

Join the 4th Odense digital IE Workshop



20-21 May 2021

Welcome to Denmark

Join University of Southern Denmark for
the 4th Odense digital IE Workshop.
May 20-21, 2021

We cancelled the International Entrepreneurship (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 DIGITALLY.

The 4th 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.



Research Group: International Business &
Entrepreneurship (IBE)

As part of SDU's Department of Marketing & Management, our
research group focuses specifically on the international
business activities of B2B companies within the setting of an
increasingly internationalized world.

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

- I International Business
- I International Entrepreneurship

CONFERENCE CHAIR

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

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

Practical information

There is no registration fee.

In case the IE Workshop will take place physically:

- The University of Southern Denmark and the
Department of Marketing & Management will provide lunch
and dinner during the Odense IE workshop.
- Participants will have to arrange travel and
accommodation themselves.

Topics

We invite all interested scholars to participate in the 4th Odense digital IE workshop.

As organizers, we are proud to offer the following workshop topics within the area of sustainability (more workshops will follow).

KEY DATES

Registration opens February, 2021 Participant

Registration closes May 14th, 2021

MAIN THEME

Sustainability

Workshop 1: IE in emerging and developing markets.

Moderated by Elizabeth Rose & Yi Wang

Workshop 2: Entrepreneurial ecosystems and international entrepreneurship.

Moderated by Lasse Torkkeli & Hannes Velt

Workshop 3: Institutions and Export-oriented entrepreneurial activity.

Moderated by Victor Martin-Sanchez

Workshop 4: Competences of future sustainable entrepreneurs in an international context.

Moderated by Anna Vuorio & Ingo Winkler

Workshop 5: INVs in the age of digitalization and new digital business models.

Moderated by Martin Hannibal.

Workshop 6: Necessary Condition Analysis (NCA) – foundations, implications, advantages – an introduction.

Moderated by Nicole Franziska Richter

Workshop 7: Entrepreneurship in the circular economy and the internationalisation of its business models.

Moderated by Antonella Zucchella

Workshop 8: Literature Reviews in IE: Types, Approaches, and Best Practices.

Moderated by Alejandro Rialp Criado

Workshop 9: PhD development: Discovering own voice.

Moderated by Gary Knight, Elizabeth Rose, Per Servais, Lasse Torkkeli & Romeo Turcan

Workshop 10: Giving, taking and making sense in network interactions: International entrepreneurs understanding of internationalization.

Moderated by Erik Stavnsager Rasmussen & Nicolaj H. Petersen

Workshop 11: Migration, diaspora and transnational entrepreneurship – connecting contexts internationally.

Moderated by Maria Elo, Susanne Sandberg & Per Servais

Workshop 12: Can we still learn something from the Born Global/ International New Venture classics?

Moderated by Tage Koed Madsen

Workshop 13: Latin America IE.

Moderated by Oscar Javier Montiel Mendez, Argentina Soto & Salvatore Tomaselli

Preliminary Program

Thursday, May 20

09:30 - 10:00	Welcome & meet & greet
10:00 - 10:15	Opening address
10:15 - 12:15	Parallel workshop sessions including individual coffee & tea break
12:15 - 13:15	Digital Lunch Meeting
13:15 - 19:00	Parallel workshop sessions
19:00 - 19:15	Digital closing session

Friday, May 21

10:15 - 12:15	Parallel workshop sessions
12:15 - 13:15	Digital Lunch Meeting
13:15 - 15:15	Parallel workshop sessions
15:15 - 15:45	Brief digital reports from workshops & closing

**We look forward to
welcoming you
digitally in Odense
in 2021!**

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

➔ www.visitdenmark.com