

Konferenzprogramm / Conference Program

# G-Forum

## *Jahreskonferenz* 2019

25. – 27. September 2019 / September 25<sup>th</sup> – 27<sup>th</sup> 2019

Wirtschaftsuniversität Wien / WU - Vienna University of Economics and Business

**23. Interdisziplinäre Jahreskonferenz zu Entrepreneurship, Innovation und Mittelstand**

**„Die Chancen von KMU in einer globalisierten Welt“**

**23<sup>rd</sup> Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs**

**“Opportunities for SMEs in a globalized world”**



IN COOPERATION WITH

**WU**  
**FGF** e.V.  
Entrepreneurship • Innovation • Mittelstand

[www.g-forum.de](http://www.g-forum.de) / [#GForum2019](https://twitter.com/GForum2019)

### Keynotes

(Eröffnungsplenum / Opening plenary Session)

**Prof. Dr. Jonas Puck,**

Head of the Institute for International Business at the WU Vienna Univ. of Economics and Business and  
Academic Director of the MBA in Energy Management at the WU Executive Academy

**Dipl.-Vw. Klemens Himpele**

Head of the Department Economic Affairs, Labour and Statistics, City of Vienna

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Wir danken den folgenden Partnern herzlich für ihre Unterstützung des 23. G-Forums:  
We would like to thank the following partners for their friendly support of the 23<sup>rd</sup> G-Forum:



Karl Schlecht  
Stiftung



Finanzgruppe  
Wissenschaftsförderung



Hans Sauer  
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## Grußwort des Tagungspräsidiums

Herzlich Willkommen und Servus in Wien!

Wir freuen uns sehr, die 23. Interdisziplinäre Jahreskonferenz zu Entrepreneurship, Innovation und Mittelstand (G-Forum) an der WU Wirtschaftsuniversität Wien ausrichten und Sie somit in Wien begrüßen zu können.



Nach 19 Jahren findet das G-Forum zum zweiten Mal in Wien statt. Im Jahr 2000 wurde die Konferenz in den Räumlichkeiten der Wirtschaftskammer Österreich abgehalten, diesmal nutzen wir den im Jahr 2013 neu eröffneten Campus WU. Der Campus liegt unweit des sogenannten „grünen Praters“ und des Vergnügungsparks samt Riesenrad und teilweise auf dem ehemaligen Gelände der Wiener Weltausstellung von 1873. Mit rund 100.000 Quadratmetern Nutzfläche und einer außergewöhnlichen Mischung an Architektur stellt der neue Campus WU für 25.000 Studierende und 1.500 Mitarbeiterinnen und Mitarbeitern eine einzigartige Arbeitsstätte dar. Gleichzeitig bietet er mit seiner umfangreichen Infrastruktur auch die Möglichkeit, sämtliche Programmelemente des G-Forums direkt am Campus bzw. in seiner unmittelbaren Umgebung abzuhalten.

**Es ist der Globalisierung egal, ob die Leute sie mögen oder nicht.** Hermann Simon

[aus: Simon, H. (2009): Geistreiches für Manager, Frankfurt: Campus, S. 235]

Mit dem diesjährigen Themenschwerpunkt „Die Chancen von KMU in einer globalisierten Welt“ tragen wir der Rolle Wiens als internationales wirtschaftliches Zentrum und Tor insbesondere zu den Central and Eastern European Countries im Herzen Europas Rechnung und betonen gleichzeitig die große Bedeutung von dynamischen KMU und Unternehmensgründungen. Die voranschreitende Globalisierung der Weltwirtschaft der letzten Jahrzehnte brachte und bringt erhebliche Veränderungen der Wettbewerbsbedingungen für kleine und mittlere Unternehmen mit sich. Vor diesem Hintergrund widmet sich das G-Forum 2019 den zahlreichen Fragen, aber vor allem den Chancen und Lösungsansätzen, die daraus für KMU aus der Sicht von Wissenschaft und Praxis entstehen.

Mit etwa 250 Einreichungen aus Wissenschaft und Praxis aus 18 Ländern sowie hochkarätigen themenspezifischen Key-Notes wird die Veranstaltung die Gelegenheit bieten, diese Chancen und Lösungsansätze umfangreich, variantenreich und multiperspektivisch zu diskutieren. Dafür stehen neben dem vorgelagerten Doktorandinnen- und Doktorandenkolloquium im Hauptprogramm der Konferenz wiederum Lang- und Kurzvorträge sowie Posterpräsentationen als thematisch geordnete Präsentations- und Diskussionsforen zur Verfügung.

Unser besonderer Dank gilt dem Vorstand und dem Geschäftsführer des Förderkreises Gründungsforschung e.V. und dem Gutachterboard der Konferenz, das einmal mehr diese große Anzahl von Einreichungen professionell, kollegial und konstruktiv bewertet hat, sowie den Organisationen, die die Veranstaltung mittels der Dotierung von Awards unterstützen. Herzlichen Dank!

Wir wünschen allen Teilnehmerinnen und Teilnehmern eine inspirierende und produktive Zeit an der WU Wien mit vielen Gelegenheiten zum kollegialen wissenschaftlichen Austausch.

Mit herzlichen Grüßen

Alexander Keßler und Dietmar Rößl

## Welcome of the Conference Chairs

A very warm welcome and Servus in Vienna!

We are delighted to host the 23rd Interdisciplinary Annual Conference on Entrepreneurship, Innovation and SMEs (G-Forum) at the WU Vienna University of Economics and Business and to welcome you to Vienna.



After 19 years, the G-Forum is taking place in Vienna for the second time. In 2000, the conference was held in the premises of the Austrian Chamber of Commerce, this time we make use of the Campus WU which was opened in 2013. The campus is located close to the so-called "green Prater" and the amusement park including the Ferris wheel and is partly on the former site of the Vienna World's Fair of 1873. With around 100,000 square meters of floor space and an extraordinary mix of architecture, the new Campus WU is a unique workplace for 25,000 students and 1,500 employees. At the same time, with its extensive infrastructure, the Campus WU also allows us to hold all the program elements of the G Forum directly on campus or within its immediate surroundings.

### **Globalisation doesn't care if people like it or not.** Hermann Simon

[from: Simon, H. (2009): Geistreiches für Manager, Frankfurt: Campus, S. 235]

With this year's theme "The opportunities for SMEs in a globalized world", we take into account Vienna's role as an international economic centre and gateway in particular to Central and Eastern European Countries in the heart of Europe, and at the same time we stress the importance of dynamic SMEs and business start-up. The advancing globalisation of the world economy in recent decades has brought and continues to bring about significant changes in competitive conditions for small and medium-sized enterprises. Against this background, the G-Forum 2019 addresses the many questions, but above all the opportunities and solutions that arise for SMEs from the perspective of science and practice.

With around 250 submissions from research and practice from 18 countries, as well as high-calibre subject-specific key notes, the event will provide the framework to discuss these opportunities and approaches in a comprehensive, multi-faceted and multi-perspectival manner. In addition to the preceding doctoral colloquium, we offer in the main program of the conference, long and short presentations as well as poster presentations organised in thematically arranged presentation and discussion forums.

Our special thanks go to the board and the managing director of the Förderkreis Gründungs-Forschung e.V. and the reviewer board of the conference, which once again evaluated the large number of submissions professionally, collegially and constructively, as well as to the organisations supporting the event by endowing awards. Thank you very much!

We wish all participants an inspiring and productive time at the WU Vienna with many opportunities for collegial scientific exchange.

With kind regards

Alexander Keßler und Dietmar Roessl

## Überblick Konferenzprogramm / Overview of Conference Program

### Mittwoch / Wednesday, September 25<sup>th</sup>

|       |                                                                                                                                      |                              |
|-------|--------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| 12.00 | FGF Doktorandenkolloquium / FGF Doctoral Consortium                                                                                  | (5 <sup>th</sup> floor, TC*) |
| 18.00 | FGF Mitgliederversammlung / FGF Meeting of Members                                                                                   | (5 <sup>th</sup> floor, TC)  |
| 19.30 | Get Together, Schweizerhaus, Prater 116, 1020 Wien<br>(Selbstzahler; nur Barzahlung / not included in the conference fee; cash only) |                              |

### Donnerstag / Thursday, September 26<sup>th</sup>

|               |                                                                                          |                             |
|---------------|------------------------------------------------------------------------------------------|-----------------------------|
| 08.00 - 09.00 | Registrierung und Kaffee / Registration and Coffee                                       | (Forum, LC*)                |
| 09.00         | Eröffnungsplenum / Plenary Session                                                       | (Festival Hall 1, LC)       |
| 10.00 - 19.00 | Registrierung / Registration                                                             | (5 <sup>th</sup> floor, TC) |
| 10.00         | Kaffeepause / Coffee Break                                                               | (5 <sup>th</sup> floor, TC) |
| 10.30         | Parallel Sessions 1-7                                                                    | (5 <sup>th</sup> floor, TC) |
| 12.00         | Mittagessen / Lunch Break                                                                | (Mensa, ground floor, TC)   |
| 13.00         | Parallel Sessions 8-14                                                                   | (5 <sup>th</sup> floor, TC) |
| 14.00         | Session 15 Posterpräsentation mit Kaffeepause /<br>Poster Presentation with Coffee Break | (5 <sup>th</sup> floor, TC) |
| 14.30         | Parallel Sessions 16-22                                                                  | (5 <sup>th</sup> floor, TC) |
| 16.00         | Kaffeepause / Coffee Break                                                               | (5 <sup>th</sup> floor, TC) |
| 16.15         | Parallel Sessions 23-29                                                                  | (5 <sup>th</sup> floor, TC) |
| 17.45         | Kaffeepause / Coffee Break                                                               | (5 <sup>th</sup> floor, TC) |
| 18.00         | Parallel Sessions 30-36                                                                  | (5 <sup>th</sup> floor, TC) |
| 19.00         | FGF Arbeitskreise / FGF Working Groups                                                   | (5 <sup>th</sup> floor, TC) |
| 20.00         | Gesellschaftsabend / Conference Dinner                                                   | (Mensa, ground floor, TC)   |

### Freitag / Friday, September 27<sup>th</sup>

|               |                                                                                          |                             |
|---------------|------------------------------------------------------------------------------------------|-----------------------------|
| 08.30 - 14.30 | Registrierung / Registration                                                             | (5 <sup>th</sup> floor, TC) |
| 09.00         | Parallel Sessions 37-43                                                                  | (5 <sup>th</sup> floor, TC) |
| 10.00         | Parallel Sessions 44-50                                                                  | (5 <sup>th</sup> floor, TC) |
| 11.30         | Session 51 Posterpräsentation mit Kaffeepause /<br>Poster Presentation with Coffee Break | (5 <sup>th</sup> floor, TC) |
| 12.00         | Parallel Sessions 52-58                                                                  | (5 <sup>th</sup> floor, TC) |
| 13.30         | Mittagessen / Lunch Break                                                                | (Mensa, ground floor, TC)   |
| 14.30         | Parallel Sessions 59-64                                                                  | (5 <sup>th</sup> floor, TC) |
| 16.00         | Schlussplenum / Closing Plenary Session                                                  | (5 <sup>th</sup> floor, TC) |
| 16.15         | Konferenzende / End of Conference                                                        |                             |

\* TC = Teaching Center LC = Library and Learning Center

**Mittwoch / Wednesday, September 25<sup>th</sup>**

|                                                                                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------|
| <i>Ort / Venue</i><br><b>WU Wien / WU Vienna University of Economics and Business</b>                                            |
| <b>12.00 – 17.30</b>                                                                                                             |
| <b>FGF Doktorandenkolloquium / FGF Doctoral Consortium (5<sup>th</sup> floor, TC)</b>                                            |
| <b>18.00 – 19.30</b>                                                                                                             |
| <b>FGF Mitgliederversammlung / FGF Meeting of Members (5<sup>th</sup> floor, TC)</b>                                             |
| <i>Ort / Venue</i><br><b>Schweizerhaus, Prater 116, 1020 Wien (Austria)</b>                                                      |
| <b>ab / from 19.30</b>                                                                                                           |
| <b>Gemütliches Zusammensein / Get Together</b><br>(Selbstzahler; nur Barzahlung / not included in the conference fee; cash only) |

**Donnerstag / Thursday, September 26<sup>th</sup>**

|                                                                                                                                                                                                                                                                                                                                                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Ort / Venue</i><br><b>WU Wien / WU Vienna University of Economics and Business</b>                                                                                                                                                                                                                                                               |
| <b>09.00 – 10.00: Eröffnungsplenum / Plenary Session, LC Forum Festsaal 1</b>                                                                                                                                                                                                                                                                       |
| <i>Begrüßung / Welcome</i><br><br><b>Prof. Dr. Dietmar Rößl / PD Dr. Alexander Keßler</b><br>Congress presidency, WU Vienna Univ. of Economics and Business<br>Institute for Small Business Management and Entrepreneurship<br><br><b>Prof. Dr. Harald Badinger</b><br>Vice-Rector for Financial Affairs, WU Vienna Univ. of Economics and Business |
| <i>Keynote Speech I</i><br><br><b>Prof. Dr. Jonas Puck</b><br>Head of the Institute for International Business at the WU Vienna Univ. of Economics and Business and<br>Academic Director of the MBA in Energy Management at the WU Executive Academy                                                                                                |
| <i>Keynote Speech II</i><br><br><b>Dipl.-Vw. Klemens Himpele</b><br>Head of the Department Economic Affairs, Labour and Statistics, City of Vienna                                                                                                                                                                                                  |
| <i>Vorstellung des Programms und der Awards / Presentation of Program and Awards</i><br><br><b>Prof. Dr. Andreas Kuckertz</b><br>FGF President, Chair in Entrepreneurship and<br>Managing Director of the Institute of Marketing & Management at the Univ. of Hohenheim                                                                             |
| <b>10.00 – 10.30: Kaffeepause / Coffee Break (5<sup>th</sup> floor, TC)</b>                                                                                                                                                                                                                                                                         |



Donnerstag / Thursday, September 26<sup>th</sup>

10.30 – 12.00: Parallel Sessions 1-7

| TC.5.01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | TC.5.03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | TC.5.13                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | TC.5.15                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | TC.5.27                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | TC.5.12                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | TC.5.16                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Session 1<br/>Social<br/>Entrepreneurship</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Session 2<br/>Entrepreneurial<br/>Personality / Identity</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Session 3<br/>Entrepreneurial<br/>Strategy</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Session 4<br/>Family Business</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Session 5<br/>Innovation</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Session 6<br/>Crowdfunding</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Session 7<br/>Praxis-Track<br/>Human- und Sozialkapital</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <i>Chair: Mirko Hirschmann</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <i>Chair: Carina Lomberg</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <i>Chair: Graciela Kuechle</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <i>Chair: Julia de Groote</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <i>Chair: Sebastian Händschke</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <i>Chair: Christoph Ihl</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <i>Chair: Stephanie Rabbe</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <p>Alexandra Mittermaier,<br/>Holger Patzelt,<br/>Dean A. Shepherd</p> <p>Organizing for hybridity:<br/>The role of self-interest<br/>motivations in social ven-<br/>ture creation*</p> <hr/> <p>Sarah Türk,<br/>Florian B. Zapkau,<br/>Christian Schwens</p> <p>How harmonious and ob-<br/>sessive passion affect so-<br/>cial entrepreneurial in-<br/>tention differently*</p> <hr/> <p>Cornelia C. Delp,<br/>Tobias Hildebrand,<br/>Harald von Korflesch</p> <p>Characteristics of re-<br/>gional social start-ups in<br/>Germany - A qualitative<br/>study</p> <hr/> <p>Mirko Hirschmann,<br/>Jörn Block,<br/>Alexandra Moritz</p> <p>Motives and selection<br/>criteria of social impact<br/>incubators</p> | <p>Werner Bönte,<br/>Diemo Urbig,<br/>Sandro Lombardo,<br/>Vivien Procher</p> <p>If you can't stand the<br/>heat, get out of the<br/>kitchen: Perceived inten-<br/>sity of competition and<br/>entrepreneurial entry</p> <hr/> <p>Alicia Prochotta,<br/>Andreas Kuckertz</p> <p>Aiming for legitimacy but<br/>falling for clichés—Con-<br/>trasting entrepreneurs'<br/>self-expressed identity<br/>and external perception</p> <hr/> <p>Daniel A. Lerner,<br/>Lars Alkærsig,<br/>Markus A. Fitza,<br/>Carina Lomberg,<br/>Stefanie K. Johnson</p> <p>Parasites and entrepre-<br/>neurial behavior</p> | <p>Nathalie Iloga-Balep,<br/>Christoph Seckler,<br/>Sebastian Fischer,<br/>Björn Seeger</p> <p>How leaders orches-<br/>trate dynamic capabili-<br/>ties: A strategy-as-<br/>practice perspective*</p> <hr/> <p>Dennis Walheiser,<br/>Christian Schwens,<br/>Andreas Engelen</p> <p>The interaction be-<br/>tween strategic plan-<br/>ning and bricolage in<br/>SMEs and the moderat-<br/>ing role of organiza-<br/>tional structure</p> <hr/> <p>Graciela Kuechle,<br/>Xiaoou Liu</p> <p>Mitigating uncertainty<br/>in entrepreneurial en-<br/>vironments: Prediction-<br/>an control-based strat-<br/>egies</p> | <p>Kai Bormann, Christina Hoon,<br/>Michael Graffius,<br/>Christopher Hansen, Jana Bövers</p> <p>A trickle-down model of family<br/>firms' climate for satisfaction<br/>and voice</p> <hr/> <p>Christopher Hansen, Jörn Block,<br/>Matthias Baum,<br/>Holger Steinmetz</p> <p>What determines the market<br/>value of family firms? A meta-an-<br/>alytical investigation of profita-<br/>bility and strategic choices as in-<br/>fluence factors*</p> <hr/> <p>Baris Istiqlil,<br/>Jan-Philipp Ahrens,<br/>Suleika Bort, Andrew Isaak</p> <p>Learning the bias? How succes-<br/>sor pre-succession firm experi-<br/>ence affects family firm perfor-<br/>mance*</p> <hr/> <p>Julia de Groote, Sabrina Schell,<br/>Nadine Kammerlander,<br/>Andreas Hack</p> <p>Open innovation in family firms:<br/>Why and how do family firms se-<br/>lect partners for open innova-<br/>tion?</p> | <p>Annette Becker,<br/>Hanna Hottenrott,<br/>Anwesha Mukherjee,<br/>Julian Schwierzy</p> <p>Labor division in R&amp;D? Firm<br/>size and specialization in cor-<br/>porate research*</p> <hr/> <p>Robert Ciszewski</p> <p>Work hard and work smart -<br/>Sales-related success factors<br/>in innovation selling</p> <hr/> <p>Reinhold Pabst,<br/>Isabelle Tyrasa,<br/>Antje Gonera,<br/>Marcel Drescher,<br/>Sebastian Händschke</p> <p>Oscillating degrees of open-<br/>ness in open innovation pro-<br/>jects in research and innova-<br/>tion consortia</p> | <p>Teodora Radovanovic,<br/>Manuela Ender,<br/>Martina Sageder</p> <p>Erfolgsfaktoren im Crowd-<br/>funding – eine Analyse öster-<br/>reichischer Crowdfunding<br/>Projekte</p> <hr/> <p>Marlén Schiche,<br/>Matthias Baum</p> <p>The weight of social impact<br/>as decision factor in crowd-<br/>funding - A conjoint experi-<br/>ment</p> <hr/> <p>Christoph Ihl,<br/>Jan-Niklas Wick</p> <p>The hidden cost of crowd<br/>capital: Categorization in<br/>early venture financing*</p> | <p>Ralf Sängler, Rosy Buch</p> <p>Stärkung der Wettbewerbsfähig-<br/>keit von (migrantischen) Kleinst-<br/>und Kleinunternehmen durch die<br/>Gewinnung von Fachpersonal<br/>aus Nicht-EU Ländern – Am Bei-<br/>spiel der nicht akademischen Ge-<br/>sundheitsfachkräfte in Rhein-<br/>land-Pfalz</p> <hr/> <p>Michael Dunst, Claudio Gattari,<br/>Dietmar Vahs, Alexander Brem</p> <p>Der Einfluss einer qualitätsbezo-<br/>genen Führung auf das qualitäts-<br/>bewusste Handeln von Mitarbei-<br/>tern</p> <hr/> <p>Anne Maria Busch,<br/>Ann-Christine Schulz,<br/>Markus Scholz</p> <p>Beiräte als Chance für Mittelun-<br/>ternehmen in Österreich</p> <hr/> <p>Stephanie Rabbe, Maria Leye</p> <p>Cooperative Awareness – Ein Lö-<br/>sungsansatz für asymmetrische<br/>Partnerschaften zwischen KMU<br/>und Start-ups</p> |

\* = Award-Nomination

12.00 – 13.00: Mittagessen / Lunch Break (Mensa, ground floor, TC)



Donnerstag / Thursday, September 26<sup>th</sup>

13.00 – 14.00: Parallel Sessions 8-14

| TC.5.01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | TC.5.03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | TC.5.13                                                                                                                                                                                                                                                                                                                                                                                         | TC.5.15                                                                                                                                                                                                                                                                                                                                                                                                                                       | TC.5.27                                                                                                                                                                                                                                                                                                                                                  | TC.5.12                                                                                                                                                                                                                                                                                                                                                                                                            | TC.5.16                                                                                                                                                                                                                                                                                                                                                                                                                              |
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| <b>Session 8</b><br><b>Business Model Innovation</b><br><br><b>Chair: Maike Gerken</b><br><hr/> Marianne Hock,<br>Thomas Clauß,<br>Sascha Kraus<br>Knowledge management for business model innovation: The role of capabilities and organizational risk taking<br><hr/> Damian Minski,<br>Steffen Strese<br>CEO personality, social capital and business model innovation (BMI): An empirical multi-level analysis linking managerial and organizational BMI antecedents in SMEs<br><hr/> Anne K. Heider, Maike Gerken,<br>Nicolas van Dinther,<br>Marcel Hülsbeck<br>Dynamic capabilities as drivers of business model innovation in small and medium-sized enterprises | <b>Session 9</b><br><b>International Entrepreneurship</b><br><br><b>Chair: Rainer Harms</b><br><hr/> Annaëlle Hervé,<br>Christophe Schmitt,<br>Rico Baldegger<br>Internationalization of micro-small and medium-sized enterprises in a digital context<br><hr/> Maksim Belitski,<br>Christina Günther,<br>David Audretsch<br>Choose wisely: Regional and international collaboration partners of SMEs and their effect on innovative performance*<br><hr/> Shuijing Jie,<br>Rainer Harms,<br>Aard J. Groen<br>Capability bundles for international performance of technology-based international new ventures | <b>Session 10</b><br><b>Corporate Entrepreneurship / Intrapreneurship</b><br><br><b>Chair: Matthias Menter</b><br><hr/> Philipp Böhnlein<br>When do employees decide to craft their jobs? A conjoint experiment<br><hr/> Matthias Menter,<br>David B. Audretsch,<br>Erik E. Lehmann,<br>Katharine Wirsching<br>Intrapreneurship and absorptive capacities: The dynamic effect of labor mobility | <b>Session 11</b><br><b>Entrepreneurial Intention</b><br><br><b>Chair: Petra Dickel</b><br><hr/> Marvin Hanisch,<br>Lorenz Graf-Vlachy,<br>Caroline Häussler,<br>Andreas König,<br>Theresa S. Cho<br>Kindred spirits: The influence of cognitive frame similarity on contingency planning in strategic alliances*<br><hr/> Robert Mai,<br>Petra Dickel<br>Under the tip of the iceberg: Uncovering implicit associations in entrepreneurship* | <b>Session 12</b><br><b>Hybrid Entrepreneurship</b><br><br><b>Chair: Matthias Schulz</b><br><hr/> Cemre Demir,<br>Arndt Werner<br>A systematic literature review on hybrid entrepreneurship<br><hr/> Matthias Schulz,<br>Martin Murmann,<br>Christian Schwens<br>No pain, no gain. Unpacking the real options process underlying hybrid entrepreneurship | <b>Session 13</b><br><b>Women Entrepreneurship</b><br><br><b>Chair: Manuela Weller</b><br><hr/> Ruud Gerards,<br>Pomme Theunissen,<br>Julia M. Kensbock<br>Deciding (not) to become a mompreneur: How parental leave policies prevent mothers from entering self-employment<br><hr/> Manuela Weller,<br>Alicja Hadrys-Nowak<br>“Girls power in Polish family businesses” – The daughters perspective on succession | <b>Session 14</b><br><b>Digital Entrepreneurship</b><br><br><b>Chair: Dorian Proksch</b><br><hr/> Gerald Steiner,<br>Liliya Sataalkina<br>Digital entrepreneurship and its impact on the innovation systems: Results of a systematic literature review<br><hr/> Dorian Proksch,<br>Anna-Frieda Rosin,<br>Stephan Stubner,<br>Andreas Pinkwart<br>Digital new ventures: Assessing the benefits of digitalization in entrepreneurship* |

\* = Award-Nomination

14.00 – 14.30 Posterpräsentation mit Kaffeepause / Poster Presentation with Coffee Break (5<sup>th</sup> floor, TC)

Session 15 Coffee Break Area (5<sup>th</sup> floor, TC)

14.00 – 14.30

*Posterpräsentation / Poster Presentation (Autoren anwesend / Authors present)*

1. **Location factors in rural areas close to cities – why do founders underestimate the potential of suburban regions?**  
*Fabian Gerhardt*
2. **Does institutional configuration influence preference for social entrepreneurship? A replication study**  
*Narmeen Kanwal, Christian Fisch, Jörn Block*
3. **The impact of a chief human resources officer - The underestimated influencer of entrepreneurship, innovation and social firm performance**  
*Nina Haarkötter, Malte Brettel, Niklas J. A. Hunsdiek*
4. **The hidden people dream team - The success of the chief executive officer and the chief human resources officer**  
*Nina Haarkötter, Denise Fischer, Niklas J. A. Hunsdiek*
5. **Identifying innovation network dynamics of genome editing technologies by bridging company, patent and publication numbers**  
*Natalie Laibach, Volodymyr Lysenko, Stefanie Bröring*
6. **COO fashion: Mimetic isomorphism as antecedent of different COO types within TMTs**  
*Dragana Kovacevic, David Bendig*
7. **Who's power house is it? – The impact of CEO-CFO power gap on large firms' effectual orientation**  
*Elisa Kaupel*
8. **Identical by birth – Family firm's identity and its change over time**  
*Friederike Volk, Dragana Kovacevic*
9. **Is blood more ethical than water? – Ethical awareness and motivation in family firms**  
*Friederike Volk, Dragana Kovacevic*
10. **Entrepreneurship in socialistic countries: The case of Vietnam**  
*Lanh Nguyen, Michael Wyrwich, Christian Fisch, Jörn Block*
11. **The stigma of entrepreneurial failure: A systematic literature review**  
*Nadine Bachmann, Birgit Feldbauer-Durstmüller, Stefan Mayr*

Donnerstag / Thursday, September 26<sup>th</sup>

14.30 – 16.00: Parallel Sessions 16-22

| TC.5.01                                                                                                                                                                                                                                                                                                           | TC.5.03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | TC.5.13                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | TC.5.15                                                                                                                                                                                                                                                                                                                                                                                                    | TC.5.27                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | TC.5.12                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | TC.5.16                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| <b>Session 16</b><br><b>Panel Discussion</b><br><b>Contemporary</b><br><b>Developments in</b><br><b>Entrepreneurial</b><br><b>Finance</b><br><br><i>Chair: Stephan Golla</i>                                                                                                                                      | <b>Session 17</b><br><b>Entrepreneurial</b><br><b>Teams</b><br><br><i>Chair: Miriam Bird</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Session 18</b><br><b>Entrepreneurial</b><br><b>Process</b><br><br><i>Chair: Orestis Terzidis</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Session 19</b><br><b>Private Equity</b><br><br><i>Chair: Pierre Schillinger</i>                                                                                                                                                                                                                                                                                                                         | <b>Session 20</b><br><b>Sustainable</b><br><b>Entrepreneurship</b><br><br><i>Chair: Klaus Fichter</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Session 21</b><br><b>Corporate</b><br><b>Social Responsibility</b><br><br><i>Chair: Arndt Werner</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Session 22</b><br><b>Wissenschafts- und</b><br><b>Praxis-Track</b><br><b>Business Development</b><br><br><i>Chair: Ronny Baierl</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <p>Impulsvortrag:<br/> <i>Paul Pöltner</i><br/> Crowdinvesting 2.0: Vom ICO zum STO</p> <p>Panelist:</p> <ul style="list-style-type: none"> <li>• <i>Carolin Bock</i><br/>TU-Darmstadt</li> <li>• <i>Christian Fisch</i><br/>Universität Trier</li> <li>• <i>Harald Meisner</i><br/>Rheinische FH Köln</li> </ul> | <p><i>Arturo Morales Reyes,</i><br/> <i>Andreas Kuckertz</i><br/> Cycles of conflicts and performance in entrepreneurial teams</p> <hr/> <p><i>Anne Tryba, Jörn Block</i><br/> Shared vision and entrepreneurial team member exits and entries:<br/> The role of joint work history</p> <hr/> <p><i>Elisabeth Mueller</i><br/> Lasting consequences? – Initial equity distribution at new ventures, team entry, and new venture performance</p> <hr/> <p><i>Miriam Bird,</i><br/> <i>Mateja Andric,</i><br/> <i>Karin Hellerstedt</i><br/> The influence of entrepreneurial teams' distribution of power on firm growth</p> | <p><i>Johannes Kleinhempel,</i><br/> <i>Sjoerd Beugelsdijk,</i><br/> <i>Mariko J. Klasing</i><br/> The changing role of social capital during the entrepreneurial establishment process: A multi-level study*</p> <hr/> <p><i>Reinhold Pabst,</i><br/> <i>Isabelle Tyrasa,</i><br/> <i>Roxana Preuß,</i><br/> <i>Sebastian Händschke</i><br/> A phase-sensitive approach on the support of high-technology academic spin-offs</p> <hr/> <p><i>Marcos González Marín,</i><br/> <i>Orestis Terzidis</i><br/> A first step to consolidate the view of the decision-making process for entrepreneurs – A systematic literature review</p> | <p><i>Aly Zaazoua</i><br/> Corporate finance on the political spectrum - Do conservative CEOs buy back more shares?</p> <hr/> <p><i>Suleiman Naiem</i><br/> The performance of private equity-backed SMEs</p> <hr/> <p><i>Pierre Schillinger,</i><br/> <i>Reiner Braun,</i><br/> <i>Jeroen Cornel</i><br/> Distortion or cash flow management? Understanding credit facilities in private equity funds</p> | <p><i>Daria Habicher,</i><br/> Postwachstumsorientierte Unternehmensstrategien von KMU</p> <hr/> <p><i>Susanne Pankov,</i><br/> <i>Vivek Velamuri</i><br/> The development of sustainable entrepreneurial ecosystems: Understanding the role of sharing economy entrepreneurs in facilitating sustainability*</p> <hr/> <p><i>Yasmin Olteanu,</i><br/> <i>Klaus Fichter</i><br/> Innovativeness and international orientation of green start-ups</p> <hr/> <p><i>Klaus Fichter,</i><br/> <i>Jens Clausen</i><br/> Sector-specific diffusion of environmental innovations</p> | <p><i>Constantin von Selasinsky</i><br/> Corporate social responsibility and crowdfunding performance</p> <hr/> <p><i>Mario Vaupel,</i><br/> <i>David Bendig</i><br/> Talking green but acting blind: The role of share repurchases in corporate sustainability</p> <hr/> <p><i>Barbara Fürthner,</i><br/> <i>Michael Kuttner, Tanja Wolf</i><br/> Striving for a competitive advantage through CSR: Qualitative stakeholder insights from a medium-sized, family-owned printer</p> <hr/> <p><i>Christoph Rainer Stock,</i><br/> <i>Stefan Marc Hossinger,</i><br/> <i>Arndt Werner</i><br/> The familiness effect on CSR of privately owned SMEs: Empirical evidence from German Mittelstand firms*</p> | <p><i>Thomas Maran, Marco Furtner,</i><br/> <i>Theo Ravet-Brown</i><br/> From charismatic modelling towards innovation culture: A moderated mediation model</p> <hr/> <p><i>Nils Weber, Jörn Block</i><br/> How do hidden champions transform their business models in a digital world? – A qualitative empirical study</p> <hr/> <p><i>Johann Praith, Regina Rowland,</i><br/> <i>Claudia Kummer, Irena Zavrl,</i><br/> <i>Gabor Szüdi</i><br/> Der „ReSTI Five-Door-Ansatz“ zur systematischen Entwicklung von Innovationen für Start-up-Unternehmen und innovative KMU im Sinne einer Circular Economy</p> <hr/> <p><i>Daniel Markgraf, Günther Würtz</i><br/> Förderung von Corporate Entrepreneurship im Fernstudium durch plattformbasierte Kompetenzentwicklung – die AKAD LABS</p> <hr/> <p><i>Ronny Baierl</i><br/> Der Business Development Navigator: Systematisch zum Innovationserfolg</p> |

\* = Award-Nomination

16.00 – 16.15: Kaffeepause / Coffee Break (5<sup>th</sup> floor, TC)

Donnerstag / Thursday, September 26<sup>th</sup>

16:15 – 17.45: Parallel Sessions 23-29

| TC.5.01                                                                                                                                                                                                                                                                                                                                                                                                   | TC.5.03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | TC.5.13                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | TC.5.15                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | TC.5.27                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | TC.5.12                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | TC.5.16                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
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| <b>Session 23</b><br><b>Corporate Entrepreneurship / Intrapreneurship</b><br><i>Chair: Mario Piel</i>                                                                                                                                                                                                                                                                                                     | <b>Session 24</b><br><b>Venture Capital</b><br><i>Chair: Christian Fisch</i>                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Session 25</b><br><b>Family Business</b><br><i>Chair: Baris Istipliler</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Session 26</b><br><b>Entrepreneurial Ecosystems</b><br><i>Chair: Orestis Terzidis</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Session 27</b><br><b>Entrepreneurship Education</b><br><i>Chair: Carolin Bock</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Session 28</b><br><b>Entrepreneurial Decision Making</b><br><i>Chair: Stephan Golla</i>                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Session 29</b><br><b>Praxistrack Entrepreneurship Unterstützungsprogramme</b><br><i>Chair: Robin Bürger</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <p><i>Elisa Kaupel</i></p> <p>The impact of CEO and CFO career variety on large firms' effectual orientation</p> <hr/> <p><i>Johannes Rosenberger, Dean Shepherd</i></p> <p>New technology acceptance by corporate entrepreneurship teams – A dynamic perspective</p> <hr/> <p><i>Mario Piel, Denise Fischer</i></p> <p>One step ahead – The relationship between CEO regulatory focus and innovation</p> | <p><i>Christian Granz, Marisa Henn, Eva Lutz</i></p> <p>Value-added services as a determinant of entrepreneurs' venture capital investor selection*</p> <hr/> <p><i>Nino Röhr, Michael Schefczyk</i></p> <p>Heterogeneity of VC-investors: A look on venture capital contracts in the German early stage market</p> <hr/> <p><i>Christian Fisch, Paul Momtaz</i></p> <p>Venture capital and the performance of blockchain technology-based firms: Evidence from initial coin offerings</p> | <p><i>Theresa M. B. Tillmann, David Michael Lehmann, René Mauer</i></p> <p>The Role of family entrepreneurship for entrepreneurial ecosystems – A structured literature review</p> <hr/> <p><i>Laura Hoekx, Frank Lambrechts, Pieter Vandekerckhof, Wim Voordeckers</i></p> <p>The influence of CEO power on organizational commitment among members of family firm TMTs: The mediating role of emotional dissonance</p> <hr/> <p><i>Todor S. Lohwasser, Felix Hoch</i></p> <p>The influence of political institutions on the relationship between family control and firm performance: A meta-analytical approach</p> <hr/> <p><i>Baris Istipliler, Jan-Philipp Ahrens, Christian Hauser</i></p> <p>Role of sovereignty goals in explaining stakeholder orientation in family firms</p> | <p><i>Elisabeth Berger, Andreas Kuckertz</i></p> <p>Relevance of cultural attributes for entrepreneurial ecosystems</p> <hr/> <p><i>Sukhada Bidkar, Laura Carraresi, Stefanie Bröring</i></p> <p>Recognising and exploiting entrepreneurial opportunities in eco-innovations</p> <hr/> <p><i>Colin Mason, Sarah Herzog</i></p> <p>The role of corporations in entrepreneurial ecosystems - A case study of the impact of the corporate sector on Munich's entrepreneurial ecosystem</p> <hr/> <p><i>Ralph Henn, Orestis Terzidis</i></p> <p>Framework conditions of an entrepreneurial ecosystem and its influence on the success of structural change driven by new business creation - A systematic literature review</p> | <p><i>Christian Schultz, Dmitry Mattick</i></p> <p>Teamdiversität in der Entrepreneurship Education</p> <hr/> <p><i>Matthias Menter, James Cunningham</i></p> <p>Transformational change in higher education: Does the evolution towards entrepreneurial universities influence regional high-technology entrepreneurship?*</p> <hr/> <p><i>Leif Brändle, Andreas Kuckertz</i></p> <p>Missing out on classless entrepreneurship education – How and when social class origins predict individual entrepreneurial orientation</p> <hr/> <p><i>Carolin Bock, Daniel Dilmetz, Benjamin S. Selznick, Lini Zhang</i></p> <p>How the university ecosystem shapes the innovation capacities of undergraduate students – Evidence from Germany*</p> | <p><i>Walter Diegel, Christian Fischer, Alexandra Moritz, Jörn Block</i></p> <p>Differences in the importance of selection criteria between North American and European late stage venture capital investors: A conjoint experiment</p> <hr/> <p><i>Max Haase, Nicola Breugst</i></p> <p>Procrastination in entrepreneurial ventures</p> <hr/> <p><i>Stefan Doubek, Klaus Dänner</i></p> <p>Decision motivations of executives in the automotive industry in the context of product development (supplier industry)</p> | <p><i>Christian Warnecke, Simon Rohde</i></p> <p>It's OWL – Das Entrepreneurship-Ökosystem in Ostwestfalen-Lippe</p> <hr/> <p><i>Andreas Liening, Jan-Martin Geiger, Ronald Krieger, Katharina Weidemann</i></p> <p>Starke Wissenschaft, starke Wirtschaft – Das Exzellenz Start-up Center Dortmund</p> <hr/> <p><i>Viktoria Struß, Julia Wolff von der Sahl</i></p> <p>Welche Chancen bietet das Zentrale Innovationsprogramm Mittelstand (ZIM) forschungs- und entwicklungsintensiven jungen Unternehmen und Startups?</p> <hr/> <p><i>Jörn Block, Mirko Hirschmann, Lilli Leirich, Alexandra Moritz</i></p> <p>Die Unterstützungslandschaft für Social Entrepreneurship im DACH-Raum – ein Überblick</p> <hr/> <p><i>Marie-Luise Kanbach, Norman Bedtke, Robin Bürger</i></p> <p>Potenziale eines crowd basierten Feedbackinstruments zur Validierung von Inventionen aus außeruniversitären Forschungseinrichtungen</p> |

\* = Award-Nomination

17.45 – 18.00: Kaffeepause / Coffee Break (5<sup>th</sup> floor, TC)

Donnerstag / Thursday, September 26<sup>th</sup>

18.00 – 19.00: Parallel Sessions 30-36

| TC.5.01                                                                                                                                                                                                                                                                                                                                                                                                                         | TC.5.03                                                                                                                                                                                                                                                                                                                                                                                                                                              | TC.5.13                                                                                                                                                                                                                                                                                                                         | TC.5.15                                                                                                                                                                                                                                                                                             | TC.5.27                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | TC.5.12                                                                                                                                                                                                                                                                                                                                                             | TC.5.16                                                                                                                                                                                                                                                                                                                                 |
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| <b>Session 30</b><br><b>Venture Capital</b>                                                                                                                                                                                                                                                                                                                                                                                     | <b>Session 31</b><br><b>Human Capital</b>                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Session 32</b><br><b>Family Firms</b>                                                                                                                                                                                                                                                                                        | <b>Session 33</b><br><b>Initial Coin Offerings (ICO)</b>                                                                                                                                                                                                                                            | <b>Session 34</b><br><b>Regional Entrepreneurship</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Session 35</b><br><b>Women Entrepreneurship</b>                                                                                                                                                                                                                                                                                                                  | <b>Session 36</b><br><b>Praxistrack Digital Transformation</b>                                                                                                                                                                                                                                                                          |
| <i>Chair: Christiana Weber</i>                                                                                                                                                                                                                                                                                                                                                                                                  | <i>Chair: Christina Günther</i>                                                                                                                                                                                                                                                                                                                                                                                                                      | <i>Chair: André Pahnke</i>                                                                                                                                                                                                                                                                                                      | <i>Chair: Jens Schüler</i>                                                                                                                                                                                                                                                                          | <i>Chair: Jantje Halberstadt</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <i>Chair: Brigitte Halbfas</i>                                                                                                                                                                                                                                                                                                                                      | <i>Chair: Michael Ortiz</i>                                                                                                                                                                                                                                                                                                             |
| <p><i>Patrick Haslanger, Erik E. Lehmann, Nikolaus Seitz</i></p> <p>Does corporate venture capital deliver the promised performance? – A meta-analytical study</p> <hr/> <p><i>Daniel Fischer, Christiana Weber, Christopher Schlaegel</i></p> <p>What really matters in corporate venture capital relationships? A meta-analysis of CVC characteristics and their impact on the various performance levels of CVC programs</p> | <p><i>Katja Werner</i></p> <p>Knowledge transfer in the context of business succession – A literature review</p> <hr/> <p><i>Sina K. Feldermann, Martin R.W. Hiebl</i></p> <p>Behavioral consequences of psychological ownership and the moderating effects of agency mechanisms in the German Mittelstand</p> <hr/> <p><i>Nicole Gottschalck, Christina Günther</i></p> <p>Supporting the supporters – the work engagement of leading employees</p> | <p><i>Neringa Gerulaitienė, Asta Pundzienė, Eglė Vaičiukynaitė, Charlotta Siren</i></p> <p>Emotions of family business decision makers and innovation performance</p> <hr/> <p><i>André Pahnke, Christian Schröder</i></p> <p>The aspiration for independence drives the decisions for all-equity financing in family firms</p> | <p><i>Johanna Rothmann, Jens Schüler, Matthias Baum</i></p> <p>Team composition as a potential success factor in an initial coin offering</p> <hr/> <p><i>Jens Schüler, Johanna Rothmann, Matthias Baum</i></p> <p>The role of business models in the funding success of initial coin offerings</p> | <p><i>Anna-Maria Kindt, Matthias Geissler, Kilian Bühling</i></p> <p>Universities' role in regional innovation systems with differing concentration of SMEs</p> <hr/> <p><i>Christian Dienes, Stefan Schneck</i></p> <p>Regional Entrepreneurship: Pain or gain for economic growth?</p> <hr/> <p><i>Jantje Halberstadt, Tatjana Timoschenko, Ali Akyol, Sophia Fortmann, Anna Burhorst</i></p> <p>Regional sustainability entrepreneurship: (How) does geographical proximity influence business idea generation?</p> | <p><i>Julia Schnittker, Kerstin Ettl</i></p> <p>Karriereverläufe von Frauen in MINT im Mittelstand – Chancen und Herausforderungen</p> <hr/> <p><i>Annett Adler, Brigitte Halbfas</i></p> <p>Diskriminierung in der Gründungsberatung - Ergebnisvorstellung zu vorherrschenden Beratungskonzepten, Wertvorstellungen und Stereotype von Gründungsberater/-Innen</p> | <p><i>Nihal Islam, Peter Buxmann</i></p> <p>Mehr IT-Sicherheitsgründungen braucht das Land – Eine empirische Analyse der Chancen und Risiken für Wirtschaft und Gesellschaft</p> <hr/> <p><i>Michael Ortiz</i></p> <p>Transformation als Treiber von Netzwerkunternehmertum - Das Beispiel der Konvergenz von Vertrieb und Beratung</p> |

\* = Award-Nomination

Donnerstag / Thursday, September 26<sup>th</sup>

19.00 – 20.00: FGF Arbeitskreise / FGF Working Groups

| TC.5.01                                                                                                                                                      | TC.5.03                                                  | TC.5.13                                                                           | TC.5.15                                                                               | TC.5.27                                                       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------|
| AK-Sustainable Entrepreneurship /<br>AK-Social Entrepreneurship                                                                                              | AK-Gender &<br>Entrepreneurship                          | AK-Familien-<br>unternehmen                                                       | AK Innovationsorientierte Un-<br>ternehmensführung                                    | AK Cultural & Creative<br>Entrepreneurship                    |
| Leitung:<br><i>Klaus Fichter</i><br>Carl von Ossietzky<br>Universität Oldenburg<br><br><i>Matthias Raith,</i><br>Otto-von-Guericke-<br>Universität Magdeburg | Moderation:<br><i>Kerstin Ettl</i><br>Universität Siegen | Leitung:<br><i>Birgit Felden</i><br>Hochschule für Wirtschaft und<br>Recht Berlin | Leitung:<br><i>Ronny Baierl</i><br>Hochschule für Technik und Wirt-<br>schaft Dresden | <i>Leitung:</i><br><i>Elmar D. Konrad</i><br>Hochschule Mainz |



## Awards 2019

Der FGF fördert die Forschung zu Entrepreneurship, Innovation und Mittelstand. Zu diesem Zweck lobt der FGF zusammen mit verschiedenen Partnern die folgenden Awards aus:

The FGF promotes research about entrepreneurship, innovation, family firms and SMEs. To do this, the FGF works together with various partners to award the following prizes:

### KSG Best Entrepreneurship Research Award 2019

The Karl Schlecht Foundation donates the prize money of € 2,000 for the "KSG Best Entrepreneurship Research Award 2019". The prize is open for all areas of Entrepreneurship, innovation, family business and SME research.



### Entrepreneurship Research Newcomer Award 2019

The Wissenschaftsförderung der Sparkassen-Finanzgruppe e.V. donates the prize money of € 1,000 for the "Best Entrepreneurship Research Newcomer Award 2019".



### Sustainable- and Social Entrepreneurship Research Award 2019

The Hans Sauer Foundation and the Social Entrepreneurship Academy donates the prize money of € 2,000 for the "Best Sustainable- and Social-Entrepreneurship Research Awards 2019".



### Family Business and Mittelstand Research Award 2019

The EQUA-Stiftung donates the prize money of € 1.000 for the "Family Business and Mittelstand Research Award 2019".



### Norbert Szyperski Technology- and Innovation Management Research Award 2019

To commemorate and appreciate the work of our founder Prof. Dr. Dr. h.c. Norbert Szyperski, who deceased in May 2016, the FGF awards together with the Szyperski-Stiftung the "Norbert Szyperski Technology and Innovation Management Research Award 2019". The prize is endowed with € 1,000.

Donnerstag / Thursday, September 26<sup>th</sup>

ab / from 20.00: Gesellschaftsabend / Conference Dinner

*Ort / Venue*

*WU Wien / WU Vienna University of Economics and Business (Mensa, ground floor, TC)*

**Gesellschaftsabend / Conference Dinner**

**Best Paper Award Verleihung / Best Paper awarding**

“KSG Entrepreneurship Research Award 2019“ (überreicht durch Prof. Dr. Christoph Stöckmann)

“FGF Entrepreneurship Research Newcomer Award 2019“ (überreicht durch Prof. Dr. Christoph Stöckmann und Gregor Mauer)

“Family Business and Mittelstand Research Award 2019“ (überreicht durch Prof. Dr. Birgit Felden und Dr. Rena Haftlmeier-Seiffert)

“Norbert Szyperski Technology- und Innovationsmanagement Research Award 2019“ (überreicht durch Prof. Dr. Peter Witt)

“FGF Best Sustainable- und Social Entrepreneurship Research Award 2019“ (überreicht durch Prof. Dr. Klaus Fichter)

Freitag / Friday, September 27<sup>th</sup>

09.00 – 10.00: Parallel Sessions 37-43

| TC.5.01                                                                                                                                                                                                                                                                                  | TC.5.03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | TC.5.13                                                                                                                                                                                                                                                                                                                                                                                                                                                    | TC.5.15                                                                                                                                                                                                                                                                                                                                                                 | TC.5.27                                                                                                                                                                                                                                                                                                                                                                                                                                    | TC.5.12                                                                                                                                                                                                                                                                                                                                                       | TC.5.16                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| <b>Session 37</b><br><b>Entrepreneurial</b><br><b>Intention</b>                                                                                                                                                                                                                          | <b>Session 38</b><br><b>Digital</b><br><b>Transformation</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Session 39</b><br><b>Entrepreneurial</b><br><b>Strategy</b>                                                                                                                                                                                                                                                                                                                                                                                             | <b>Session 40</b><br><b>Success Factors</b>                                                                                                                                                                                                                                                                                                                             | <b>Session 41</b><br><b>Innovation</b>                                                                                                                                                                                                                                                                                                                                                                                                     | <b>Session 42</b><br><b>Entrepreneurship-</b><br><b>Policy</b>                                                                                                                                                                                                                                                                                                | <b>Session 43</b><br><b>Wissenschafts- und</b><br><b>Praxis-Track</b><br><b>Entrepreneurship-</b><br><b>Education</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <i>Chair: Rosemarie Kay</i>                                                                                                                                                                                                                                                              | <i>Chair: Dominik Kanbach</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <i>Chair: Elisa Castellarin</i>                                                                                                                                                                                                                                                                                                                                                                                                                            | <i>Chair: Angela Bittner-Fessler</i>                                                                                                                                                                                                                                                                                                                                    | <i>Chair: Sebastian Händschke</i>                                                                                                                                                                                                                                                                                                                                                                                                          | <i>Chair: Martin Murmann</i>                                                                                                                                                                                                                                                                                                                                  | <i>Chair: Nils Högsdal</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p><i>Arezou Abbasianchavari,</i><br/><i>Alexandra Moritz</i></p> <p>Role models and entrepreneurship: A review of the literature</p> <hr/> <p><i>Rosemarie Kay,</i><br/><i>Sebastian Nielsen</i></p> <p>The effect of working conditions on the willingness to become self-employed</p> | <p><i>Jonas Soluk,</i><br/><i>Ivan Miroshnychenko,</i><br/><i>Nadine Kammerlander,</i><br/><i>Alfredo De Massis</i></p> <p>Digital business model innovation in family and non-family firms: The enabling role of organizational capabilities*</p> <hr/> <p><i>Débora Monteiro Moretti,</i><br/><i>Stefanie Bröring</i></p> <p>Investigating orchestration in the context of digital converging ecosystems</p> <hr/> <p><i>Maurice Steinhoff,</i><br/><i>Hendrik Büttner,</i><br/><i>Dominik Kanbach,</i><br/><i>Alexander Lahmann</i></p> <p>SMEs in a hurry: Where are they heading and what is really missing for successful digital transformation initiatives?</p> | <p><i>Jan-Philipp Ahrens,</i><br/><i>Marc Kowalzik,</i><br/><i>Jochim G. Lauterbach</i></p> <p>On conflict and consonance: Founder and family involvement in turnaround situations*</p> <hr/> <p><i>Elisa Castellarin,</i><br/><i>Daniel Pittino,</i><br/><i>Christina Weber,</i><br/><i>Herbert Gillig</i></p> <p>Leading to success. A configurational analysis on leadership and strategic decision making in micro and small entrepreneurial firms</p> | <p><i>Stephanie Tietz,</i><br/><i>Katja Werner,</i><br/><i>Evi Kneisel</i></p> <p>T-shaped Skills in wissensintensiven Arbeitsumgebungen im Zeitalter der Digitalisierung - Eine Analyse von Scrum Master Profilen</p> <hr/> <p><i>Angela Bittner-Fessler,</i><br/><i>Astrid Nelke</i></p> <p>Die unterschätzte Ressource: Digitales Employer Branding für Startups</p> | <p><i>Oliver Mauroner,</i><br/><i>Lara Zschau</i></p> <p>Idea generation and the "new groupthink" – How to strengthen to power of introverts in brainstormings*</p> <hr/> <p><i>Reinhold Pabst,</i><br/><i>Isabelle Tyrasa,</i><br/><i>Antje Gonera,</i><br/><i>Ralph Siepmann,</i><br/><i>Sebastian Händschke</i></p> <p>Facilitation in the set-up of innovation projects. A case comparison between academic and corporate projects</p> | <p><i>Hartmut-Heinrich Meyer</i></p> <p>Factors of the entrepreneurial eco-system determining entrepreneurial activities in innovation driven economies - GEM Data Analysis between Germany and Slovakia</p> <hr/> <p><i>Sebastian Camarero Garcia,</i><br/><i>Martin Murmann</i></p> <p>Unemployment benefits and startup success: Evidence from Germany</p> | <p><i>Julia Braun, Sinikka Treuger,</i><br/><i>Magdalena Mißler-Behr</i></p> <p>Start-up Förderung an Hochschulen - Eine Analyse der Ist-Situation von Educationskonzepten mit internationalem Bezug zur Förderung der Venture Capital Fähigkeit von Start-ups</p> <hr/> <p><i>Margret Fischer</i></p> <p>Erfolgsvorsprung für Entrepreneure durch Business Coaching Wie sehen wirkungsvolle Interventionen für innovative Entscheider aus?</p> <hr/> <p><i>Nina Wochner,</i><br/><i>Ann-Kathrin Bockniac,</i><br/><i>Nils Högsdal</i></p> <p>Start-up BW ASAP (Academic Seed Accelerator Program) – in 100 Tagen von der Idee zur Innovation: Integration eines landesweiten Wettbewerbs in die Lehre</p> |

\* = Award-Nomination

Freitag / Friday, September 27<sup>th</sup>

10.00 – 11.30: Parallel Sessions 44-50

| TC.5.01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | TC.5.03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | TC.5.13                                                                                                                                                                                                                                                                                                                                                                                  | TC.5.15                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | TC.5.27                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | TC.5.12                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | TC.5.16                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
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| <b>Session 44</b><br><b>Panel Discussion</b><br><b>Knowledge empowered entrepreneurship network (KEEN)</b><br><i>Chair: Christine Volkmann</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Session 45</b><br><b>Entrepreneurship Education</b><br><i>Chair: Thomas Maran</i>                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>Session 46</b><br><b>Digital Transformation</b><br><i>Chair: Charlotte Schuster</i>                                                                                                                                                                                                                                                                                                   | <b>Session 47</b><br><b>Corporate Entrepreneurship / Intrapreneurship</b><br><i>Chair: Barbara Kump</i>                                                                                                                                                                                                                                                                                                                                                                                            | <b>Session 48</b><br><b>Entrepreneurial Finance</b><br><i>Chair: Christiana Weber</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Session 49</b><br><b>Entrepreneurial Failure and Success</b><br><i>Chair: Christian Fisch</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Session 50</b><br><b>Wissenschafts- und Praxis-Track</b><br><b>Kreativwirtschaft und Innovation</b><br><i>Chair: Nils Högsdal</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <p>Dynamics of knowledge empowered entrepreneurship ecosystem. New research avenues driven by digital transformation.</p> <p>Panelist:</p> <ul style="list-style-type: none"> <li>• <i>Richard Adams</i><br/>Cranfield School of Management, University of Cranfield</li> <li>• <i>Jörn Block</i><br/>University of Trier and Visiting Professor at Erasmus University Rotterdam</li> <li>• <i>Katharina Ladewig</i><br/>Managing director EIT Health Germany</li> <li>• <i>David Lindeman</i><br/>Director, CITRIS and the Banatao Institute, UC Berkeley</li> <li>• <i>Asta Pundziene</i><br/>Haas Business School, UC Berkeley; Professor at Kaunas University of Technology</li> </ul> | <p><i>Thomas Hipp</i><br/>The impact of students' human capital investment on entrepreneurial outcomes - How do courses in entrepreneurship affect venture creation and entrepreneurial job choices?*</p> <hr/> <p><i>Audrey Stolze</i><br/>The transformation of higher education institutions into entrepreneurial universities – A meta-ethnography and research agenda</p> <hr/> <p><i>Anna K. Bachmann, Thomas Maran, Marco Furtner</i><br/>Developing entrepreneurial minds through self-leadership strategies</p> | <p><i>Ralf Waubke, Matthias Hartmann, Leonhard Gebhardt</i><br/>(Miss-)Erfolgsfaktoren der Digitalisierung bei KMU</p> <hr/> <p><i>Ulrich Bretschneider, Anne K. Heider, Tom Rüsen, Marcel Hülsbeck</i><br/>Diffusion von digitalen Technologien in Familienunternehmen</p> <hr/> <p><i>Charlotte Schuster</i><br/>Die Goldgrube Internet? Wachstumsdynamiken von Digitalunternehmen</p> | <p><i>Nicolai Heinzelmann, Christoph J. Selig, Guido H. Baltes</i><br/>What are synergies between corporate entrepreneurship activities?</p> <hr/> <p><i>Timo Tremml, Sabine Löbke, Andreas Kuckertz</i><br/>Board behavior and entrepreneurial orientation in public enterprises: Source of inertia or driver for change?</p> <hr/> <p><i>Simon Fey, Steffen Strese, Malte Brettel</i><br/>Does IT always drive innovation? – Considering limitations from an absorptive capacity perspective</p> | <p><i>Max Höllen, Elmar D. Konrad, Harald von Korflesch</i><br/>Entrepreneurial finance: Does it matter for creative entrepreneurs? A research study based on mixed methods</p> <hr/> <p><i>Marina Hoffmann, Sebastian Nielsen</i><br/><i>Bank loans and trade credit - Substitutes or complements in SME financing?</i></p> <hr/> <p><i>Christiana Weber, Kathrin Weidner, Othmar Lehner</i><br/>Do relation-specific investments pay off? Comparing cross-sector and within-sector partnerships from a relational view perspective</p> | <p><i>David Zakoth, Oliver Mauroner, Jutta Emes</i><br/>The maker movement – What can we learn from success and failure cases?</p> <hr/> <p><i>Tobias Kollmann, Simon Hensellek, Lucas Kleine-Stegemann, Philipp Benedikt Jung</i><br/>Entrepreneurial behavior as the key to success in venture and private life: The positive interaction effect of bricolage and experience on entrepreneurial venture innovativeness and entrepreneurs' work-life balance</p> <hr/> <p><i>Christian Fisch, Jörn Block, Yik Kiu Leung, Roy Thurik</i><br/>Using Twitter data to assess the effect of business failure on individuals' well-being and self-confidence</p> | <p><i>Anne Heinze</i><br/>Entrepreneurship in der Kultur- und Kreativwirtschaft Argentiniens – Einblicke aus der Region Catamarca</p> <hr/> <p><i>Karin Petzlberger, Christina Enichlmair</i><br/>Internationalisierung der österreichischen Kreativwirtschaft Motive, Erfolgsfaktoren und Hemmnisse</p> <hr/> <p><i>Matthias Wallisch, Natalia Gorynia-Pfeffer, Armin Baharian</i><br/>Können kleine und mittlere Familienunternehmen aus Deutschland sich im globalen Innovationswettbewerb mittel- und langfristig behaupten? Ergebnisse auf Basis des Global Entrepreneurship Monitor Deutschland (GEM) 2018/2019</p> <hr/> <p><i>Deike Pottebaum</i><br/>Betriebswirtschaftliche und steuerliche Beratung von innovativen Unternehmensgründungen</p> <hr/> <p><i>Nils Högsdal, Florian B. Demaku, Hannah Laura Schneider</i><br/>Innovationsstudio für Alle! Experiential Learning in der Entrepreneurship Education</p> |

\* = Award-Nomination

11.30 – 12.00: Posterpräsentation mit Kaffeepause / Poster Presentation with Coffee Break (5<sup>th</sup> floor, TC)

Session 51 Coffee Break Area (5<sup>th</sup> floor, TC)

11.30 – 12.00

**Posterpräsentation / Poster Presentation (Autoren anwesend / Authors present)**

1. **Eine Netzwerk Betrachtung von KMU in der Architekturbranche**  
*Martina Pieperhoff, Andreas Minichberger*
2. **Hat der deutsche Mittelstand es verlernt innovativ zu sein?**  
*Bastian Halecker, Katharina Nowak*
3. **Sports Entrepreneurship - Eine Studie zur Gründungsabsicht von deutschen Spitzensportlerinnen und Spitzensportlern**  
*André Schneider, Sarah Uhlig, Caroline Auerswald, Cornelia Kanter, Sampath Muthulakshmi*
4. **External venturing activities and the influence of the chief technology officer**  
*Niklas J. A. Hunsdiek, Constanze Chwallek*
5. **Power distribution within functional top management teams and its effect on external venturing activities**  
*Niklas J. A. Hunsdiek, Denise Fischer*
6. **Entrepreneurial Restart: Second Chance Policy in Österreich und Deutschland**  
*Stefan Mayr*
7. **Digital effects on concepts and opportunities of the supplier industry of small and medium-sized companies**  
*Klaus Dänner, Stefan Doubek*
8. **An empirical analysis of the determinants of digitalization in german SMEs**  
*Sohaib Shahzad Hassan, Abiodun Egbetokun, Levan Bzhalava*
9. **One-person businesses and success: An empirical examination of psychological success factors**  
*Thomas Maran, Anna Bachmann, Marco Furtner*
10. **Foreign market entry decision of SMEs – How do different information triggers affect market perception?**  
*Lena Benz, Alexandra Moritz, Jörn Block, Christian Schwens*
11. **Entrepreneurship in post-conflict times: a literature review and qualitative study**  
*Fuad Morina, Alexandra Moritz, Jörn Block*

Freitag / Friday, September 27<sup>th</sup>

12.00 – 13.30: Parallel Sessions 52-58

| TC.5.01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | TC.5.03                                                                                                                                                                                                                                                                                                                                                                                                                                 | TC.5.13                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | TC.5.15                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | TC.5.27                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | TC.5.12                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | TC.5.16                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| <b>Session 52</b><br><b>Entrepreneurial Personality</b><br><br><i>Chair: Lora Koycheva</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>Session 53</b><br><b>Entrepreneurship Education</b><br><br><i>Chair: Nils Högsdal</i>                                                                                                                                                                                                                                                                                                                                                | <b>Session 54</b><br><b>Entrepreneurial Marketing</b><br><br><i>Chair: Helmut Wittenzellner</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Session 55</b><br><b>Entrepreneurial Finance</b><br><br><i>Chair: Sebastian Nielsen</i>                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Session 56</b><br><b>Mittelstand und KMU</b><br><br><i>Chair: André Pahnke</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Session 57</b><br><b>Social Entrepreneurship</b><br><br><i>Chair: Anne Becker</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Session 58</b><br><b>Digital Entrepreneurship</b><br><br><i>Chair: Steffen Strese</i>                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <p>Viktoria Mooshammer, Christine Mitter, Stefan Mayr, Christine Duller<br/>Sanierung aus der Insolvenz – Einfluss des Unternehmers</p> <hr/> <p>Friedrich Felix Tacke, Holger Patzelt<br/>Entrepreneurial greed and trust in new venture teams</p> <hr/> <p>Carolin Feldmeier, Max Haase, Nicola Breugst, Holger Patzelt<br/>When do entrepreneurs psychologically detach from work? A longitudinal survey study</p> <hr/> <p>Lora Koycheva<br/>Prototyping the entrepreneurial self: Ethnographic insights into identity transformation during venture creation in makerspace hackathons</p> | <p>Nils Högsdal, Hannah Laura Schneider<br/>How to create the entrepreneurial university? Start with the attitude! - Ergebnisse der Spinnovation Studie</p> <hr/> <p>Richard Adams, Imran Zawwar<br/>Researching the lived life of the entrepreneur</p> <hr/> <p>Hannah Laura Schneider, Louisa Huxtable Thomas, Paul Jones, Robert Bowen, Nils Högsdal<br/>Exploration of the entrepreneurship education and design thinking nexus</p> | <p>Lukas Maier, Christian Baccarella, Timm F. Wagner, Jörn Block, Kai-Ingo Voigt<br/>The marketing effect of crowdfunding: Exploring consumers' perceptions of startups offering crowd-funded innovations</p> <hr/> <p>Tobias Kollmann, Simon Hensellek, Katharina de Cruppe, Cornelia Flatten<br/>'I know what you want before you know it' - Targeting customers by prediction of their time-dependent behavior</p> <hr/> <p>Martin Ivanov, Helmut Wittenzellner, Marcin Wardaszko<br/>Marketing innovations in the triple A (AAA) gaming industry</p> | <p>Svenja Jarchow<br/>Impact investment funds – A deep dive into the selection process</p> <hr/> <p>Virgil Raibulet, Christiana Weber<br/>Relational rent: a multi-faced construct in CVC investment dyads</p> <hr/> <p>Andrea Greven, Christian Irlbeck<br/>Better control? Influence of corporate venture capitalists on myopic management in entrepreneurial firms</p> <hr/> <p>Olivier K. Butkowski, Sebastian Nielsen<br/>Bank market concentration and bank loan availability for SMEs: Evidence from European panel data</p> | <p>Gundula Glowka, Anita Zehrer<br/>Identifizierung von Risiken und Chancen in klein- und mittelständisch strukturierten Familienunternehmen</p> <hr/> <p>Nicolas Mues, Volker Stein, Tobias Scholz<br/>Die Dualität von Flexibilisieren und Stabilisieren – Ein mittelstandsgerechtes Modell der Pfadbrechung</p> <hr/> <p>Elisa Innerhofer, Harald Pechlaner, Daria Habicher, Benedikt Bauer<br/>Gemeinwohl und Unternehmensdemokratie - Demokratische Unternehmensstrukturen in gemeinwohlabilanzierten KMUs</p> <hr/> <p>Michael Holz, André Pahnke, Friederike Welter<br/>Mythos Mittelstand: Kultur, Werte und Selbstverständnis mittelständischer Unternehmen</p> | <p>Yasmine Yahyaoui, Eva Alexandra Jakob, Holger Steinmetz, Rodrigo Isidor, Marius Claus Wehner<br/>The ambivalent image of social enterprises – Human values as a source of explanation*</p> <hr/> <p>Hartmut-Heinrich Meyer<br/>Promotion refugee entrepreneurship by models of social entrepreneurship - Entrepreneurial training initiative in food and beverage industry by a tool of social entrepreneurship in Germany</p> <hr/> <p>Anne Becker, Valerie Daldrup, Robin Bürger<br/>Tech meets Social Entrepreneurs: Alternative Finanzierungsstrategien für Forschung und soziale Innovation</p> | <p>Dominik Kanbach, Dorian Proksch, Maurice Steinhoff, Stephan Stubner<br/>The incubation of new digital ventures: How to support them best?</p> <hr/> <p>Agnė Gadeikienė, Jūratė Banytė, Aistė Dovalienė, Žaneta Piligrimienė<br/>Impact of gamification on consumer value creation: The mediating role of consumer engagement</p> <hr/> <p>Bardo Droege, Steffen Strese, Malte Brettel<br/>Value creation or destruction? How digital strategies shape firm value in the context of initial public offerings</p> |

\* = Award-Nomination

13.30 – 14.30: Mittagessen / Lunch Break (Mensa, ground floor, TC)

Freitag / Friday, September 27<sup>th</sup>

14.30 – 16.00: Parallel Sessions 59-64

| TC.5.01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | TC.5.03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | TC.5.13                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | TC.5.15                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | TC.5.27                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | TC.5.12                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| <b>Session 59</b><br><b>Geschäftsmodell-innovation</b><br><br><i>Chair: Nils Högsdal</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Session 60</b><br><b>Family Firms</b><br><br><i>Chair: Tanja Wolf</i>                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Session 61</b><br><b>Strategy in SMEs</b><br><br><i>Chair: Barbara Kump</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Session 62</b><br><b>Entrepreneurial Teams</b><br><br><i>Chair: Martina Pieperhoff</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Session 63</b><br><b>Accelerators /Incubators</b><br><br><i>Chair: Dominik Kanbach</i>                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Session 64</b><br><b>Offener Themenbereich</b><br><br><i>Chair: Cornelia Ernst</i>                                                                                                                                                                                                                                                                                                                                                                                                   |
| <p><i>Franz Schencking</i><br/>Entrepreneurship-BWL: Invention und Innovation als Ergebnis eines rationalen Entwicklungsprozesses</p> <hr/> <p><i>Moritz Sachs, Matthias Unbescheiden</i><br/>Automatisierte Geschäftsmodellanalysen mit Deep Neural Networks</p> <hr/> <p><i>Gabriela Leiß, Anita Zehrer, Antje Bierwisch</i><br/>Innovativität kleiner und mittelständischer Familienunternehmen im Kontext des Generationenwechsels unter besonderer Berücksichtigung von Tischlereibetrieben</p> <hr/> <p><i>Andreas Schunk, Nils Högsdal</i><br/>Geschäftsmodellinnovation durch Risikomanagement – Anwendung und Evaluation der Premortem Methode</p> | <p><i>Martina Sageder, Thalena Rumi, Robert Zniva</i><br/>Der Wert von Familienunternehmen als Marke</p> <hr/> <p><i>Maike Gerken, Timo Eßer, Marcel Hülsbeck</i><br/>Welche Rolle spielen nichtfinanzielle Ziele für die Vertrauenswürdigkeit von Unternehmen? Eine vergleichende Studie zwischen Mitarbeitern in Familien- und Nicht-Familienunternehmen</p> <hr/> <p><i>Henry Keppler, Svenja Jarchow</i><br/>Performance of listed German family firms and family influence determinants</p> | <p><i>Tobias Bürgel, Martin R.W. Hiebl</i><br/>Balanced scorecard in the German Mittelstand: Effects on firm performance</p> <hr/> <p><i>Tobias Kollmann, Simon Hensellek, Lucas Kleine-Stegemann, Philipp Benedikt Jung</i><br/>The mediating role of strategic flexibility in the relationship between entrepreneurial leadership and entrepreneurial venture innovativeness: An empirical examination</p> <hr/> <p><i>Barbara Kump, Christina Schweiger</i><br/>Dynamic capabilities in small firms: A qualitative study</p> | <p><i>Yasmine Yahyaoui, Eva Alexandra Jakob</i><br/>Team value composition in social entrepreneurial teams and its effect on recruitment decisions</p> <hr/> <p><i>Aishwarya Kakatkar, Holger Patzelt, Nicola Breugst</i><br/>Entrepreneurial team narratives and exit intentions</p> <hr/> <p><i>Harald Leibinger, Nicola Breugst</i><br/>KITH and KIN and...? A relationship perspective on entrepreneurial teams</p> <hr/> <p><i>Martina Pieperhoff, Gregor Rabong</i><br/>A group theoretical view on SMEs as members of a cooperative</p> | <p><i>Patrick Haslanger, Erik E. Lehmann, Nikolaus Seitz</i><br/>Corporate accelerators and start-up performance</p> <hr/> <p><i>Tamara Naulin, Marisa Henn</i><br/>Accelerators' impact on startups' follow-up funding</p> <hr/> <p><i>Tamara Naulin, Alexandra Moritz</i><br/>The value-adding impact of accelerators on startups' development*</p> <hr/> <p><i>Alexander Kramer, Philipp Veit, Dominik Kanbach</i><br/>The changing landscape of corporate accelerators: Revealing developments in Germany</p> | <p><i>Gregor Rabong</i><br/>Metaökonomische Kund/inn/enförderung genossenschaftlich organisierter Unternehmen</p> <hr/> <p><i>Julia Wöhler, Cornelia Ernst</i><br/>Erfolgsfaktor Kundenorientierung: Führt eine Fokussierung auf den Kunden im Businessplan zu einer gesteigerten Unternehmensbewertung durch Venture Capital Gesellschaften?</p> <hr/> <p><i>Michael Schwingsmehl, Andreas Minichberger</i><br/>Zufall und Unternehmenserfolg. Eine systematische Literaturanalyse</p> |

\* = Award-Nomination

16:00 – 16:15: Schlussplenum / Closing Plenary / Presentation of G-Forum 2020 Karlsruhe (5<sup>th</sup> floor, TC)



## Programmverantwortung / Responsibles for the Conference Program

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### **Prof. Dr. Jörn Block**

Chair in Management  
Univ. of Trier

### **Prof. Dr. Hermann Frank**

Institute for Small Business Management and Entrepreneurship  
Research Institute for Family Business  
WU Vienna Univ. of Economics and Business

### **PD Dr. Alexander Keßler**

Department of Global Business and Trade  
Research Institute for Family Business  
WU Vienna Univ. of Economics and Business

### **Prof. Dr. Andreas Kuckertz**

President FGF  
Chair in Entrepreneurship  
Univ. of Hohenheim

### **Dr. Barbara Kump**

Institute for Small Business Management and Entrepreneurship  
WU Vienna Univ. of Economics and Business

### **Prof. Dr. Dietmar Rößl**

Institute for Small Business Management and Entrepreneurship  
WU Vienna Univ. of Economics and Business

### **Organizer**

#### **Ulrich Knaup**

Förderkreis Gründungs-Forschung e.V. (FGF)  
Gartenstraße 86  
DE-47798 Krefeld  
Phone: +49 2151 777-508  
Mail: [knaup@fgf-ev.de](mailto:knaup@fgf-ev.de)  
Internet: <http://www.fgf-ev.de>

### **Local organization**

#### **Prof. Dr. Dietmar Rößl**

Institute for Small Business Management and Entrepreneurship  
WU Vienna Univ. of Economics and Business  
Welthandelsplatz 1  
A-1020 Wien  
Phone: +43-(0)1-31336-4895  
Mail: [dietmar.roessl@wu.ac.at](mailto:dietmar.roessl@wu.ac.at)  
Internet: <https://www.wu.ac.at/kmu/>

#### **PD Dr. Alexander Keßler**

Department of Global Business and Trade  
Research Institute for Family Business  
WU Vienna Univ. of Economics and Business  
Welthandelsplatz 1  
A-1020 Wien  
Phone: +43-(0)1-31336-4667  
Mail: [alexander.kessler@wu.ac.at](mailto:alexander.kessler@wu.ac.at)  
Internet: <https://www.wu.ac.at/fofu/>

## G-Forum Anmeldeformular / G-Forum Registration form

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**Online Anmeldung / Registration:** <https://www.conftool.com/g-forum2019/index.php?page=login>

Nutzen Sie bitte den Link "**Als neuer Nutzer registrieren**" für die Erstellung eines Nutzerkontos. Im zweiten Schritt können Sie sich dann für die verschiedenen Veranstaltungen der Konferenz anmelden.

Please use the link "**Register as a new user**" to create a user account. With the second step you can register as a participant for the different events of the G-Forum.

## Rahmenprogramm / Social Events (Wien / Vienna)

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Der Gesellschaftsabend und die Preisverleihungen zu den Awards des 23. G-Forums in Wien finden am 26.09.2019 in der Mensa der WU Wien <http://www.wumensa.at/> statt.

The dinner reception and the awards ceremony for the 23<sup>rd</sup> G-Forum in Vienna will be held on September 26<sup>th</sup> 2019 in the in the Mensa of the WU Vienna <http://www.wumensa.at/>.

## **Allgemeine Informationen / General Information**

### **Foto- und Filmaufnahmen auf der Konferenz / Photo and video recordings at the conference**

Mit der Anmeldung wird dem Veranstalter die Erlaubnis erteilt, während der Tagung Foto- und Filmaufnahmen zu machen und diese Aufnahmen im Zusammenhang mit der Veranstaltung für die Öffentlichkeitsarbeit und die Dokumentation, analog und digital, zu verwenden. Falls Sie nicht fotografiert werden möchten wenden Sie sich bitte direkt vor Ort an unseren Fotografen.

By registering, the organizer will be given permission to take photos and film recordings during the conference and to use these recordings in connection with the event for analogue and digital public relations and documentation. If you do not want to be photographed, please contact our photographer directly at the conference.

### **Regeln zur Präsentation / Presentation Guidelines**

Computer und Beamer sind in jedem Sessionraum vorhanden. Bitte bringen Sie Ihre Präsentation auf einem USB Stick mit, der dann auf dem jeweiligen Computer vor der Session aufgespielt wird (Powerpoint oder pdf). Die für die Präsentation zur Verfügung stehende Zeit (inklusive Diskussion) ist abhängig von der Zahl der zugelassenen Vorträge in der Session.

- 3 Paper in einer 90 Minutensession = 30 Minuten pro Vortrag
- 4 Paper in einer 90 Minutensession = 22 Minuten pro Vortrag
- 5 Paper in einer 90 Minutensession = 18 Minuten pro Vortrag
- 2 Paper in einer 60 Minutensession = 30 Minuten pro Vortrag
- 3 Paper in einer 60 Minutensession = 20 Minuten pro Vortrag

A computer and beamer will be available in each conference room. Please bring a USB stick and upload your presentation (in PowerPoint or PDF) before the session starts. The available time per presentation (including discussion) depends on the number of allocated presentations per session.

- 3 paper in a session of 90 minutes = 30 minutes per presentation
- 4 paper in a session of 90 minutes = 22 minutes per presentation
- 5 paper in a session of 90 minutes = 18 minutes per presentation
- 2 paper in a session of 60 minutes = 30 minutes per presentation
- 3 paper in a session of 60 minutes = 20 minutes per presentation

### **Regeln für Posterpräsentation / Poster Presentation Guidelines**

Bitte bringen Sie die Poster (max. 2 Poster DIN A1 je Präsentation) ausgedruckt mit.

Please bring the printed posters (max 2 posters DIN A1 per presentation).

### **Sprache / Language**

Die Konferenzsprachen sind Deutsch und Englisch. Es wird keine Simultanübersetzung angeboten. Bitte beachten Sie, dass Vorträge, die in englischer Sprache eingereicht wurden, auch in englischer Sprache präsentiert werden sollen, um so für unsere nicht deutschsprachigen Teilnehmer durchgängig den Besuch dieser Präsentationen zu ermöglichen.

The conference languages are German and English, there will be no simultaneous translation. To make sure that non-German speaking participants can be actively involved in the conference and the discussions, please note that all presentations with an English title should also be presented in English.

### **Unterkünfte / Accommodation**

Eine Auswahl an Hotels in Wien finden Sie auf der Homepage unter:

<https://www.fgf-ev.de/g-forum-2019-hotels/>

An overview of hotels in Vienna can be found on the conference homepage:

<https://www.fgf-ev.de/en/accommodation/>

### **Wichtige Telefonnummern / Important telephone numbers**

Notfallnummern / Emergency numbers

Bei Notfällen am WU-Campus rufen Sie die WU Sicherheitszentrale

In case of emergencies on the WU Campus, call the WU Security Center +43 1 31336 4000

|                          |     |
|--------------------------|-----|
| Rettung / Ambulance      | 144 |
| Polizei / Police         | 133 |
| Feuerwehr / Fire brigade | 122 |

### **Konferenznummern / Conference numbers**

Konferenzbüro / Conference Office (Lea Schmidt) +43 1 31336 4592  
Konferenzbüro / Conference Office (Sabine Staudinger) +43 1 31336 4333  
Konferenzpräsidium / Conference Chair (Alexander Keßler) +43 1 31336 4667  
Konferenzpräsidium / Conference Chair (Dietmar Rößl) +43 1 31336 4895

### **Internet**

#### **Zugangsdaten Public-Spot während der Konferenz / Access Public Spot during the conference**

Die TeilnehmerInnen können während der Tagung vom 25-09 bis inkl. 28-09 WLAN gratis benutzen

The participants can use free of charge WLAN during the conference from 25-09 to 28-09

Login:

1. Unter verfügbare Netzwerke „wu-conference“ wählen / Select "wu-conference" under available networks
2. In der folgenden Maske eingeben / Enter in the following mask
  - a. Username „wu0029“
  - b. Password „G-FORUM2019“

### **Hinweis:**

Für die Lunches gibt es Vouchers (werden bei der Registrierung ausgegeben). Beim Gesellschaftsabend/Conference Dinner gilt das Namensschild als Ticket

Vouchers are available for the lunches (will be issued upon registration). At the social evening / conference dinner, the name tag is valid as a ticket

### **Anfahrt/ Directions (Wien / Vienna)**

#### **Mittwoch, den 25. September 2019 / Wednesday, September 25<sup>th</sup> 2019 (12:00- 19:30 Uhr)**

**Doktorandenkolloquium und FGF Mitgliederversammlung / Doctoral colloquium, FGF members' meeting**

##### **Adresse / Address**

WU Wien / WU Vienna Univ. of Economics and Business (Map 1 + 2)

Welthandelsplatz 1

1020 Wien / Vienna (TC 5<sup>th</sup> floor TC)

Orientierung / Anfahrt: <https://www.wu.ac.at/universitaet/campus/orientierung-anfahrt>

Orientation / Directions: <https://www.wu.ac.at/en/the-university/campus/orientation-directions>

#### **Mittwoch, den 25. September 2019 / Wednesday, September 25<sup>th</sup> 2019 (ab 19:30 Uhr)**

**“Get Together” im Schweizerhaus (Prater) / "Get Together" at the Schweizerhaus (Prater)**

##### **Adresse / Address**

Schweizerhaus (Map 1)

Prater 116

1020 Wien / Vienna

Internet: <https://www.schweizerhaus.at/>

Anfahrt / Directions: <https://www.schweizerhaus.at/kontakt.asp#anfahrt>

#### **Donnerstag 26. und Freitag 27 September 2019 / Thursday 26<sup>th</sup> and Friday 27<sup>th</sup> September 2019**

**Veranstaltungsort G-Forum Konferenz 2019 / Venue G-Forum conference 2019**

##### **Adresse / Address**

WU Wien / WU Vienna Univ. of Economics and Business

Welthandelsplatz 1

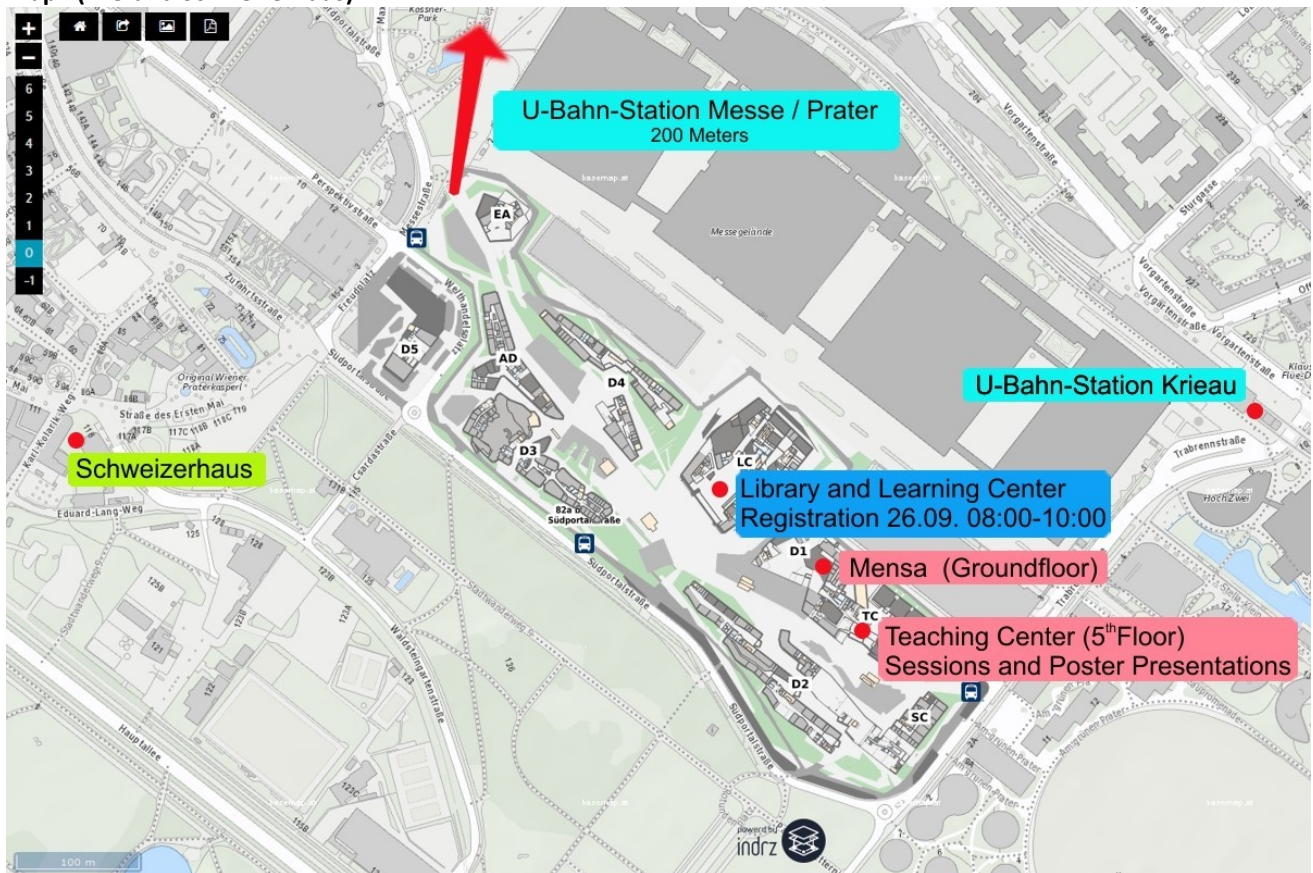
1020 Wien / Vienna (LC and TC 5<sup>th</sup> floor)

Orientierung / Anfahrt: <https://www.wu.ac.at/universitaet/campus/orientierung-anfahrt>

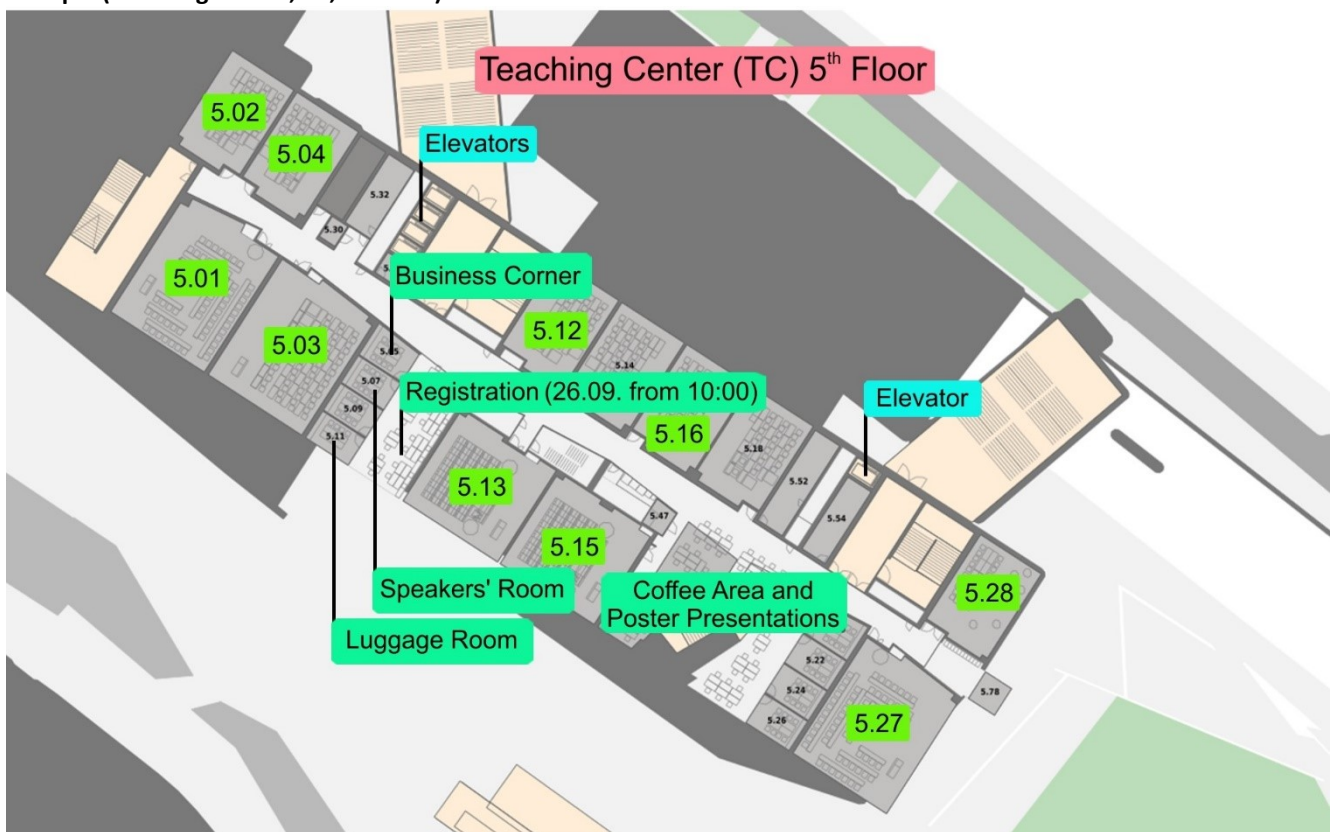
Orientation / Directions: <https://www.wu.ac.at/en/the-university/campus/orientation-directions>

## Lagepläne / Maps

Map1 (WU und Schweizerhaus)



Map 2 (Teaching Center; TC, 5<sup>th</sup> Floor)





## FGF

Der Förderkreis Gründungs-Forschung e.V. (FGF) ist die führende und mitgliedsstärkste wissenschaftliche Vereinigung für Entrepreneurship, Innovation und Mittelstand im deutschsprachigen Raum. Der FGF ist als eingetragener Verein (e. V.) organisiert und gemeinnützig.

Ziel des FGF ist die Förderung von Forschung, Lehre und Transfer zu den Themen Entrepreneurship, Innovation und Mittelstand. Der FGF versteht sich als Netzwerk und nimmt eine koordinierende Rolle in Forschung und Lehre ein.

Der FGF

- unterstützt die Etablierung von Professuren im Bereich Entrepreneurship, Innovation und Mittelstand
- betreibt Arbeitskreise zu Themen aus dem Bereich Entrepreneurship, Innovation und Mittelstand
- publiziert wissenschaftliche Studien und Papiere
- veranstaltet Konferenzen, Workshop und Tagungen zu den Themen des FGF
- betreibt eine Expertendatenbank zu den Themen des FGF
- vermittelt Redner zu den Themen des FGF

Mehr über den FGF erfahren Sie unter: <http://www.fgf-ev.de/>

The FGF is the leading and largest academic association in the fields of entrepreneurship, innovation, family and small business research in the German-speaking area. The FGF is registered as a non-profit organization.

The aim of the FGF is to promote research, teaching and knowledge transfer in relation to Entrepreneurship, Innovation and German Mittelstand. The Association regards itself as a network with a coordinating role in research and teaching.

The FGF

- supports the establishment of chairs in the areas of Entrepreneurship, Innovation and German Mittelstand
- runs Working Groups in the areas of Entrepreneurship, Innovation and German Mittelstand
- publishes scientific studies and papers
- organizes conferences, workshops and congresses on topics relevant to the FGF
- operates an expert database on topics relevant to the FGF
- arranges speaker on topics relevant to the FGF

More about the FGF can be found at: <https://www.fgf-ev.de/en/>

### Kontakt / Contact

Förderkreis Gründungs-Forschung e.V. (FGF)  
c/o Ulrich Knaup  
Gartenstrasse 86  
47798 Krefeld

Tel.: +49 (0)2151-777-508

Email: [knaup@fgf-ev.de](mailto:knaup@fgf-ev.de)

Internet: [www.fgf-ev.de](http://www.fgf-ev.de)

FGF auf Twitter: [https://twitter.com/FGF\\_eV](https://twitter.com/FGF_eV)

## FGF Beitrittsformular / FGF Membership Application Form

via Email [knaup@fgf-ev.de](mailto:knaup@fgf-ev.de) or Mail to

### FGF e.V.

Förderkreis Gründungs-Forschung e.V.  
Entrepreneurship – Innovation - Mittelstand  
c/o Ulrich Knaup  
Gartenstraße 86  
D-47798 Krefeld  
Germany

### Membership Application Form

With respect to the acknowledged articles of association (Version: 16. May 2018), I/we herewith apply as a member of the Förderkreis Gründungs-Forschung e.V..

- ☐ as FGF- stakeholder  
(minimum annual contribution 2.500,- €).
- ☐ as a supporting organisation, institution, company etc.  
(minimum annual contribution 500 €)
- ☐ as a natural person, active Member  
(minimum annual contribution 120 €)
- ☐ as a Junior member or funded entrepreneur from universities (exempt from the membership fee for the duration of their studies / doctorate or funding)

### FGF-Newsletter

- ☐ Yes, please send me the FGF-Newsletter for free to my Email-Address

### Request

- ☐ Please send me without obligation further information about the Förderkreis Gründungs-Forschung e.V.

Please find our articles of association and further information on our homepage

[www.fgf-ev.de](http://www.fgf-ev.de)

Phone: + 49 (0)2151 / 777-508

\_\_\_\_\_  
Title/First Name/Surname

\_\_\_\_\_  
Profession

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Institution/Company

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Institution/Company

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Street

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Zip-code/City

\_\_\_\_\_  
Telephone

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Telefax

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Location, date

\_\_\_\_\_  
Signature

## Notizen / Notes





## **Early Announcement**

### **24. Interdisziplinäre Jahreskonferenz zu Entrepreneurship, Innovation und Mittelstand**

**30. September bis 02. Oktober 2020 in Karlsruhe**

**Thema: „Entrepreneurship als Gestaltungswissenschaft“**

Es freut uns sehr, dass wir die 24. Interdisziplinäre Jahreskonferenz zu Entrepreneurship, Innovation und Mittelstand (G-Forum) zusammen mit dem KIT Karlsruhe, vertreten durch den Tagungspräsidenten, Prof. Dr. Orestis Terzidis, ankündigen können.

Unser „Call for Papers“ und die Konferenzhomepage mit weiteren wichtigen Informationen zur Konferenz werden wir Ihnen frühzeitig im neuen Jahr zur Verfügung stellen. Bitte beachten Sie hierzu auch unsere Hinweise auf der FGF-Homepage <http://www.fgf-ev.de> und im FGF-Newsletter.

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### **24<sup>th</sup> Annual Interdisciplinary Conference on Entrepreneurship,**

**Innovation and SMEs**

**September 30<sup>th</sup> – October 02<sup>nd</sup> 2020, Karlsruhe (Germany)**

**Theme: „Entrepreneurship as Design Science“**

We are delighted to announce the 24<sup>th</sup> Interdisciplinary Annual Conference on Entrepreneurship, Innovation and SMEs (G-Forum) which is organized together with the KIT Karlsruhe represented by Prof. Dr. Orestis Terzidis represents the presidency of the conference.

Our "Call for Papers" and the conference home page with further important information on the conference will be available early next year. Please also refer to our information on the FGF homepage <http://www.fgf-ev.de/en/> and in the FGF Newsletter.

#### **Kontakt / Contact**

Förderkreis Gründungs-Forschung e.V. (FGF)  
c/o Ulrich Knaup  
Gartenstrasse 86  
47798 Krefeld

Tel.: +49 (0)2151-777-508

Email: [knaup@fgf-ev.de](mailto:knaup@fgf-ev.de)

Internet: [www.fgf-ev.de](http://www.fgf-ev.de)

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