



PÉCSI TUDOMÁNYEGYETEM

♦ JUBILEUM 650 ♦

UNIVERSITY OF PÉCS JUBILEE

# CALL FOR PAPERS

**INTERNATIONAL CONFERENCE ON UNIVERSITY-BASED  
ENTREPRENEURSHIP AND REGIONAL DEVELOPMENT:  
THEORY, EMPIRICS AND PRACTICAL IMPLEMENTATION**

**Pécs, Hungary, December 1-2, 2016**

You are kindly invited to submit papers for presentation at the **International Conference on University-Based Entrepreneurship and Regional Development: Theory, Empirics and Practical Implementation (ICUBERD) to be held** at the University of Pécs, Faculty of Business and Economics, Pécs, Hungary, between the 1st and 2nd of December 2016.

## Aims

Entrepreneurial activities either commercial or non-commercial ones are crucial drivers of both the economic and the social development of a region. Universities, as the sources of innovative ideas and new discoveries should take a leading role in initializing, catalyzing, and coordinating such activities to strengthen the regional innovation system and to integrate the stakeholders of the region into a wider international innovation system. By taking the lead in this process universities should solve socio-economic problems that have the potential of helping communities in the region and also around the world. Those institutions that choose to be initiators, catalysts and coordinators of their regional innovation system should make changes on multiple domains, most importantly in the mindset of the stakeholders of the innovation system. How it can be pursued and what are the pitfalls of such a process is still to be discovered, debated and resolved. The conference aims to address two important domains: how to drive and manage a process of institutional transformation towards a more entrepreneurial model, and how university-based ecosystems can be nurtured in cultural, economic and socio-political environments that may not be naturally conducive to entrepreneurship and innovation.

## Abstract/Paper Submission

Prospective authors are kindly invited to submit abstract and/or full paper for presentation that shall be written and presented in English. **The abstract** should be no longer than 3,000 characters including spaces and should present the purpose of the research, the relevance of the problem, the methods, the main findings, and 5 to 7 keywords. **Papers** should have the following structure: introduction, literature review and conceptualization, methodology, results, and conclusion. The text should be 10-15 pages, 27,000-36,000 characters Times New Roman 12, single spacing. All articles must be submitted online, and peer review is managed fully electronically. **Accepted abstracts and papers** from registered participants will be electronically published and further evaluated for possible submission to the special issue of **The Hungarian Journal of Marketing and Management**.

## Important Dates

Abstract submission deadline	October 31st, 2016
Notification of Acceptance	November 15th, 2016
Full Paper submission Deadline	January 15th, 2017
Registration Deadline	November 15th, 2016
Conference Date	December 1st-2nd, 2016

ICUBERD

## Conference Themes

(Topics of interest include but not limited to the following):

- Entrepreneurial university
- Entrepreneurship and regional development policies
- Entrepreneurship and regional development
- Social entrepreneurship
- Entrepreneurship education, methods, techniques, performance metrics
- Financial innovation and entrepreneurship development
- Business Ethics and Entrepreneurship Ethics
- Corporate and Strategic Entrepreneurship
- New Economy, New Jobs and New Life
- Entrepreneurship and Growth
- Entrepreneurial Finance and Venture Capital
- Entrepreneurship and Governmental Support
- Entrepreneurship and Intellectual Property
- Entrepreneurial Culture
- Entrepreneurship and Gender
- Entrepreneurial Learning
- Communities of Practice
- Entrepreneurship and Ethnic Minorities
- Entrepreneurship and Sustainability
- Entrepreneurial Finance
- Entrepreneurial Marketing
- Family Business
- Financing the New Entrepreneurship
- Franchising
- Global Trends of Technological Growth
- Green Entrepreneurship
- Innovation and Technological Entrepreneurship
- International Entrepreneurship
- Marketing for High Tech Start-Ups
- New Prospects in Entrepreneurship
- Spin Off Processes and Knowledge Transfer
- Social and Community Entrepreneurship
- Studies of New Businesses
- Other Areas of Entrepreneurship

## Conference fee

Fees for our ICUBERD conference are as follows (EUR):

- 50€ per **PhD student to present a paper** at the conference for payments received on or before November 15th, 2016.
- 100€ per **Academics to present a paper** at the conference for payments received on or before November 15th, 2016.
- 50€ per **individual to attend** the conference for payments received before November 15th, 2016.
- 50€ per **additional paper** if presenting more than one paper at the conference.

## Organized by

**Simonyi Business and Economic Development Center (BEDC)**



**Regional Innovation and Entrepreneurship Research Center (RIERC)**



**MTA-PTE Innovation and Economic Growth Research Group**

**Financial and Institutional Reforms to build an Entrepreneurial Society (FIRES)**



**University of Pécs Faculty of Business and Economics**



# ICUBERD 2016

## Program overview

### DAY 1

Thursday, December 1, 2016

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- 08.00-09.00 **Registration**
- 09.00-09.15 **Opening, welcome speech**
- 09.15-10.45 **Plenary presentations: University-industry interactions**
  - Aldo Geuna (University of Torino, Italy)
  - Robert Huggins (Cardiff University, UK)
  - Helen Lawton Smith (Birkbeck, University of London and University of Oxford, UK)
  - Chair: Attila Varga (RIERC, University of Pécs, Hungary)
- 10.45-11.15 **Coffee break**
- 11.15-12.45 **Round table discussion: The Role of Universities in Entrepreneurship Education,**
  - Jay Mitra (Essex Business School, UK)
  - Tony Mendes (University of Missouri-Kansas City, USA)
  - Zoltán J. Acs (George Mason University, USA)
  - Chair: Laszló Szerb (University of Pécs, Hungary)
- 12.45-13.45 **Lunch break**
- 13.45-15.15 **Parallel sessions**
- 15.15-15.45 **Coffee break**
- 15.45-17.15 **Round table discussion: Entrepreneurship Centers**
  - Luke Pittaway (Ohio University, USA)
  - Tony Mendes (University of Missouri-Kansas City, USA)
  - Paul Hannon (Swansea University, UK)
  - Chair: Zsolt Bedő (University of Pécs, Hungary)
- 19.00-22.00 **Gala dinner**

### DAY 2

Friday, December 2, 2016

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- 09.00-10.30 **Plenary presentations: Innovation and Triple Helix**
  - Zoltan J. Acs (George Mason University, USA)
  - Annamária Inzelt (IKU Innovation Research Centre, Hungary)
  - Erik Stam (Utrecht University, The Netherlands)
  - Chair: Katalin Erdős (University of Pécs, Hungary)
- 10.30-11.00 **Coffee break**
- 11.00-12.30 **Parallel sessions**
- 12.30-12.45 **Closing of the conference**
- 12.45-13.45 **Lunch**

# ICUBERD 2016

## Scientific committee

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- **Zoltan J. Acs** (George Mason University, USA)
- **Aldo Geuna** (University of Torino, Italy)
- **Robert Huggins** (Cardiff University, UK)
- **Helen Lawton Smith** (Birkbeck, University of London and University of Oxford, UK)
- **Annamaria Inzelt** (IKU Innovation Research Centre, Hungary)
- **Luke Pittaway** (Ohio University, USA)
- **Laszlo Szerb** (University of Pécs, Hungary)
- **Attila Varga** (University of Pécs, Hungary)

## Organizing committee

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- **Zsolt Bedő** (University of Pécs, Hungary)
- **Vivien Csapi** (University of Pécs, Hungary)
- **Katalin Erdős** (University of Pécs, Hungary)
- **Luke Pittaway** (Ohio University, USA)
- **Laszlo Szerb** (University of Pécs, Hungary)
- **Attila Varga** (University of Pécs, Hungary)