


23rd McGill International Entrepreneurship Conference

28-30 August 2019



Pioneered in 1998 by Prof. Hamid Etemad and his colleagues at McGill University Montreal, the McGill International Entrepreneurship Conference series has brought together insightful academic scholars, practitioners and policy makers with interests in international entrepreneurship, SME internationalization and export growth. The aim of this annual conference is to invite research papers that examine and bring to light the frontier issues related to entrepreneurial internationalization and internationalization of entrepreneurially oriented firms in increasingly diverse, complex and fast-moving global markets. In their various manifestations, International Entrepreneurs, International New Ventures, Born Globals, High Growth and Rapidly Internationalizing Enterprises, have significantly contributed to the growth of the global economy, in particular in recent years.

Welcome to Denmark

**Welcome to University of Southern Denmark for
the 23rd McGill International Entrepreneurship Conference.
Special theme: International Entrepreneurship Opportunities in
the Fourth Industrial Revolution**

August 28-30, 2019

As usual the conference covers all aspects of international entrepreneurship.

The special theme of the conference is *The Fourth Industrial Revolution* which represents new ways in which technology becomes embedded within industries and societies in general.

The Fourth Industrial Revolution therefore offers numerous opportunities for international entrepreneurs and entrepreneurial firms. But it also implies numerous challenges in the attempt to understand the changing market forces and adapting own competences to profitable market positions.

International Business & Entrepreneurship

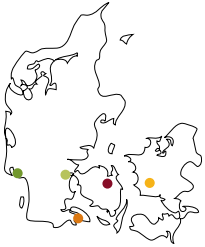
This SDU research group focuses specifically on the international business activities of B2B companies within the setting of an increasingly internationalized world.

The goal of the research group is to contribute to an improved understanding of the emergence and growth of firms in diverse markets, through the study of the organization of marketing and strategic activities both within the firm and through the interplay with other actors on the market. The research group is engaged in two major research themes:

- I International Business
- I International Entrepreneurship

Odense – in the middle of Denmark

Odense is the main campus of SDU, and nearly all the university's programmes are represented here.



The campuses of the university are represented in 6 cities: **Odense**, **Esbjerg**, **Kolding**, **Copenhagen**, **Slagelse**, and **Sønderborg** - all with main focus on education and research. Odense is the main campus of SDU, and nearly all the university's programmes are represented here.

The campus SDU Odense is located roughly three kilometers from the city centre and is larger than the Principality of Monaco. Through *Studiebyen Odense* (city of studies Odense) we collaborate with all the other educational institutions in Odense.

The City of Odense

Odense is the third-largest city in Denmark and boasts some of the greatest cultural attractions on the island of Fyn. Odense is perhaps best known as the city where author *Hans Christian Andersen* was born and grew up. He certainly made his mark on his home town, but in addition to his childhood home, Odense offers numerous tourist attractions

such as zoo, museums and art galleries as well as possibilities to explore old castles and mansions on the island of Fyn.

Odense has all the charm and attraction of a small town, combined with a dash of big-city pulse. Odense has a wide and diverse shopping environment. The everyday shops line the pedestrian streets, while the small side streets and alleys are home to tempting specialist shops with international labels and leading Danish Design brands. This is also where you will find the relaxing café lifestyle with its charming al fresco ambience.

The island of Fyn is known as "the Garden of Denmark" on account of its fertile soil. This gives rise to a wealth of seasonal produce and specialties, which you can enjoy in Odense's numerous and varied cafés and restaurants.

Odense is only about 1½ hours away from Copenhagen Airport (frequent direct train connections). It is therefore easy to combine your trip with a short visit to the capital of Denmark.



Read more at
www.visitodense.com
www.visitdenmark.com

Industry panel

Meet international entrepreneurs who exploit the Fourth Industrial Revolution opportunities in the Industry panel.

The 2019 Industry Panel will address the conference theme by presenting challenges for international entrepreneurs in the field of robotics and drones. The city of Odense is among the 10 major hubs for robotics in the world, a position that has developed over the last 10-15 years. The robot and drone cluster consist of more than 130 companies, with approximately 4000 employees. Combined, these companies create a diverse cluster, with significant strengths in for example collaborative robots, service robots, industrial robots, SME automation, drones, sensors and vision.

The University of Southern Denmark is playing/ played an important role in the development of the cluster. Research in robotics has been a specialized competence for more than 20 years, and several start-ups have been initiated from this research. The most prominent example is Universal Robots, a firm that is a world leader in collaborative robots and was acquired by Teradyne; an American multinational company; for around 300 million Euro in 2015.

In 2015 the cluster organization, Odense Robotics, was established to promote further collaboration and development of this industry. In 2016 Odense Robotics launched their StartUp Hub which has been very successful in supporting international entrepreneurs in their early development process. Entrepreneurs have to apply for being accepted in the StartUp Hub which offers a well-organized program involving all aspects from concept to commercialization. The Hub

is co-located with the Danish Technological Institute, a leading research and technology company that has its Danish headquarter for robotics located in Odense (almost 100 employees with robotics expertise).

The Industry Panel is started by Søren Århus, Business Development Manager, Odense Robotics, who will walk conference participants through the facilities of the Odense Robotics StartUp Hub and then present the role of the StartUp Hub more in detail.

Three entrepreneurs at different stages will then present their case, including main challenges and benefits from being part of the StartUp Hub.

CEO Jan Pedersen will present **Proxima Centauri**, a recent startup and has just moved into the StartUp Hub. The company's unique technology can reduce costs and improve products in the sausage industry.

CEO Kristian Skårup represents **Lorentz Technology**, a software company on a mission to make all drones autonomous in the air, on the ground, and underwater by developing AI-based intelligent drone software.

CEO Joakim Espeland is the founder of **QuadSAT** that is a barely two-year-old drone startup developing a revolutionary drone software that already has secured more than DKK 5 million in investment. QuadSAT has just left Odense Robotics StartUp Hub and is already off to a promising start.

The industry panel concludes with a Q&A session.



University of Southern Denmark We aim for excellence in research. We generate knowledge with and for the society. We have a strong international focus with a solid track record in recruiting talent from all over the world. We have an open door policy where researchers at all career stages consult and collaborate in an informal, professional atmosphere.

The university has about 4,000 employees and 27,000 students. More than 15% of the students come from abroad. According to Times Higher Education, University of Southern Denmark is one of the top 50 of the world's young universities.

Wednesday, August 28		Thursday, August 29		Friday, August 30
	08:00-08:15		08:00-08:15	
	08:15-08:30	Registration	08:15-08:30	
Registration	08:30-08:45		08:30-08:45	
Welcome remarks	08:45-09:00	Welcome remarks	08:45-09:00	
	09:00-09:15		09:00-09:15	
PhD Colloquium Session 1	09:15-09:30	Keynote by Professor S. Tamer Cavusgil	09:15-09:30	
	09:30-09:45		09:30-09:45	Keynote by Professor Léo-Paul Dana
	09:45-10:00		09:45-10:00	
Coffee Break	10:00-10:15	Coffee Break	10:00-10:15	
	10:15-10:30		10:15-10:30	Coffee Break
PhD Colloquium Session 2	10:30-10:45		10:30-10:45	
	10:45-11:00	Parallel Sessions	10:45-11:00	
	11:00-11:15		11:00-11:15	
	11:15-11:30		11:15-11:30	
Guest Speaker	11:30-11:45		11:30-11:45	Parallel Sessions
	11:45-12:00		11:45-12:00	
	12:00-12:15		12:00-12:15	
	12:15-12:30		12:15-12:30	
	12:30-12:45		12:30-12:45	
Lunch	12:45-13:00	Lunch	12:45-13:00	
	13:00-13:15		13:00-13:15	Lunch
	13:15-13:30		13:15-13:30	
	13:30-13:45		13:30-13:45	
PhD Colloquium Session 3	13:45-14:00	Parallel sessions	13:45-14:00	
	14:00-14:15		14:00-14:15	
	14:15-14:30		14:15-14:30	
	14:30-14:45		14:30-14:45	Parallel Sessions
	14:45-15:00		14:45-15:00	
	15:00-15:15		15:00-15:15	
Registration	15:15-15:30	Coffee Break	15:15-15:30	
	15:30-15:45		15:30-15:45	
	15:45-16:00	Parallel Sessions	15:45-16:00	Closing Session
	16:00-16:15		16:00-16:15	
	16:15-16:30		16:15-16:30	
	16:30-16:45		16:30-16:45	
Industry Panel	16:45-17:00		16:45-17:00	
	17:00-17:15		17:00-17:15	
	17:15-17:30		17:15-17:30	
	17:30-17:45		17:30-17:45	
	17:45-18:00		17:45-18:00	
	18:00-18:15		18:00-18:15	
	18:15-18:30		18:15-18:30	
	18:30-18:45		18:30-18:45	
	18:45-19:00		18:45-19:00	
	19:00-19:30	Conference dinner at Sortebro Kro	19:00-19:30	
Welcome Reception	19:30-20:00		19:30-20:00	
	20:00-20:30		20:00-20:30	
	20:30-		20:30-	

Program

Wednesday August 28th

PhD Colloquium (08:00 – 14:30)

Venue: *University of Southern Denmark conference section*

08:00 Bus departs from Radisson Blu H.C. Andersen Hotel to the University of Southern Denmark.

08:30 – 08:45 Registration

Registration by the main entrance of SDU

08:45 – 09:00 Welcome remarks:

Martin Hannibal, Associate Professor and Head of Research Group, University of Southern Denmark

Gary Knight, Professor of Global Management, Willamette University

09:00 – 10:00 PhD Colloquium Session 1

5 min get to know each other (2 and 2)

Keynote: Managing a research career

10:00 – 10:30 Coffee break

Coffee, tea, water and fruit

10:30 – 11:30 PhD Colloquium Session 2

Peer to Peer review discussions based in the submitted material (Group work)

11.30 – 12:30 Guest speaker

Keynote: Publishing your research

12:30 – 13:30 Lunch

Buffet in the restaurant at the university

13:30 – 14:30 PhD Colloquium Session 3

The big thought: what is my core research motivation (Group work)

14.55 Bus departs from the University of Southern Denmark to venue for Industry Panel

Industry Forum (15:30 – 18:00)

Venue: Teknologisk Institut, Forskerparken 10F, 5230 Odense M

14.30 Bus departs from Radisson Blu H.C. Andersen Hotel to venue for Industry Panel

15:15 – 15:30 Registration and welcome

Professor Tage Koed Madsen, Conference Chair

15.30 Tour

Walk through the physical facilities of the StartUp Hub

16.00 The StartUp Hub program

Søren Århus, Business Development Manager, Odense Robotics

16.30 Proxima Centauri: Challenges and opportunities

Jan Pedersen, CEO

16.50 Lorentz Technology: Challenges and opportunities

Kristian Skårup, CEO

17.10 QuadSAT: Challenges and opportunities

Joakim Espeland, CEO

17.30 Q&A session

18.00 Bus leaves from Industry Panel venue to Radisson Blu H.C. Andersen Hotel

19:00 Welcome reception

Self-selected street food dinner at:

Storms Pakhus
Seebladsgade 21
5000 Odense

(a short walk from the hotels in the centre of Odense)

Thursday August 29th

Venue: University of Southern Denmark conference section

08:00 Bus departs from Radisson Blu H.C. Andersen Hotel to the University of Southern Denmark.

08:15 – 08:30 Registration

Registration outside O100 by the main entrance of SDU

08:30 – 09:00 Welcome

Room O100

Dean Jens Ringsmose, Faculty of Business and Social Sciences, SDU
Professor Hamid Etemad, McGill University Montreal
Professor Tage Koed Madsen, Conference Chair

09:00 – 10:00 Keynote by Professor S. Tamer Cavusgil

Room O100

From Born Globals to Born Digitals: Two-Sided Markets and Research Implications

Professor S. Tamer Cavusgil serves as Fuller E. Callaway Professorial Chair of International Business at Georgia State University, Atlanta. It is a great honor and privilege to welcome S. Tamer Cavusgil as a keynote speaker at the 23rd McGill International Entrepreneurship Conference. Over the past four decades, S. Tamer Cavusgil has been a hugely influential scholar in developing the fields of international business and international entrepreneurship. In particular, he was the initiator of the Born Global Research which has become extremely influential. Professor S. Tamer Cavusgil has been the leading figure in the creation of scholarly infrastructure with a lasting impact. In addition to his much cited and influential academic work and many other contributions, he is the founding editor of the Journal of International Marketing and co-founder of the Consortium for International Marketing Research (CIMA) which has spurred numerous cross-border research projects that have been published in highly recognized journals.

10:00 – 10:30 Coffee break

Coffee, tea, water and fruit

10.30 – 12.30 Parallel sessions

Session 1.1. Industry 4.0

Track Industry 4.0

Room U97

Chair Tage Koed
Madsen

The Role of Digitalization in Early Internationalization Research: Past Accomplishments and Future Directions

Emmanuel Kusi Appiah, University of Vaasa
Peter Gabrielsson, University of Vaasa

Co-authors of branding processes intertwined with entrepreneurial processes - cases from the digital world

Karin Winroth, Södertörn University
Tommy Larsson Segerlind, Södertörn University
Mikael Lönnborg, Södertörn University

The fourth Industrial Revolution and the international strategy of the firm: How digital technologies affect the international marketing approach in the footwear industry

Antonella Zucchella, University of Pavia

Roger N. Strange, University of Sussex

A local cluster in a global industry

Tage Koed Madsen, University of Southern Denmark

Erik S. Rasmussen, University of Southern Denmark

Kristina Vaarst Andersen, University of Southern Denmark

Jeppe Nevers, University of Southern Denmark

Julian Lambert, University of Southern Denmark

Session 1.2. Refugee entrepreneurship and institutional challenges

Room U99

Chair Maria Elo

Track Developing, with UNCTAD

Promoting Inclusive Entrepreneurial Eco-systems for Migrants and Refugees

Dr. Philippe Rudaz, UNCTAD

Dr. Fulvia Farinelli, UNCTAD

Bridge-building between emerging and mature markets: Cases of entrepreneurs with refugee background running transnational businesses in Sweden

Susanne Sandberg, Linnaeus University

Per Servais, Linnaeus University

Maria Elo, University of Southern Denmark

How refugee entrepreneurs improvise: Bricolage of Syrian restaurant owners in an emerging economy

Dilek Zamantili Nayir, Marmara University

Mehmet Eryilmaz, Uludag University

Ali Ayci, KOSGEB - Small and Medium Enterprises Development Organization of Turkey

Panel discussion on entrepreneurship policies for refugees

Chair: Philippe Rudaz, UNCTAD

Session 1.3. Theory development

Room U96

Track IE and SME Internationalization

Chair Hamid Etemad

The role of entrepreneurs' imprinting in the creation of born global firms

Svante Andersson, Halmstad University

Navid Ghannad, Halmstad University

The Re-Internationalization Decision in International New Ventures

David Crick, Telfer School of Management

James M. Crick, Loughborough University

Traditional Internationalization Theories and SMEs' Internationalization at Home

Hamid Etemad, McGill University

12:30 – 13:30 Lunch*Buffet in the restaurant at the university***13.30 – 15.20 Parallel sessions****Session 2.1. Industry and digitalization***Room U96**Track Industry 4.0**Chair Stoyan Tanev***University assistance mechanisms in launching new academic spinoffs: the case of the University of Amsterdam.***Jean-Régis Kunégel, Lumière University Lyon 2***Internationalization and digitalization of small businesses: a literature review***Annaële Hervé, University of Lorraine**Christophe Schmitt, University of Lorraine**Rico Baldegger, School of Management Fribourg***Applying topic modelling on extant international entrepreneurship literature to generate practical insights for growth-oriented new ventures***Stoyan Tanev, Sprott School of Business**Tony Bailetti, Sprott School of Business***Session 2.2. Entrepreneurial vulnerability and ecosystems - theorizing for policy making***Room U99**Chair Philippe Rudaz**Track Emerging and Developing Economies, with UNCTAD***An Exploratory Study of the Influence of Government Enterprise and Empowerment Programme (GEEP) on Micro and Small Businesses in Nigeria***Tomola M. Obamuyi, Federal University of Technology, Akure***Immigrant female entrepreneurs' selfemployment decisions: an entrepreneurial ecosystem perspective***Raushan Aman, Oulu University***The Impact of Support Eco-systems on Early Internationalization: Cases of Advanced Science-based and Entrepreneurially-based New Start-ups***Hamid Etemad, McGill University***Panel discussion on the potential and limits of inclusive entrepreneurship policies***Chair: Philippe Rudaz, UNCTAD***Session 2.3. Capturing new markets; instruments and approaches***Room U97**Chair Lasse Torkkeli**Track IE and SME Internationalization***Decision-Making Logic and Business Model Change in International SMEs***Agnes Asemokha, Lappeenranta University of Technology**Lasse Torkkeli, Lappeenranta University of Technology**Jackson Musona, Lappeenranta University of Technology**Hannes Velt, Lappeenranta University of Technology**Sami Saarenketo, Lappeenranta University of Technology*

Business incubators to promote entrepreneurial practices: Experiences from UAE*Maqsood Sandhu, United Arab Emirates University***Sales and Marketing Automation as a Tool for International Entrepreneurs to Reach New Customers in New International Markets***Greg Turkanik, Rollins College Crummer Graduate School of Business**Jim Johnson, Rollins College Crummer Graduate School of Business***Business Responsibility and Effectuation in Internationalized SMEs***Maria Uzhegova, Lappeenranta University of Technology**Lasse Torkkeli, Lappeenranta University of Technology***15:20 – 15:45 Coffee break***Coffee, tea, water and cake***15.45 – 17.00 Parallel sessions****Session 3.1. Market creation and innovation**

Track Emerging and Developing Economies, with UNCTAD

*Room U97**Chair Anna Maria**Nikodemska-Wolowik***Creating markets for the internationalization of performing arts: The case of flamenco***María-Angeles Rastrollo-Horrillo, University of Málaga***International Female entrepreneurship and modest fashion***Diala Kabbara, University of Pavia***A family-business collective certification trademark as viewed by consumers: Evidence from Poland***Anna Maria Nikodemska-Wolowik, University of Gdansk**Piotr Zientara, University of Gdansk**Anna Zamojska, University of Gdansk***Session 3.2. Cross-ethnic opportunities and capabilities**

Track Emerging and Developing Economies, with UNCTAD

*Room U99**Chair Angela da**Rocha***Specialty foods, SMEs and country-of-origin: a case study of Bazzar***Juliana Binhote, University of Rio de Janeiro**Clarice Kogut, University of Rio de Janeiro**Renato Cotta de Mello, University of Rio de Janeiro**Andrés Merchan, University of Rio de Janeiro***Entrepreneurial Networking across Cultures***Gabriela Gliga, National University of Ireland***The Opportunity Recognition Process in Internationalization: Case Study of an Entrepreneurial Firm***Henrique Pacheco, Pontifical Catholic University of Rio de Janeiro**Angela da Rocha, Pontifical Catholic University of Rio de Janeiro*

Session 3.3. Family Business and Internationalization

Track IE and SME Internationalization

Room U96

Chair: Allan Discua Cruz

International entrepreneurship through a generational lens

Satu Korhonen, Lappeenranta University of Technology

Finish, French and British family SMEs facing new institutional environments

Tanja Leppäaho, Lappeenranta University of Technology

Spiros Batas, University of Greenwich

Karine Guiderdoni-Jourdain, Aix Marseille University

When product differentiation and family matter: A study of exporting coffee family farms in Central America

Allan Discua Cruz, Lancaster University

17:15 Bus departs from University of Southern Denmark to Radisson Blu H.C. Andersen Hotel

18:15 Bus departs from Radisson Blu H.C. Andersen Hotel to conference dinner

18:45 – 22:00 Conference dinner at Sortebro Kro

Address:

Sejerskovvej 20

5260 Odense

22:15 Bus departs from conference dinner to Radisson Blu H.C. Andersen Hotel

After the conference dinner, we hope you will join us for a social gathering at:

Blomsten & Bien

Overgade 45

5000 Odense C

Friday August 30th

Venue: University of Southern Denmark conference section

08:45 Bus departs from Radisson Blu H.C. Andersen Hotel to the University of Southern Denmark.

09:15 Keynote by Professor Léo-Paul Dana Room O100

International Entrepreneurship Research: Revisiting the Unit of Analysis

Léo-Paul DANA is Professor at Montpellier Business School and a member of the Entrepreneurship & Innovation Chair, of LabEx Entrepreneurship, at the University of Montpellier, in France. It is a great honor and privilege welcome Léo-Paul DANA as a keynote speaker at the 23rd McGill International Entrepreneurship Conference. He delivered a keynote at the first McGill International Entrepreneurship Conference in 1998, and hosted the second, at the Goodwood Park, in Singapore. He was co-founder of the Journal of International Entrepreneurship, and has published in a variety of leading journals including:

- (i) Entrepreneurship: Theory & Practice;
- (ii) International Small Business Journal;
- (iii) Journal of Small Business Management;
- (iv) Journal of World Business; and
- (v) Small Business Economics.

10:15 – 10:45 Coffee break

Coffee, tea, water and fruit

10:45 – 12:45 Parallel sessions

Session 4.1. Knowledge and learning

Room U96

Track Industry 4.0

Chair Teemu Tuomisalo

Fast and ambidextrous: Internationalization process of technology ventures

Güven Alpay, Bogazici University, Istanbul, Turkey.

Pınar Büyükbacı, Yıldız Technical University, Istanbul, Turkey.

Meral Dülger, Marmara University, Istanbul

Knowledge Management processes in internationalization of SMEs

Kais Mejri, King Faisal University

Mohammed Alshagawi, King Faisal University

Should I stay or should I go? Job satisfaction as Moderator for the Relationship between Perceived Entrepreneurial Utility and Entrepreneurial Intentions among Scientists

Richard Bläse, University of Applied Sciences and the Arts Northwestern Switzerland

Noemi Schneider, University of Applied Sciences and the Arts Northwestern Switzerland

Brigitte Liebig University of Applied Sciences and the Arts Northwestern Switzerland

Learning and the entrepreneurial opportunity development: a case within a Finnish telecommunication International New Venture

Teemu Tuomisalo Lappeenranta University of Technology

Session 4.2. Entrepreneurship and Africa

Room U99

Track Emerging and Developing Economies, with UNCTAD and CEDIMES US

Per Servais

The Internationalisation Degree of Informal Firms in Ghana: An Extension of Internationalisation Theories

Utz Dornberger, Universität Leipzig

Christopher Boafo, Universität Leipzig

Entrepreneurship Dynamics: Entry, Survival and Firm growth of SMEs in West Africa

Yinusa Mariam Iyabo, Ogun State Institute of Technology

Ubogu Jolly Akole, Ogun State Institute of Technology

Ayinde Abiodun Rotimi, Ogun State Institute of Technology

Entrepreneurial attitudes among Nigerian students: The role of entrepreneurship education

Abubakar Muhammad Bagudo, Kebbi State University of Science and Technology

Internationalization of African emerging market SMEs – A Literature Review and Propositions.

Richard Owusu, Linnaeus University

Per Servais, Linnaeus University

Session 4.3. Social capital 1

Room U97

Track IE and SME Internationalization

Chair Per Servais

Social capital and international opportunity recognition by Life Science SMEs

Nicola Barron, University of Sussex Business School

Monica Masucci, University of Sussex Business School

Industry Experience and the Non-Linear Coopetition-Performance Enhancing Relationship: Differences across Product-Market Strategies

James M. Crick, Loughborough University

David Crick, University of Ottawa

International entrepreneurial firm creation: The influence of pre-founding social capital in a developing economy

Rosalina Torres-Ortega, Linnaeus University

Luis Zarate-Montero, University of Costa Rica

Internationalization by proxy – the benefits of outsidership

Mette Vedel, University of Southern Denmark

Per Servais, Linnaeus University

Session 4.4. Chinese internationalization and entrepreneurship

Room U95

Chair Yi Wang

Track International Entrepreneurship in and from China and Asia

Family firm's nonlinear internationalization process: Case of a Chinese electronic cable producer

Xiaotian Zhang, Shanghai University

Raushan Aman, University of Oulu

Julia Helena Zhang, Copenhagen Business School

Yanhong Xi, University of Oulu

Chinese entrepreneurial investments in Finland - Perceived impacts

Maria Elo, University of Southern Denmark

Chinese diaspora and global investments

Maria Elo, University of Southern Denmark,

Xiaotian Zhang, Shanghai University

Florian Täube, European Management School 4 Université

The internationalization of disruptive innovators from developed markets to emerging markets: An institution-based view on the role of entrepreneurial ecosystems

Yi Wang, University of Southern Denmark

12:45 – 13:45 Lunch

Buffet at the restaurant at the university

13:45 – 15:45 Parallel sessions

Session 5.1. Incubators, structural aspects and mechanisms

Room U99

Chair Richard Bläse

Track Industry 4.0

The performance of Moroccan business incubators: Proposal of a measurement and control tool inspired by the Balanced Scorecard philosophy

Salma Benaziz, University of HASSAN II

Salah Koubaa, University of HASSAN II

The capability of mentor co-teaching in entrepreneurship education at university

Hao-Te Lu, Tainan University of Technology

Financing Innovation. Structures of research funding and their influence on the promotion of spin-off projects

Richard Bläse, University of Applied Sciences and the Arts Northwestern Switzerland

Pietro Morandi, University of Applied Sciences and the Arts Northwestern Switzerland

Brigitte Liebig University of Applied Sciences and the Arts Northwestern Switzerland


Session 5.2. Impediments, challenges and strategies of internationalization*Room U96**Chair Karishma Nagre*

Track Emerging and Developing Economies, with UNCTAD

Innovation enhancing internationalization in family businesses contrasted non-family businesses: Egypt, Madagascar, Morocco and Turkey*Elham Kalhor, University of Southern Denmark**Omar Jaoual, Université Hassan II***The Emergence of New Forms and Ways of Organizing in International New Ventures***Romeo Turcan, Aalborg University***The international expansion by mMNE and performance implications in a developing country context***Luis Zarate-Montero, University of Costa Rica**Susana Bagnarello Kepfer, University of Costa Rica***Liabilities of foreignness: Exploring challenges encountered by Indian SMEs***Karishma Nagre, University of Leeds**Elizabeth L. Rose, University of Leeds***Session 5.3. Social capital 2***Room U97*

Track IE and SME Internationalization

*Chair Nathalie**Nørregaard Larsen***Collective pursuit of international opportunities: a conceptual model for SMEs***Marcela Contreras Cruz, Université de Montpellier**Karim Messeghem, University of Montpellier**Alexis Catanzaro, University Jean Monnet***Support services dedicated to international cooperative strategies: an exploratory qualitative study.***Mireille Heral, University of Montpellier**Karim Messeghem, University of Montpellier**Alexis Catanzaro, University of Saint-Etienne***Internationalization and Social Entrepreneurship Nexus: A Systematic Review***S M Feroj Mahmood, University of Vaasa**Peter Gabrielsson, University of Vaasa**Tamara Galkina, University of Vaasa***The role of embeddedness in international social entrepreneurship***Nathalie Nørregaard Larsen, University of Southern Denmark**Steffen Korsgaard, University of Southern Denmark***15:45 Closing session***Room U97**Professor Hamid Etemad and Professor Tage Koed Madsen**16:15 Bus departs from the University of Southern Denmark to Radisson Blu H.C. Andersen Hotel*



**We hope you enjoy
your stay at the
University of Southern
Denmark**

 SDU.dk/McGill2019

To learn more about the research group
International Business & Entrepreneurship, who
focuses specifically on the international
business activities of B2B companies within the
setting of an increasingly internationalized
world, go to

 SDU.dk/IBE

Do you have any questions?

Contact: mcgill2019@sdu.dk

Or find more information:

 SDU.dk/McGill2019