

## Call for Papers

# G-Forum

ANNUAL CONFERENCE 2025

**28<sup>th</sup> Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs  
September 17<sup>th</sup> – 19<sup>th</sup> 2025, Stuttgart (Germany)**

### Annual Conference 2025

The 28<sup>th</sup> Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum) will be held in Stuttgart from September 17<sup>th</sup> to 19<sup>th</sup>, 2025. The lead partners of the FGF – Forschungsnetzwerk Entrepreneurship, Innovation und Mittelstand e.V. are the Hochschule der Medien Stuttgart, University of Stuttgart and the University of Hohenheim. The hosts are Prof. Dr. Nils Högsdal, Corporate Finance and Entrepreneurship and Vice Rector Innovation: Research, Further Education, Entrepreneurship and Internationalization at the Hochschule der Medien Stuttgart, Prof. Dr. Alexander Brem, Institute for Entrepreneurship and Innovation Research, Endowed Chair for Entrepreneurship in Technology and Digitalization at the University of Stuttgart, Prof. Dr. Katharina Hölzle, director of the IAT University of Stuttgart and Fraunhofer IAO. IAT of the University of Stuttgart and Prof. Dr. Andreas Kuckertz, Chair in Entrepreneurship, Institute of Marketing & Management Entrepreneurship Research Group at the University of Hohenheim.

### Keynotes

Renowned keynote speakers will enrich the conference program. We will provide further details on this later.

### Theme

The overarching theme of the G-Forum 2025 in Stuttgart is:

**“It takes an Ecosystem to raise a startup”**

Entrepreneurial success is rooted in collaborative ecosystems, where diverse stakeholders—universities, startups, corporates, and public institutions—work together to foster innovation and drive economic growth. Universities play a pivotal role as hubs of knowledge creation, talent development, and interdisciplinary collaboration, providing the foundation for startup ecosystems to thrive. Programs like the EXIST Startup Factories aim to align academic excellence with entrepreneurial ambition to create a systematic foundation for fostering high-potential startups. Research on these dynamic ecosystems and their impact on entrepreneurship will form the core of the discussions at the G-Forum 2025, offering insights into best practices and emerging trends.

## **Topics**

In addition to submissions addressing the guiding theme of the conference, the conference organizers expressly welcome any submission that corresponds to the three main thematic fields of the FGF e.V. These are the topics:

- Entrepreneurship
- Innovation
- SMEs.

In this way, the G-Forum will fulfil its role as a central platform for the scientific community to exchange views on the current state of scientific discussion.

## **Science and practice**

To enhance the exchange between science and practice, submissions "from both worlds" are expressly desired. Topic-specific sessions are offered based on submissions from science or practice. There will be two independent review processes to meet the different requirements of submissions from both realms.

## **Languages**

The conference languages are German and English.

## **Submission types**

It is possible to submit full papers (max. 30 pages excluding bibliography, graphics, and tables) to the G-Forum. Authors of full paper submissions will receive a developmental review from members of the G-Forum Review Board and can qualify for a approx. 20-minute presentation plus a 10-minute discussion. However, you can also submit proposals for presentations as an abstract. An abstract should not exceed 1,000 words. Short abstracts will qualify for shorter presentations (10 minutes) or poster presentations.

Please submit your full papers and abstracts as an anonymized pdf document (without author information) by **May 10, 2025** via our G-Forum [conference tool](#).

## **Guidelines for submission (full paper and abstracts)**

Research-and practice-oriented papers can be submitted. Please register as a user of the G-Forum [conference tool](#). Please do not forget to upload your anonymized submission as a PDF document. Submissions are possible in German or English. Submissions of scientific contributions should ideally be structured as follows:

- Problem definition (research gap / objective)
- Theoretical foundation
- Methodology / empirical research context
- Results
- Implications for entrepreneurship research and practice

Submissions of practical contributions should include a clear starting point, objectives, results, and implications for practice.

## **Review process**

The selection of full papers and abstracts to be presented at the conference will be based on a double-blind review process. Only full paper submissions will receive a developmental review. The G-Forum review board is responsible for the review process. We will inform the authors on the acceptance of their submissions in mid-July 2025.

## **Awards**

On the 28<sup>th</sup> G-Forum 2025 in Stuttgart, various Best Paper Awards are presented for the following target groups and topics of the FGF:

1. KSG Entrepreneurship Research Award 2025  
The award, endowed with 4,000 euros and open to topics in the field of entrepreneurship, is supported by the Karl Schlecht Foundation.
2. Entrepreneurship Research Newcomer-Award 2025  
The prize, endowed with 1,000 euros and open to topics in the field of entrepreneurship, is funded by the Stiftung für die Wissenschaft der Sparkassen Finanzgruppe and is explicitly aimed at doctoral candidates, habilitation candidates, and junior professors (lead author or main person responsible).
3. Family Business and Mittelstand Research Award 2025  
The prize, endowed with 1,000 euros and open to topics in the areas of "Family Business" and "Mittelstand", is supported by the EQUA Foundation.

With a [full-paper submission to the G-Forum 2025](#), participants are automatically registered for one of the possible award nominations. Information about the awards is on our [FGF homepage](#). We also recommend following the news within our German [FGF newsletter](#).

## **Doctoral Colloquium**

On September 17<sup>th</sup>, 2025, we invite interested doctoral students in the fields of Entrepreneurship, Innovation, and Medium-sized companies to a doctoral colloquium. Experienced researchers introduce the following questions and themes:

- How to successfully master a PhD
- How to publish my doctoral research in reputable academic journals
- An introduction to the FGF structured doctoral program class of 2026

Moreover, selected doctoral students will have the opportunity to present their ongoing research projects in a developmental workshop atmosphere and to discuss them with experienced scholars. A proposal should contain a two- to three-page description with the following information:

- Topic
- Research question(s)
- Research design
- Hypothesis (hypotheses) and
- (If available) first results and information about questions for the colloquium.

Please register by email to the FGF office ([info@fgf-ev.de](mailto:info@fgf-ev.de)) by July 30<sup>th</sup>, 2025, using the keyword "Doctoral Colloquium 2025". Participation in the doctoral colloquium is linked to registration for the G-Forum 2025.

### **Conference Fees**

- Members of FGF: € 340, -
- Non-members of FGF including FGF membership\*: € 460, -
- Non-members of FGF without FGF membership: € 490, -

(\* The participation fee already includes the amount of your FGF membership for 1 year (120,- Euro for 2026). The conditions from the association's statutes apply.)

The conference fees include participation in all conference sessions, conference materials, and all meals during the conference (coffee and lunch breaks) and participation in the conference dinner.

### **Students**

A limited number of students (no doctoral students and no research associates) will be able to participate in the conference for a fee of € 100, -. Applications (informal request, copy of student ID card) must be sent to the email address [info@fgf-ev.de](mailto:info@fgf-ev.de). The decision will be communicated by email in September.

### **Overview of important dates**

#### **Doctoral Colloquium**

**September 17<sup>h</sup>, 2025**

Registrations with the subject "Doctoral Colloquium 2025" by July 30<sup>th</sup>, 2025, by email to [info@fgf-ev.de](mailto:info@fgf-ev.de)

#### **Conference**

**September 18<sup>th</sup> – 19<sup>th</sup>, 2025**

Submission of abstracts and full papers before May 10<sup>th</sup>, 2025, via our G-Forum [conference tool](#), notification of acceptance: mid-July 2025

Registration deadline for participants: September 15<sup>th</sup>, 2025

### **Website**

[FGF-conference website](#)

### **Accommodation**

Hotels near the conference location (Stuttgart) are available in various price ranges. Please reserve your hotel early; shortly before the conference it will be very difficult to find free accommodation due to numerous other events in the Stuttgart area.

**We look forward to welcoming you in Stuttgart!**



## Contact:

### Responsible for the conference program

**Prof. Dr. Matthias Baum**  
Chair of Entrepreneurship and  
Digital Business Models  
University of Bayreuth

**Prof. Dr. Alexander Brem**  
International Institute for Entrepreneurship and  
Innovation Research (ENI)  
University of Stuttgart

**Prof. Dr. Nils Högsdal**  
Corporate Finance & Entrepreneurship  
Hochschule der Medien Stuttgart (HdM)

**Prof. Dr. Katharina Hölzle**  
Institute for Ergonomics and Technology  
Management IAT at the University of Stuttgart and  
institute director Fraunhofer IAO

**Prof. Dr. Andreas Kuckertz**  
Chair in Entrepreneurship  
University of Hohenheim

### Organizer

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### Local organization

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