelléri	UH	Germany		
				Daniela	Putsch	UH	Germany		
				Carolin	Winter	UH	Germany		
				Julia	Winzen	UH	Germany		
		34	The Heuristic Approach to Creative Technology and the Contributions of Nature	Shandana	Azizullah	University of Peshawar	Pakistan		
Sajjad	Ahmad Khan			University of Peshawar	Pakistan				
44	Entrepreneurial Leadership Creative Skill of Technopreneur	Anis	Amira Ab Rahman	University of Essex	UK				

Subtheme 6: Technology, Innovation and entrepreneurship: A Policy Perspective	17/09/2009 14:30 - 16:00 Boardroom 32 (M floor)	6	Entrepreneurial Attitude and E-government Project Success	B.	Zerie	Tehren University	Iran	Mrs Margie Worthington-Smith	Dr Ahmet Murat Fis
		31	The Missing Link between Firm-level Entrepreneurship and Performance	Ahmet	Murat Fis	Sabanci University	Turkey		
				Dilek	Cetindamar	Sabanci University	Turkey		
		36	What is the Importance of Social Capital for Innovation and Entrepreneurship? Is there a Role for Policy Stimulating Innovation Start-ups?	Aysun	Yildiz-Ozer	University of Essex	UK		
		63	New and Emerging Technologies: An EU Integration Perspective	Bahar	Sennaroğlu	Marmara University	Turkey		
				Ş. Burhanettin	Altan	Marmara University	Turkey		
59	A Conceptual Framework Linking Entrepreneurial Competencies, Organizational Capabilities, SMEs Performance, Business Supports, Strategy Initiatives, and Demographic and Personality	Ismail	Kamarulzaman	Birmingham Business School	UK				
		David	Walker	Birmingham Business School	UK				
Subtheme 7: Technology Based Entrepreneurship Education	18/09/2009 11:00 - 12:30 Boardroom 31 (M floor)	42	Entrepreneurial Education for a Global World	A. Selçuk	Akgül	Universitektek Egitim ve Danismanlik Ltd	Turkey	Dr Caleb Kwong	Mrs Anis Ab Raham
				Selma	Akpınar	Kocaeli University	Turkey		
		21	Lessons from a Transatlantic Triple Helix Collaboration: A Conceptual Framework for an Expanded Trilateral Partnership focused on "Born Global Ventures" through Entrepreneurship Education	Michael R.	Clouser	University of Edinburgh Business School	UK		
		10	Innovate/Create: Building Business from University Research	Nathalie Duval	Couetil	Purdue University	USA		
				Julie	Goonewar-dene	Purdue University	USA		
		39	Innovative Entrepreneurship Education Model: A case study of PGPCME	Rajesh	Asrani	MICA	India		
Gautam	Raj Jain			MICA	India				

		53	Using Technology as an Education Tool to Develop Skills for the Purpose of Improving the Sustainability of SMEs	Rashied	Small	University of the Western Cape	South Africa		
				Fawzy	Basardien	University of the Western Cape	South Africa		
				Jade	Jansen	University of the Western Cape	South Africa		
Subtheme 8: Impacts of Technology Based Enterprises on Society	18/09/2009 11:00 - 12:30 Junior Ballroom (L floor)	12	The Development of Entrepreneurship in Chinese Communities: An Organizational Symbiosis Perspective	Ji	Li	Hong Kong Baptist University	China	Dr Yazid Abubakar	Miss Gaofetoge Ntshadi Ganamotse
				Guiyao	Tang	Hong Kong Baptist University	China		
				Lan	Liang	Hong Kong Baptist University	China		
				Lei	Fang	Hong Kong Baptist University	China		
		71	The Greater South East: No Science City, No Problem?	Nicholas	Miles	Director, GHK Ltd and Miles	UK		
		70	Innovation, Entrepreneurship and Governance: The Shanzhai Handset Business	Jay	Mitra	University of Essex	UK		
				Chunlin	Si	Fudan University	China		
		69	NPO Activity for Technology Transfer of Open Manufacturing System	Mario	Shibayama	National Institute of Informatics	Japan		
				Yutaka	Utashiro	Meiji University	Japan		
				Fuyuko	Kido	The University of Tokyo	Japan		

Subtheme 9: Technology Transfer in the Global Context	18/09/2009 11:00 - 12:30 Boardroom 32 (M floor)	14	Transfer and Protection of Complementary Technology	John D.	Daniels	University of Miami	USA	Dr Sena Ozdemir	Mr Koray Aras
				Reinaldo J.	Perez	California Institute of Technology	USA		
		64	A Typology of Utilized Business Model By Entrepreneurs.	Karim	Kia kojori	Islamic Azad University of Anzali Port	Iran		
				Hasanali	Aghajani	University of Mazandaran	Iran		
				Forugh	Roudgarne- zhad	Islamic Azad University of Anzali Port	Iran		
				Mozhgan	Esmailpor	Islamic Azad University of Tonekabon	Iran		
		4	Formal Strategic Planning in Jordanian Hotels: An Empirical Investigation	Jehad S.	Aldehayyat	Al-Hussein Bin Talal University	Jordan		
				Adel. A.	Al Khattab	Al-Hussein Bin Talal University	Jordan		
				John R.	Anchor	University of Huddersfield	UK		
		20	Investigation of Relation of Middle Biography Specifications and Spirit of Entrepreneurship of the Students of Mazandaran University	Hassanali	Aghajani	University of Mazandaran	Iran		
				Mohsen	Abasgholi- pour	Rahe Danesh University of Babol	Iran		