

# Join the 4<sup>th</sup> Odense IE Workshop

20-21 May 2021

# Welcome to Denmark

Join University of Southern Denmark for  
the 4<sup>th</sup> Odense IE Workshop.

**May 20-21, 2021**

We cancelled the IE Workshop planned for 2020, due to Covid.

Lesson learned: we will adapt the format appropriately in the 2021 version. Accordingly, we will run the IE workshop in accordance to the guidelines of the national health authorities - even in case of another lock down.

The 4<sup>th</sup> Odense IE workshop aims to bring together researchers with similar interests to spur discussions and further development of ongoing research as well as new research ideas.

The workshop will be organized as parallel genuine workshop sessions lasting 2-3 hours, involving short presentations and ample time for discussion.

The topic moderator will initiate the discussions through a 5-10 minute presentation about the specific workshop session topic and head the subsequent discussion. Discussants will contribute to this discussion.

The aim of the individual workshop sessions may be very diverse. It could be to reach common grounds regarding conceptualizations, spawn ideas for further research, initiate future joint research, develop ideas for special issues in journals.



## 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

## Practical information

There is no registration fee. The University of Southern Denmark and the Department of Marketing & Management will provide lunch and dinner during the 4th Odense IE workshop. Participants will have to arrange travel and accommodation themselves.

## KEY DATES

**Registration opens  
January 10, 2021**

**Participant Registration  
closes April 1, 2021**

## MAIN THEME

**Sustainability**

## CONFERENCE CHAIR

Martin Hannibal, Associate  
Professor & Head of  
Research Department of  
Marketing & Management,  
SDU

Erik Stavnsager  
Rasmussen, Associate  
Professor Department of  
Marketing & Management  
SDU

# Topics

We invite all interested scholars to participate in the 4th Odense IE workshop. As organizers, we are proud to offer the following workshop topics within the area of sustainability:

▼ **“bhf bUhc bU’ Gc VU’ 9 b f Ydf Yb Yi fg l] d’ E’ HU\_ ]b[’ g h c W\_ Ub X’ a c j ]b[’ c b”** Moderated by Nathalie Nørregaard Larsen & Ingo Winkler

▼ **7 Ub’ k Y’ gh]’ YUf b’ gca Yh ]b[’ Zca’ h Y’ 6 cfb’;’ cVU#bhf bUhc bU’ BYk’ J Yb h i f Y’ WUgg] Vg3** Moderated by Tage Koed Madsen

▼ **BYWggUf m7 cbX]hc b’ 5 bUng]g’ fB7 5 k E’ Zi bXUhc b gZ]a d’ ]WUhc b gZ UX] Ub HU’ Yg’ E’ Ub X’ ]b f c Xi W]c b”** Moderated by Nicole Franziska Richter

▼ **A ] [ f Uhc b Z X] Ugd c f U’ Ub X’ f’ U b g b Uhc b U’ Y b f Y d f Y b Y i f g l] d’ E’ Wc b b Y W] b [’ Wc b h Y l’ h g’ ] b h f b Uhc b U’ m’** Moderated by Maria Elo, Susanne Sandberg & Per Servais

▼ **6 cfb’;’ cVU’ : ]fa g’ Ub X’ b hf b Uhc b U’ BYk’ J Yb h i f Yg’ h c’ Ub X’ Zca’ 5 g] Ub’ 9 a Yf [ ] b [’ A Uf\_ Yrg”** Moderated by Yi Wang

▼ **B J g’ ] b’ h’ Y U’ Y c Z X] [ ] H U’ n Uhc b’ Ub X’ b Yk’ X] [ ] H U’ Vi g] b Ygg’ a c X Y g”** Moderated by Martin Hannibal.

▼ **9 ] b’ Ya Yf [ ] b [’ Ub X’ X Y j Y c d] b [’ a Uf\_ Yrg”** Moderated by Elizabeth Rose

▼ **D\ 8’ X Y j Y c d a Y b h”** Moderated by Gary Knight and Romeo Turcan

▼ **] j ] b [’ Z’ H U\_ ] b [’ Ub X’ a U\_ ] b [’ g Y b g Y’ ] b’ b Y k c f\_ ] b h f U W] c b g. b hf b Uhc b U’ Y b f Y d f Y b Y i f g’ i b X Y f g H U b X] b [’ c Z] b h f b Uhc b U’ n Uhc b”** Moderated by Erik Stavnsager Rasmussen & Nicolaj Hannesbo Petersen

▼ **@ h f U h i f Y F Y j ] Y k g’ ] b’ 9. H m d Y g Z 5 d d f c U W Y g Z Ub X’ 6 Y g h D f U W] W g”** Moderated by Alejandro Rialp Criado

▼ **9 b f Y d f Y b Y i f ] U’ Y Wc g m h Ya g’ Ub X’ ] b h f b Uhc b U’ Y b f Y d f Y b Y i f g l] d”** Moderated by Lasse Torkkeli & Hannes Velt

▼ **9 b f Y d f Y b Y i f g l] d’ ] b’ h’ Y’ W] f W’ Uf’ Y Wc b c a m i Ub X’ h’ Y’ ] b h f b Uhc b U’ ] g Uhc b’ c Z] h g’ Vi g] b Ygg’ a c X Y g”** Moderated by Antonella Zucchella

More workshop topics will follow.

# Preliminary Program

## Thursday, May 20

9.00-10.00	Registration
10.00-10.15	Opening address
10.15-12.30	Parallel workshop sessions, including coffee and tea break
12.30-13.30	Lunch
13.30-15.30	Parallel workshop sessions
15.30-16.00	Coffee and tea break
16.00-18.00	Parallel workshop sessions
19.00-	Dinner

## Friday, May 21

10.00-12.00	Parallel workshop sessions
12.00-13.00	Lunch
13.00-15.00	Parallel workshop sessions
15.00-16.00	Brief reports from workshops and closing session

We look forward to welcoming you in Odense in 2021 at the University of Southern Denmark

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# Odense & University of Southern Denmark

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

## University of Southern Denmark

The University of Southern Denmark has research and educational activities in Natural Sciences, Engineering, Health Sciences, Humanities, and Social Sciences. Around 28,000 students are enrolled in almost 300 different study programs. The main campus in Odense represents about 75% of all activities at the university

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 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 only about 1½ hours away from Copenhagen Airport (frequent direct train connections). It is therefore easy to combine your trip with a visit to the capital of Denmark. Odense is the city where Hans Christian Andersen was born. In addition to his childhood home, Odense offers numerous tourist attractions such as museums and art galleries as well as possibilities to explore old castles and mansions on the island of Funen.



Read more at

➔ [www.visitodense.com](http://www.visitodense.com)

➔ [www.visitdenmark.com](http://www.visitdenmark.com)