



Konferenzprogramm / Conference Program

G-Forum

ANNUAL CONFERENCE 2026

29. Interdisziplinäre Jahreskonferenz zu Entrepreneurship, Innovation und Mittelstand
29th Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs

16. – 18. September 2026 / September 16 – 18, 2026

Brandenburgische Technische Universität (BTU) Cottbus-Senftenberg &
Medizinische Universität Lausitz – Carl Thiem (MUL-CT)



b-tu

Brandenburgische
Technische Universität
Cottbus - Senftenberg

FGF Forschungsnetzwerk
Entrepreneurship / Innovation / Mittelstand e.V.

Medizinische Universität
Lausitz – Carl Thiem



**Grenzen überwinden – Interdisziplinäres Unternehmertum
zwischen Technologie, Gesundheit und Gesellschaft**

**Crossing Boundaries – Interdisciplinary Entrepreneurship
at the Intersection of Technology, Health, and Society**

Keynote Speech I

“Entrepreneurship and Innovation in Health Services in the Age of Artificial Intelligence”

Prof. Phillip H. Phan, Ph.D.
Johns Hopkins University (USA)

Keynote Speech II

**“Beyond Publications: How Universities Transform Health
through Innovation, Entrepreneurship, and Strategic Partnerships”**

Prof. Dr. Ole Petter Ottersen
Medizinische Universität Lausitz – Carl Thiem (MUL-CT), former president Karolinska Institutet (Norway)

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**Wir danken den folgenden Partnern herzlich für ihre Unterstützung des 29. G-Forums /
We would like to thank the following partners for their friendly support of the 29th G-Forum:**

Partner / Supporter



Stiftung für die Wissenschaft



Szyperski Stiftung



Grußwort der Tagungspräsidenten

Liebe Teilnehmerinnen und Teilnehmer,

wir heißen Sie herzlich zum 29. G-Forum in Cottbus willkommen!

Als gemeinsame Gastgeber freuen sich die Brandenburgische Technische Universität Cottbus-Senftenberg und die Medizinische Universität Lausitz – Carl Thiem, die wissenschaftliche Community des FGF vom 16. bis 18. September 2026 in der Lausitz begrüßen zu dürfen.



Das diesjährige Leitthema **„Grenzen überwinden – Interdisziplinäres Unternehmertum zwischen Technologie, Gesundheit und Gesellschaft“** beschreibt nicht nur den inhaltlichen Anspruch dieser Konferenz. Es steht zugleich für die Idee, die unsere Zusammenarbeit als Gastgeber prägt: Entrepreneurship und Innovation entstehen häufig dort, wo unterschiedliche Disziplinen, Institutionen und Perspektiven aufeinandertreffen. Technologischer Fortschritt, die Weiterentwicklung der Gesundheitsversorgung, wirtschaftliche Dynamik und gesellschaftliche Verantwortung lassen sich nicht getrennt voneinander betrachten. Sie verlangen nach Austausch, Offenheit und der Bereitschaft, etablierte Grenzen zu überschreiten.

Die Kooperation zwischen der BTU Cottbus-Senftenberg und der Medizinischen Universität Lausitz – Carl Thiem verkörpert diesen Gedanken in besonderer Weise. Sie bringt wirtschafts- und sozialwissenschaftliche, technologische und medizinische Perspektiven zusammen und schafft damit einen passenden Rahmen für eine Konferenz, die den Dialog zwischen Forschung, Lehre, Transfer und unternehmerischer Praxis fördern möchte.

Das Programm beginnt an der MUL-CT mit dem FGF-Doktorandinnen- und Doktorandenkolloquium, dem Post-Doc-Workshop und der FGF-Mitgliederversammlung. Die Hauptkonferenz findet anschließend auf dem Zentralcampus der BTU Cottbus-Senftenberg statt. Der Gesellschaftsabend in der Alten Chemiefabrik bildet einen weiteren besonderen Veranstaltungsort und bietet Raum, wissenschaftliche Diskussionen in persönlicher Atmosphäre fortzuführen. Die verschiedenen Orte der Konferenz spiegeln damit auf ihre Weise die Vielfalt und den interdisziplinären Charakter des G-Forums wider.

Besonders freuen wir uns, zwei international renommierte Wissenschaftler als Keynote Speaker begrüßen zu dürfen. Professor Phillip H. Phan von der Johns Hopkins University ist Alonzo and Virginia Decker Professor of Strategy and Entrepreneurship und sowohl mit der Business School als auch mit der medizinischen Fakultät verbunden. Seine Forschung verknüpft technologische Innovation und Entrepreneurship mit Fragen der Qualität und Kommerzialisierung im Gesundheitswesen. In seinem Vortrag **„Entrepreneurship and Innovation in Health Services in the Age of Artificial Intelligence“** wird er die Verbindung von Unternehmertum, Gesundheitsdienstleistungen und künstlicher Intelligenz beleuchten.

Professor Ole Petter Ottersen von der Medizinischen Universität Lausitz – Carl Thiem ist Mediziner und Neurowissenschaftler und war Rektor der Universität Oslo und Präsident des Karolinska Institutet. Unter dem Titel **„Beyond Publications: How Universities Transform Health through Innovation, Entrepreneurship, and Strategic Partnerships“** wird er der Frage nachgehen, wie Universitäten durch Innovation, Entrepreneurship und strategische Partnerschaften gesellschaftliche Wirkung entfalten können.

Auch das weitere Programm bringt unterschiedliche wissenschaftliche und praktische Perspektiven zusammen. Zwei Panels widmen sich dem erfolgreichen wissenschaftlichen Publizieren an den Schnittstellen von Entrepreneurship, Innovation und Gesundheit sowie dem Transfer von Entrepreneurship- und Innovationsforschung in die Praxis. In insgesamt 33 Sessions werden aktuelle Forschungsarbeiten unter anderem zu Technologie- und Gesundheitsunternehmertum, künstlicher Intelligenz, nachhaltigem und inklusivem Entrepreneurship, Mittelstand und Familienunternehmen, Finanzierung, Entrepreneurship Education und unternehmerischen Ökosystemen diskutiert. Posterpräsentationen, Workshops und interaktive Formate ergänzen die klassischen Konferenzsessions und eröffnen zusätzliche Möglichkeiten für Austausch, gemeinsames Lernen und neue Kooperationen.

Ein besonderer Höhepunkt wird erneut die Verleihung der wissenschaftlichen Awards im Rahmen des Gesellschaftsabends sein. Sie würdigen herausragende Beiträge zu Entrepreneurship, Technologie- und Innovationsmanagement, Mittelstand und Familienunternehmen. Mit dem erstmals vergebenen Student Award wird darüber hinaus ein zusätzlicher Akzent bei der Förderung des wissenschaftlichen Nachwuchses gesetzt.

Das G-Forum lebt jedoch nicht allein von seinem Programm. Es lebt von den Menschen, die ihre Forschungsergebnisse vorstellen, Fragen stellen, Perspektiven hinterfragen und offen miteinander diskutieren. Wir laden Sie daher herzlich ein, die Sessions, Panels und Workshops aktiv mitzugestalten, neue Kontakte zu knüpfen und die vielfältigen Möglichkeiten zum fachlichen und persönlichen Austausch zu nutzen.

Unser besonderer Dank gilt dem FGF, den Verantwortlichen für das wissenschaftliche Programm, dem lokalen Organisationsteam, allen Partnern und Unterstützern sowie den zahlreichen Mitwirkenden, die diese Konferenz möglich machen.

Wir wünschen Ihnen inspirierende Vorträge, anregende Diskussionen, bereichernde Begegnungen und eine erfolgreiche Zeit beim G-Forum 2026 in Cottbus.

Mit herzlichen Grüßen

Prof. Dr. Diemo Urbig

Prof. Dr. (mult.) Eckhard Nagel



Brandenburgische
Technische Universität
Cottbus - Senftenberg

**Medizinische Universität
Lausitz – Carl Thiem**

Welcome of the Conference Chairs

Dear participants,

We warmly welcome you to the 29th G-Forum in Cottbus!

As joint hosts, Brandenburg University of Technology Cottbus-Senftenberg and the Medical University Lausitz – Carl Thiem are delighted to welcome the FGF academic community to Lusatia from September 16 to 18, 2026.



This year's conference theme, **"Crossing Boundaries – Interdisciplinary Entrepreneurship at the Intersection of Technology, Health, and Society,"** expresses more than the academic focus of the conference. It also reflects the guiding idea behind our collaboration as host institutions: entrepreneurship and innovation often emerge where disciplines, institutions, and perspectives intersect. Technological progress, the transformation of healthcare, economic development, and societal responsibility cannot be considered in isolation. They require dialogue, openness, and a willingness to move beyond established boundaries.

The cooperation between BTU Cottbus-Senftenberg and the Medical University Lausitz – Carl Thiem embodies this idea. By bringing together perspectives from business and the social sciences, technology, medicine, and healthcare, our two institutions provide a fitting setting for a conference dedicated to strengthening the links between research, education, knowledge transfer, and entrepreneurial practice.

The program begins at MUL-CT with the FGF Doctoral Colloquium, the Post-Doc Workshop, and the FGF Meeting of Members. The main conference will then take place at the central campus of BTU Cottbus-Senftenberg. The conference dinner at the Alte Chemiefabrik offers another distinctive setting in which participants can continue their academic conversations in a more informal atmosphere. In their own way, the different venues reflect the diversity and interdisciplinary spirit of the G-Forum.

We are particularly pleased to welcome two internationally distinguished keynote speakers. Professor Phillip H. Phan of Johns Hopkins University is the Alonzo and Virginia Decker Professor of Strategy and Entrepreneurship and is affiliated with both the business school and the medical school. His research connects technological innovation and entrepreneurship with healthcare quality and commercialization. In his keynote, **"Entrepreneurship and Innovation in Health Services in the Age of Artificial Intelligence,"** he will explore the relationship between entrepreneurship, healthcare services, and artificial intelligence.

Professor Ole Petter Ottersen of the Medical University Lausitz – Carl Thiem is a physician and neuroscientist and previously served as Rector of the University of Oslo and President of Karolinska Institutet. In his keynote, **"Beyond Publications: How Universities Transform Health through Innovation, Entrepreneurship, and Strategic Partnerships,"** he will address how universities can create societal impact through innovation, entrepreneurship, and strategic partnerships.

The wider conference program also brings together a broad range of academic and practical perspectives. Two panels will discuss successful publishing at the intersection of entrepreneurship, innovation, healthcare systems, and medicine, as well as the successful transfer of entrepreneurship and innovation research into practice. Across 33 sessions, participants will present and discuss current research on topics including technology and healthcare entrepreneurship, artificial intelligence, sustainable and inclusive entrepreneurship, SMEs and family businesses, entrepreneurial finance, entrepreneurship education, and entrepreneurial ecosystems. Poster presentations, workshops, and interactive formats complement the traditional conference sessions and provide further opportunities for exchange, collaborative learning, and new partnerships.

Another highlight will be the presentation of the scientific awards during the conference dinner. These awards recognize outstanding contributions to entrepreneurship, technology and innovation management, SMEs, and family business research. The introduction of the Student Award in 2026 also places an additional emphasis on supporting the next generation of researchers.

The G-Forum, however, is shaped not only by its formal program. It is shaped by the people who present their research, raise questions, challenge established perspectives, and engage openly with one another. We therefore invite you to participate actively in the sessions, panels, and workshops, to establish new connections, and to make full use of the many opportunities for academic and personal exchange.

We would like to express our sincere gratitude to the FGF, the conference program committee, the local organizing team, all partners and supporters, and the many contributors whose commitment has made this conference possible.

We wish you inspiring presentations, stimulating discussions, rewarding encounters, and a successful G-Forum 2026 in Cottbus.

With warm regards,

Prof. Dr. Diemo Urbig

Prof. Dr. (mult.) Eckhard Nagel



**Medizinische Universität
Lausitz – Carl Thiem**

Programmübersicht / Agenda

Mittwoch, 16. September 2026 / Wednesday, September 16, 2026

MUL-CT, Haus/Building 33, Thiemstr. 111, 03048 Cottbus

- 13.00 FGF-DoktorandInnenkolloquium / FGF Doctoral Colloquium
- 13.00 FGF-Post-Doc-Workshop
- 18.00 FGF-Mitgliederversammlung / FGF Meeting of Members
- 19.00 Einlass / Entry: Get Together
Strandpromenade/Almhütte Cottbus, Mauerstraße 7, 03046 Cottbus
- 19.30 Start: Get Together (*Selbstzahler, not included in the conference fee*)

Donnerstag, 17. September 2026 / Thursday, September 17, 2026

BTU Cottbus-Senftenberg, Zentralcampus, Platz der Deutschen Einheit 1, 03046 Cottbus

- 08.00 Registrierung / Registration
- 09.00 Eröffnungsplenum / Plenary Session
- 10.30 Kaffeepause / Coffee Break
- 11.15 Panel Sessions
- 12.15 Mittagessen / Lunch Break
- 13.30 Parallel Sessions
- 15.00 Posterpräsentation mit Kaffeepause / Poster Presentation with Coffee Break
- 15.30 Parallel Sessions
- 17.00 Kaffeepause / Coffee Break
- 17.30 Parallel Sessions
- 18.40 & 19.10 Bus Transfer
- 19.00 Einlass Gesellschaftsabend / Entry Conference Dinner
Alte Chemiefabrik, Parzellenstraße 21, 03050 Cottbus
- 19.30 Start Gesellschaftsabend / Start of Conference Dinner &
Best Paper Award Verleihung / Best Paper Award Ceremony

Freitag, 18. September 2026 / Friday, September 18, 2026

BTU Cottbus-Senftenberg, Zentralcampus, Platz der Deutschen Einheit 1, 03046 Cottbus

- 08.30 Registrierung und Kaffee / Registration and Coffee
- 09.00 Parallel Sessions
- 10.30 Kaffeepause / Coffee Break
- 11.00 Parallel Sessions
- 12.30 Mittagessen / Lunch Break
- 13.30 Parallel Sessions
- 15.00 Verabschiedung / Farewell
- 15.30 Konferenzende / End of Conference

Mittwoch / Wednesday, September 16

<i>Ort / Venue</i>
MUL-CT, Thiemstr. 111, 03048 Cottbus Haus 33, Zugang über Eingang Welzower Straße / Building 33, access via the Welzower Strasse entrance
<i>13.00 – 17:45</i>
FGF-DoktorandInnenkolloquium / FGF Doctoral Colloquium
<i>13.00 – 17:45</i>
FGF-Post-Doc-Workshop

<i>Ort / Venue</i>
MUL-CT, Thiemstr. 111, 03048 Cottbus Haus 33, Zugang über Eingang Welzower Straße / Building 33, access via the Welzower Strasse entrance
<i>18.00 – 19.30</i>
FGF-Mitgliederversammlung / FGF-Meeting of Members

<i>Ort / Venue</i>
Strandpromenade/Almhütte Cottbus, Mauerstraße 7, 03046 Cottbus
<i>Einlass ab / Entry from 19.00 & Start um / at 19:30</i>
Gemütliches Zusammensein / Get Together (Selbstzahler / not included in the conference fee)

Donnerstag / Thursday, September 17

Ort / Venue

BTU Cottbus-Senftenberg, Zentralkampus, Platz der Deutschen Einheit 1, 03046 Cottbus

ab / from 08.00:

Registrierung / Registration (Foyer ZHG)

09.00 – 10.30:

Eröffnungsplenum / Plenary Session

Großer Hörsaal

Begrüßung / Welcome

Prof. Dr. Gesine Grande

President BTU Cottbus-Senftenberg

Prof. Dr. Eckhard Nagel

Congress President

MUL-CT

Prof. Dr. Diemo Urbig

Congress President

BTU Cottbus-Senftenberg

Keynote Speech I

“Entrepreneurship and Innovation in Health Services in the Age of Artificial Intelligence”

Prof. Phillip H. Phan, Ph.D.

Johns Hopkins University (USA)

Keynote Speech II

“Beyond Publications: How Universities Transform Health through Innovation, Entrepreneurship, and Strategic Partnerships”

Prof. Dr. Ole Petter Ottersen

Medizinische Universität Lausitz – Carl Thiem (MUL-CT), former president Karolinska Institutet (Norway)

Vorstellung des Programms und der Awards / Presentation of Program and Awards

Prof. Dr. Matthias Baum

President of the FGF, University of Bayreuth

**10.30 – 11.15: Kaffeepause / Coffee Break & Newbie Meeting / Socializing
Foyer ZHG**

Donnerstag / Thursday, September 17

11.15 – 12.15: Panel 1-2

Lecture Hall A

Panel 1
Research Panel*Chair: Matthias Baum***Successfully Publishing at the Intersection of Entrepreneurship, Innovation, Healthcare Systems, and Medicine**

- *Brian S. Anderson (University of Kansas, USA)*
- *Jörn Block (Trier University, Germany)*
- *Carina Lomberg (DTU, Denmark)*
- *Ole Petter Ottersen (MUL-CT, former president Karolinska Institutet, Norway)*
- *Phillip H. Phan (Johns Hopkins University, USA)*
- *Matthias Baum (President of the FGF, University of Bayreuth, Germany)*

Lecture Hall B

Panel 2
Practice Panel*Chair: Christine Volkmann***Erfolgreicher Transfer von Entrepreneurship- und Innovationsforschung in die Praxis: Ökosysteme, Wissenstransfer und gesellschaftlicher Impact**

Impuls von *Markus Schwenke (Lausitz Science Park)*
und anschließende Diskussion mit:

- *Julia Backhaus (MUL-CT)*
- *Jannis Gilde (Startup Verband)*
- *Natalia Gorynia-Pfeffer (RKW Kompetenzzentrum)*
- *Christoph Krüger (COO JUNI, die Berlin-Brandenburger Startup Factory)*
- *Francesco Pisani (Deloitte)*
- *Steffen Preissler (Fraunhofer ISI, Leipzig)*
- *Markus Schwenke (Lausitz Science Park)*
- *Christine Volkmann (Bergische Universität Wuppertal)*

12.15 – 13.30: Mittagessen / Lunch Break / Socializing

Mensa am Zentralkampus Cottbus des Studierendenwerkes Frankfurt/Ost-Brandenburg

Donnerstag / Thursday, September 17

13.30 – 15.00: Parallel Sessions 1-6 & Workshop 1-2

Lecture Hall A	Lecture Hall B	Lecture Hall C	Seminar Room 1	Seminar Room 2	Seminar Room 3	Workshop Room VG 1C 0.01
Session 1 Healthcare Entrepreneurship <i>Chair: Eva Švandová</i>	Session 2 Technology & AI Entrepreneurship <i>Chair: Matthias Mrożewski</i>	Session 3 Entrepreneurial Mindset <i>Chair: Andreas Kuckertz</i>	Session 4 Impact Entrepreneurship <i>Chair: Thomas Neumann</i>	Session 5 Entrepreneurial Passion <i>Chair: Elisabeth Berger</i>	Session 6 Hybrid Entrepreneurship & Entrepreneurial Leadership <i>Chair: Nils Högsdal</i>	Workshop 1 FGF Arbeitskreis Entrepreneurship Transfer, Policy & Practice (ETPP) <i>Chair: Hannes Thees & Florian Täube</i>
<i>Ngochindo Osaro Bode, Faisal Saeed Malik</i> Frugal healthcare innovation as a resilience-oriented entrepreneurial response in resource-constrained healthcare systems <i>Peter Rost, Tobias van Bebber</i> Transversal leadership in healthcare and tech ventures: navigating entrepreneurial complexity through VR constellations <i>Eva Švandová, Radoslav Škapa, Daniela Petřeková, Michal Jirásek, Mariia Halada</i> Financial and non-financial support in technology startups: the role of industry context and product digitalization <i>Adrian Woick, Diemo Urbig</i> Ärztliche Niederlassung als Entrepreneurship: Unternehmerische Selbstwirksamkeit von Medizinstudierenden	<i>Lukas R. G. Fitz, Alexander Martin</i> Towards designing virtual reality trainings for skilled trade work in SMEs: scoping review and research model proposal <i>Mukunthan Nadarajah, Carolin Bock</i> From advice to orchestration: agentic AI in public grant application support for early-stage ventures <i>Charlotte Mommsen, Chloé Ipert, Matthias Mrożewski, Martin Kupp</i> Is lean startup suitable for deep tech ventures? Effects on market and technological uncertainty*	<i>Karina Zittel, Emilia Bröckl</i> A bibliometric analysis and systematic literature review of entrepreneurial mindset research <i>Robin Weisner, Sabrina Backs, Hauke Buermann, Peter Junkermann</i> Entrepreneurship and mindfulness – (im-) possible? <i>Johanna Slowik, Andreas Kuckertz</i> Serendipity mindset: development and validation of a five-dimensional scale for measuring the serendipity mindset in the entrepreneurial context	<i>Sarah Bunaya Rahman</i> Building enterprise legitimacy at the base of the pyramid: evidences from agricultural enterprises in Bangladesh <i>Klaus Fichter, Tim Grothey, Nina Heiting</i> Impact competence: ambitions and abilities of entrepreneurs in green start-ups to achieve positive sustainability effects with their business <i>Julia Frantsits, Thomas Neumann</i> Biodiversity startups: conceptualization, identification, and prevalence in Germany	<i>Loa Milena Lieberum, Anika Thurow, Julia M. Kensbock</i> Entrepreneurial passion under stress: a dualistic model of coping and psychological resilience <i>Anika Thurow, Julia M. Kensbock, Christoph Stöckmann</i> Not all passion is created equal: a qualitative investigation of complex passion experiences in the workplace <i>Sahra Schnekker, Severin Maurer, Elisabeth Berger</i> Employee entrepreneurial passion in organizations: exploring its relationship with intrapreneurial behavior and entrepreneurial intentions	<i>Sarah Franke, Vivien Procher</i> By choice or by constraint? Financing strategies of hybrid entrepreneurs <i>Robert Sekulic, Mirjam Nicole Streeb, Matthias Baum</i> When two categories compete: how narratives shape investor evaluations of hybrid entrepreneurs <i>Niklas Jarisch, Florian B. Zapkau, Christian Schwens, Jakob Müllner</i> How do venture capitalists evaluate competing signals from hybrid entrepreneurs: the role of reputation <i>Dennis Bader, Nils Högsdal</i> Towards a competency-oriented understanding of entrepreneurial leadership: findings from a systematic literature review	Einladung zur Gründung des FGF-Arbeitskreises Entrepreneurship Transfer, Policy & Practice (ETPP) sowie Diskussion über mögliche Forschungsthemen und Kooperationen. Seminar Room 4 Workshop 2 FGF Arbeitskreis Family Business <i>Chair: Andreas Hack</i> FGF-Arbeitskreis Familienunternehmen: Diskussion über aktuelle Forschungsthemen

* = Award-Nominierung / Award Nomination

Donnerstag / Thursday, September 17

Session 7 (Foyer ZHG)

**15.00 – 15.30 Kaffeepause / Coffee Break &
Posterpräsentationen / Poster Presentations (Autoren anwesend / Authors present)**

*Simon L. Schmidt,
Franziska Günzel-Jensen,
Katharina Scheidgen*

Supporting resource access of entrepreneurs in disrupted environments with the Crisis-Navigator: a design science study

*René Thamm,
Ronny Baierl,
Hanna Liebrecht*

Grenzen überwinden durch interkulturelle Co-Creation? Perspektiven internationaler Entrepreneurship Education aus dem Projekt iCCiEE

*Lukas R. G. Fitz,
Alexander Martin*

Implementing virtual reality trainings to support qualification, future-readiness and employer attractiveness in Lusatian Electrical Trade SMEs: the “VirHand”-Project

Donnerstag / Thursday, September 17

15.30 – 17.00: Parallel Sessions 8-13 & Workshop 3

Lecture Hall A	Lecture Hall B	Lecture Hall C	Seminar Room 1	Seminar Room 2	Seminar Room 3	Workshop Room VG 1C 0.01
Session 8 Succession & Family Business <i>Chair: Andreas Hack</i>	Session 9 Venture Capital <i>Chair: Lara Hitgen</i>	Session 10 Entrepreneurial Ecosystems & Transformation <i>Chair: Jan Kratzer</i>	Session 11 Inclusive Entrepreneurship <i>Chair: Simone Chlosta</i>	Session 12 Organizing Entrepreneurship <i>Chair: Christine Blanka</i>	Session 13 Entrepreneurship Education <i>Chair: Anika Thurow</i>	Workshop 3 ZEW-Workshop <i>Chair: Sandra Gottschalk & Elisa Rodepeter</i>
<i>Jan-Mirko Katz, Marcel Hülsbeck</i> Succession as a decision episode: procedural rationality and decision effectiveness in family firms <i>Mahsa Samsami, Thomas Schøtt</i> The entrepreneurial tradition: foundational for the enterprising family? <i>Pauline Küser, Frederik Riar, Nadine Kammerlander, Andreas Hack</i> Legacy in transition: how family firm owners mark their era	<i>Christian Schultz, Pegah Khalesi</i> Mission or business, or both? – Storytelling of green start-ups to gain legitimacy for different investor types <i>Jana Riemann, Carolin Krieweth, Malte Brettel</i> Technology hype and new venture funding: the role of collective expectations and location in entrepreneurial hubs* <i>Lara Hitgen, Sai Kalvapalle, Katharina Scheidgen</i> After the spotlight: entrepreneur–investor interaction in venture capital due diligence	<i>Simon Heisig, Sonja Franzke, Anaís García González, Anna Krombacher, Christopher Grell, Anna Oberländer, Matthias Baum, Christoph Krönke Lieb</i> "Nobody was ever fired for buying IBM" how integration depth and incumbent gatekeeping affect innovation in B2G collaborations <i>Hannes Thees, Philipp Flauger</i> Do incubators and accelerators enable transformation? Social capital, start-up output and transformation impact in the European tourism sector <i>Carlo Juan Rabino, Thomas Maran, Christoph Stöckmann</i> When flatness fails to scale: hierarchical steepness and revenue growth in European scale-ups <i>Paul Wolf, Jan Kratzer</i> Mapping sustainable entrepreneurship: a large-scale semantic analysis of SDG narratives in venture-backed firms across countries and technologies	<i>Julia Baumgarten, Katharina Weßling, Sylvia Hubner-Benz</i> Visibility moments: female founders' and their gatekeepers' perspectives on visibility emergence <i>Elisabeth Berger, Yuhang Cui, Theresa Übleis</i> Words worth millions? A quasi-replication and extension of gendered linguistic style in German entrepreneurial pitching <i>Simone Chlosta</i> FGF Working Group: Inclusive Entrepreneurship	<i>Conny Steenblock, Orestis Terzidis</i> Confined entrepreneurship: a phenomenon-based theory of structured venture creation <i>Sebastian Nielen</i> Implementing new procedures and methods during the corona crisis: the role of using digital technologies <i>Christine Blanka</i> Designing entrepreneurial initiatives – a design science approach to intrapreneurship	<i>Stefanie Schiemenz</i> Gründung und Nachfolge gehören in die Grundschule: Zur Bildungsbedeutung früher Entrepreneurship Education <i>Ronny Baierl, René Thamm, L. Abu-El-Haija, F. Dababneh</i> Co-creating entrepreneurship education: a stakeholder-based approach to adaptive curriculum development in international innovation ecosystems <i>Anika Thurow, Dinah Guterth, Julia M. Kensbock</i> Beyond the agentic 'superhero': how entrepreneurial stereotype updating shapes fit perceptions for communal individuals*	The IAB/ZEW start-up panel: a hands-on introduction for applied researchers This session introduces the IAB/ZEW start-up panel, a representative longitudinal dataset on newly founded firms in Germany collected since 2008. Aimed at researchers interested in using the data for their own projects, it provides a practical overview of the dataset's design, sampling structure, questionnaires, and core variables, and illustrates its research potential with examples from published research. Participants will also learn about the background of the data collection and receive practical guidance on gaining access to the data. The session is intended to help attendees assess the dataset's relevance for their own research and take initial steps toward using it in empirical projects. A Q&A session is included, and more detailed questions may also be submitted in advance to elisa.rodepeter@zew.de

* = Award-Nominierung / Award Nomination

17.00 – 17.30: Kaffeepause / Coffee Break / Socializing
Foyer ZHG

Donnerstag / Thursday, September 17**17.30 – 18.30: Parallel Sessions 14-19 & Workshop 4**

Lecture Hall A	Lecture Hall B	Lecture Hall C	Seminar Room 1	Seminar Room 2	Seminar Room 3	Workshop Room VG 1C 0.01
Session 14 Entrepreneurship Through Acquisition (ETA) <i>Chair: Dorothee Kapelari</i>	Session 15 Entrepreneurship Policy <i>Chair: Malte Bau</i>	Session 16 AI Entrepreneurship <i>Chair: Mirjam Nicole Streeb</i>	Session 17 Student Award Presentations <i>Chair: Magdalena Mißler-Behr</i>	Session 18 Sustainable Entrepreneurship <i>Chair: Robert Faßhauer</i>	Session 19 Entrepreneurial Transformation <i>Chair: Jörn Block</i>	Workshop 4 PraxisLab Rollenspiel <i>Chair: Janina Rüger-Aamot</i>
<i>Kevin Rocker, Nicolas Zacharias</i> Escaping the crowd? Digital mergers and acquisitions, entrepreneurial orientation, and product-market distinctiveness* <i>Reiner Braun, Dorothee Kapelari, Tereza Tykvova, Stefan Weik</i> Private equity, product markets & SMEs	<i>Chiara Backes, Denise Fischer-Kreer</i> The formation of entrepreneurial policy mantras: a micro foundational account of heterogeneous entrepreneurial engagement with the policy environment <i>Malte Bau</i> When commitment becomes structure: founder experiences with steward ownership as institutionalized self-binding	<i>Diemo Urbig, Dennis Jan Vogt, Simon Kleinert</i> More reasoning, more recall? Reasoning levels and variability in ventures' LLM footprints <i>Mirjam Nicole Streeb, Matthias Baum, Rebecca Preller, Agnes Koschmider</i> Between confirmation and challenge: GenAI advice, teammate feedback, and strategic decision change in entrepreneurship* <i>Johanna Wagner, Mirjam Nicole Streeb, Matthias Baum</i> Pathways of generative AI integration in strategic decisions: when do executives trust AI?	<i>Amelie Spitze</i> Gesprochen wie ein Löwe – Die Wirkung von kostspieligen und kostenfreien Signalen in Start-up-Pitches auf Angel Investoren und der Einfluss von Investitionserfahrung* <i>Julia Baumgarten</i> Moments of visibility: gatekeepers' perceptions of female founders – an exploratory qualitative study* <i>Käthe Walz</i> Patterns and dynamics of entrepreneurial fraud: a qualitative analysis of SEC complaints*	<i>Robert Faßhauer</i> Dual materiality as a strategy-shaping mechanism: evidence from sustainability strategy development in a small and medium-sized enterprise <i>Robert Faßhauer</i> The role of the three-pillar model in sustainability research: structural embeddedness, thematic heterogeneity, and conceptual limitations	<i>Nils Högsdal, Kim Lisagor Bisheff, Sean Branagan</i> Entrepreneurship beyond venture creation: developing entrepreneurial career pathways for journalism students in a changing media landscape <i>Granit Ratkoceri, Jörn Block, Alexandra Moritz</i> Development and market introduction of an investor search engine for European start-ups <i>Erik Ackermann, Jörn Block, Alexandra Moritz</i> Paying for integrity? Companies' preferences in the voluntary carbon market - an adaptive choice-based conjoint analysis	<i>Janina Rüger-Aamot</i> Führung in der Unternehmensnachfolge erfahrbar machen: Das PraxisLab als wissenschaftlich begleitetes Rollenspiel für Familienunternehmen Das PraxisLab nutzt das Rollenspiel, um Führungsdynamiken in der Unternehmensnachfolge unmittelbar erlebbar und beobachtbar zu machen. In einem fiktiven Familienunternehmen treffen die Teilnehmenden Entscheidungen unter Unsicherheit, verhandeln unterschiedliche Interessen und erproben Führungshandeln. Die anschließende gemeinsame Auswertung macht Verhaltensmuster, Rollen und Wechselwirkungen sichtbar. So entstehen konkrete Erkenntnisse für die Gestaltung realer Nachfolgeprozesse und für die eigene Führungspraxis.

* = Award-Nominierung / Award Nomination

18.40: Conference Bus 1: Foyer ZHG → HolidayInn → RadissonBlu → Alte Chemiefabrik**19.10: Conference Bus 2: Foyer ZHG → HolidayInn → RadissonBlu → Alte Chemiefabrik**

Donnerstag / Thursday, September 17

Einlass ab / Entry from 19.00 & Start um / at 19.30:

Gesellschaftsabend / Conference Dinner

Ort / Venue

Alte Chemiefabrik, Parzellenstraße 21, 03050 Cottbus

Gesellschaftsabend / Conference Dinner

Begrüßung / Welcome

Prof. Dr. Diemo Urbig
(19:30)

Keynote

Tobias Dünow

Staatssekretär für Wissenschaft, Forschung und Kultur des Landes Brandenburg /
State Secretary for Science, Research and Culture of the State of Brandenburg

Best Paper Award Verleihung / Best Paper Award Ceremony

“KSG Entrepreneurship Research Award 2026“

(gefördert von der / supported by the Karl Schlecht Stiftung)

“Entrepreneurship Research Newcomer Award 2026“

(gefördert von der / supported by the Stiftung für die Wissenschaft der Sparkassen Finanzgruppe Bonn)

“Family Business and Mittelstand Research Award 2026“

(gefördert von der / supported by the EQUA Stiftung)

“Norbert Szyperski Technologie- und Innovationsmanagement Award 2026“

(gefördert von der / supported by the Szyperski Stiftung)

“Student Award 2026“

(gefördert von / supported by Gründungsservice & Lehrstuhl ABWL, insbesondere Planung, Innovation
und Gründung der BTU Cottbus-Senftenberg)

Early Announcement

30. Interdisziplinäre Jahreskonferenz / 30th Annual Interdisciplinary Conference

06. - 08. Oktober 2027 / October 06–08, 2027

in Marburg, Germany

Awards 2026

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

The FGF promotes research in the fields of entrepreneurship, innovation, SMEs, and family businesses. To this end, the FGF, together with various partners, presents the following awards:

KSG Entrepreneurship Research Award 2026



Anlässlich der 29. Interdisziplinären Jahreskonferenz zu Entrepreneurship, Innovation und Mittelstand (G-Forum 2026) fördert die Karl Schlecht Stiftung WissenschaftlerInnen aus dem Bereich Entrepreneurship und stiftet bereits zum 12. Mal den mit 4.000 EUR dotierten „KSG Entrepreneurship Research Award“.

On the occasion of the 29th Annual Interdisciplinary Conference on Entrepreneurship, Innovation, and SMEs (G-Forum 2026), the Karl Schlecht Stiftung is supporting researchers in the field of entrepreneurship and is presenting the "KSG Entrepreneurship Research Award" for the 12th time. The award is endowed with €4,000.

Stiftung für die Wissenschaft

Entrepreneurship Research Newcomer Award 2026



Anlässlich der 29. Interdisziplinären Jahreskonferenz zu Entrepreneurship, Innovation und Mittelstand (G-Forum 2026) fördert die Stiftung für die Wissenschaft der Sparkassen-Finanzgruppe bereits zum 17. Mal den wissenschaftlichen Nachwuchs und stiftet den mit 1.000 EUR dotierten „Entrepreneurship Research Newcomer Award“.

On the occasion of the 29th Annual Interdisciplinary Conference on Entrepreneurship, Innovation, and SMEs (G-Forum 2026), the Stiftung für die Wissenschaft of the Sparkassen-Finanzgruppe is supporting early-career researchers for the 17th time and is presenting the "Entrepreneurship Research Newcomer Award". The award is endowed with €1,000.

Family Business and Mittelstand Research Award 2026



Anlässlich der 29. Interdisziplinären Jahreskonferenz zu Entrepreneurship, Innovation und Mittelstand (G-Forum 2026) fördert die EQUA-Stiftung bereits zum 8. Mal WissenschaftlerInnen aus dem Bereich Familienunternehmen und Mittelstand, und stiftet den mit 1.000 EUR dotierten „Family Business und Mittelstand Research Award“.

On the occasion of the 29th Annual Interdisciplinary Conference on Entrepreneurship, Innovation, and SMEs (G-Forum 2026), the EQUA Stiftung is supporting researchers in the field of family businesses and SMEs for the 8th time and is presenting the "Family Business and Mittelstand Research Award". The award is endowed with €1,000.

Norbert Szyperski Technologie- und Innovationsmanagement Award 2026

Anlässlich der 29. Interdisziplinären Jahreskonferenz zu Entrepreneurship, Innovation und Mittelstand (G-Forum 2026) fördert die Szyperski Stiftung WissenschaftlerInnen aus dem Bereich Technologie- und Innovationsmanagement und stiftet bereits zum 7. Mal den mit 2.000 EUR dotierten „Norbert Szyperski Technologie- und Innovationsmanagement Award 2026“.

On the occasion of the 29th Annual Interdisciplinary Conference on Entrepreneurship, Innovation, and SMEs (G-Forum 2026), the Szyperski Stiftung is supporting researchers in the field of technology and innovation management for the 7th time and is presenting the "Norbert Szyperski Technology and Innovation Management Award 2026". The award is endowed with €2,000.

Student Award 2026



Anlässlich der 29. Interdisziplinären Jahreskonferenz zu Entrepreneurship, Innovation und Mittelstand (G-Forum 2026) lobt der FGF erstmals den „Student Award 2026“ aus.

Ermöglicht wird der Student Award 2026 durch den Gründungsservice der BTU und den Lehrstuhl ABWL, insbesondere Planung, Innovation und Gründung der BTU. Gemeinsam übernehmen sie für die Autorinnen bzw. Autoren der drei besten Masterarbeiten jeweils die Teilnahmegebühr am G-Forum 2026 in Höhe von bis zu 490 EUR.

On the occasion of the 29th Annual Interdisciplinary Conference on Entrepreneurship, Innovation, and SMEs (G-Forum 2026), FGF is presenting the "Student Award 2026" for the first time. The Student Award 2026 is made possible by the BTU Startup Service and the Chair of Business Administration, in particular Planning, Innovation and Entrepreneurship at BTU. Together, they will cover the G-Forum participation fee, up to an amount of €490, for the authors of each of the three best master's theses.

Freitag / Friday, September 18

09.00 – 10.30: Parallel Sessions 20-25

Lecture Hall A	Lecture Hall B	Lecture Hall C	Seminar Room 1	Seminar Room 2	Seminar Room 3
Session 20 Individual Entrepreneurial Behavior <i>Chair: Anika Thurow</i>	Session 21 AI Entrepreneurship <i>Chair: Ondřej Machek</i>	Session 22 Entrepreneurial Families <i>Chair: Anna-Katharina Schaper</i>	Session 23 Innovation <i>Chair: Diemo Urbig</i>	Session 24 Praxis Track: Entrepreneurship Practice <i>Chair: Iliyana Madina</i>	Session 25 Decision Making & Funding <i>Chair: Nadine Albrecht</i>
<i>Yuhang Cui, Elisabeth Berger</i> Mind the “mere” details: a socio-linguistic perspective on addressing in entrepreneurial pitching <i>Jan Philipp Harmes, Marius Claus Wehner, Lynn Schmodde</i> From resilience to antifragility: a conservation of resources perspective on entrepreneurial growth <i>Anika Thurow</i> The lone(ly) wolf: how loneliness in entrepreneurs relates to exploration and exploitation behaviors—the role of need motivation*	<i>Michael Mödl, Marcos Balmaceda</i> Platform certification as a substitute for reputation: effects of mandatory AI disclosure* <i>Philipp Flauger, Hannes Thees, Isabell Merkt, Sonja Pohl, Eric Poradka, Linda Schnelting, Jan Schmidt</i> AI-driven environmental intelligence for ESG and biodiversity transformation - an empirical study of the ESA project TerraLayer.AI in sustainable forest governance <i>László Gajo, Ondřej Machek</i> From experimentation to shadow AI infrastructure in B2B sales: an exploratory study	<i>David Sauer, Nadine Kammerlander, Andreas Hack, Fergus Neville, Niklas K. Steffens</i> The ‘dark side’ of identification in family firms: how identification fosters unethical pro-organizational behavior* <i>Dorian Hannig, Marcel Hülsbeck</i> Continuing a family tradition: how family legacy orientation moderates the innovation effects of entrepreneurial motives <i>Anna-Katharina Schaper, Melanie Richards</i> Sustainability reporting in times of shifting regulatory grounds: a family firm owner-manager perspective	<i>Diemo Urbig, Mochkabadi Kazem</i> Maintaining legitimacy at the right level of novelty: external endorsements and innovativeness in reward crowdfunding <i>Diemo Urbig, Philip Steinberg, Andreas Salmen, Vivien Procher</i> Unpacking the EMNE effect in innovation research: nonlinear and interactive controls <i>Swati Bhargava, Faisal Saeed Malik, Orestis Terzidis</i> Cartoons as visual-narrative infrastructures in entrepreneurship, strategy, and innovation: a systematic literature review	<i>Jörn Block</i> Redstone University Startup Index 2026 <i>Julia Schauer, Natalia Gorynia-Pfeffer</i> Akademische und nicht-Akademische Gründungen im Vergleich: eine empirische Analyse auf Basis des Global Entrepreneurship Monitors 2025 <i>Natalia Gorynia-Pfeffer, Armin Baharian, Julia Schauer</i> Altersunterschiede im Gründungsgeschehen in Deutschland: Erkenntnisse des Global Entrepreneurship Monitors <i>Iliyana Madina, Malgorzata Thonagel, Helene Kuhn, Robin Bürger</i> Partizipationsformate zwischen realer und digitaler Welt: Erkenntnisse aus fünf Innovation Challenges	<i>Norbert Linn</i> Curiosity killed the cat - does curiosity, risk propensity, and ambiguity tolerance influence business angels’ early-stage investment behavior? <i>Nicholas Bost, Paula Schwetzler</i> The role of effectual and causal reasoning in the investment decision of institutional early-stage venture capital investors <i>Mona Riethmüller, Nadine Albrecht, Claudia Dobliger, Kristina Stoiber</i> Who gets funded – and how? Mapping the structural architecture of public innovation agencies

* = Award-Nominierung / Award Nomination

10.30 – 11.00 Kaffeepause / Coffee Break / Socializing
Foyer ZHG

Freitag / Friday, September 18

11.00 – 12.30: Parallel Sessions 26-31

Lecture Hall A	Lecture Hall B	Lecture Hall C	Seminar Room 1	Seminar Room 2	Seminar Room 3
Session 26 Venture Clienting & Corporate Innovation <i>Chair: Christian Lehmann</i>	Session 27 Mittelstand & Family Firms <i>Chair: Mahsa Samsami</i>	Session 28 Entrepreneurial Well-being & Scaling <i>Chair: Frederik Uwe Sell</i>	Session 29 Entrepreneurial Dynamics <i>Chair: Alexander Kritikos</i>	Session 30 Diversity & Female Entrepreneurship <i>Chair: Vivien Procher</i>	Session 31 Entrepreneurial Resources & Processes <i>Chair: Falko Carl</i>
<i>Christoph Fusch, Rebecca Preller</i> From no-go to hype: creating hype-supporting narratives for defense-tech new ventures in Germany <i>Nikolaj Penava, Rebecca Preller</i> How venture clienting emerged as a hype in corporate entrepreneurship <i>Christian Lehmann</i> David and Goliath in open innovation: the strategic realities of venture clienting	<i>Nikolai Schäfer, Marcel Hülsbeck</i> Toward an explanation of competitive advantage in digital platform ecosystems: a systematic literature review of relational rent activation in industrial SMEs* <i>Ondřej Machek, Lorraine Marie Uhlaner, Aleš Kubíček, Efthymios Daskalopoulos</i> More roles, more innovation? The relationship between dominant coalition role diversity and innovativeness in SMEs <i>Thomas Schøtt, Mahsa Samsami</i> Entrepreneurs' family tradition shaping pursuit of sustainability: embedded in society's institution for family business	<i>Benedikt Vogel, Johanna Kuske, Christian Schwens</i> Untangling the impact of scaling on employee well-being <i>Olivia Wacker, Sebastian Kruse, Malte Brettel</i> A different kind of wealth: how socio-emotional wealth shapes authenticity and job satisfaction for the individual in family firms <i>Frederik Uwe Sell, Sebastian Kruse</i> Impact of founder faultlines on startup scaling: evidence from U.S. startups	<i>Fabian Seeger, Leif Brändle, Andreas Kuckertz</i> Beyond uncertainty: synthesizing perspectives on the future in entrepreneurship research <i>Sophia Ludwig, Constanze Chwallek</i> Building serendipity-ready organizations: the role of organizational learning orientation and strategic flexibility <i>Daniel Graeber, Alexander Kritikos, Caroline Stiel</i> Is there a universal life cycle of entrepreneurship? Disentangling age, cohort, and period effects	<i>Max Kumpf, Kerstin Ettl</i> Führen Metriken zu mehr Objektivität? Status quo und Zukunftsperspektiven der Operationalisierung des Diversity Management-Impacts <i>Katherina Kuschel, Alondra Arellano Hernández</i> Female entrepreneurs' representation on Mother's Day: an Instagram image analysis <i>Sophia Foerster, Vivien Procher, Michael Stephan</i> Female entrepreneurship, innovation, and structural barriers: a meta-analysis	<i>David Niwar</i> Self-monitoring and leadership exchange quality in venture founding teams: the moderating role of team size <i>Erik E. Lehmann, David Pfaudler, Laurenz Weiße</i> Religious social capital and entrepreneurship: the missing effect of religious social capital on entrepreneurship: evidence from district-level data in Germany <i>Falko Carl</i> (Sustainable) entrepreneurship as a driver in real-world laboratory processes: an empirical study on the integration of entrepreneurial actors into transdisciplinary research processes

* = Award-Nominierung / Award Nomination

12.30 – 13.30 Mittagessen / Lunch Break / Socializing
 Mensa am Zentralkampus Cottbus des Studierendenwerkes Frankfurt/Ost:Brandenburg

Freitag / Friday, September 18

13.30 – 15.00: Parallel Sessions 32-33

Lecture Hall A

Session 32

Entrepreneurial Contexts & Change

Chair: Katja Werner

*Kartik Chauhan,
Christin Hoffmann,
Felix Müsgens*

Regional identity and narrative gaps: a VR experiment on employer attractiveness in Lusatia

*Edwin Zu-Cudjoe,
Michael Kofi Hanson*

From protection to participation? Healthcare security and entrepreneurial autonomy in Ghana

Abdullah Mustafa

Family responsibilities and coping strategies of religious minority women entrepreneurs in a Muslim majority South Asian context

*Dardan Behrami,
Tobias Röth*

From artifacts to action: how boundary objects shape business model innovation over time — the case of SME succession

*Katja Werner,
Annett Pflug*

Generational change as an opportunity for SME - the importance of innovation in the succession process

*= Award-Nominierung / Award Nomination

Lecture Hall B

Session 33

AI Entrepreneurship

Chair: Franka Johanna Zielke

Matteo Scherer

From digital divide to AI gap

Nicolai Huss

Optimal distinctiveness in AI startups: innovation similarity and funding outcomes

Franka Johanna Zielke

*Corinna Vera Hedwig Schmidt,
Larissa Pomrehn,
Tessa C. Flatten*

Fit over format: a field study on the role of GenAI interventions on employee usage behavior

15.00: Verabschiedung / Farewell (Lecture Hall A)

15.30: Konferenzende / End of Conference

Allgemeine Informationen / General Information

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

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

By registering, you grant the organizer permission to take photos and video recordings during the conference and to use these materials, both in print and digital formats, for public relations and documentation purposes related to the event. If you do not wish to be photographed, please contact our photographer directly on-site.

Regeln zur Präsentation / Presentation Guidelines

Computer und Beamer sind in jedem Sessionraum vorhanden. Bitte bringen Sie Ihre Präsentation auf einem USB-Stick mit, damit sie vor der Session auf dem jeweiligen Computer geladen werden kann (PowerPoint oder PDF). Die für die Präsentation zur Verfügung stehende Zeit (inklusive Diskussion) richtet sich nach der Anzahl der zugelassenen Vorträge in der Session.

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

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

- 3 papers in a 90-minute session = 30 minutes per presentation
- 4 papers in a 90-minute session = 22 minutes per presentation
- 5 papers in a 90-minute session = 18 minutes per presentation
- 2 papers in a 60-minute session = 30 minutes per presentation
- 3 papers in a 60-minute session = 20 minutes 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 sollten, um unseren nicht deutschsprachigen Teilnehmern durchgängig den Besuch dieser Präsentationen zu ermöglichen.

The conference languages are German and English. No simultaneous translation will be provided. Please note that presentations submitted in English should also be delivered in English, to ensure that non-German speaking participants can fully engage with the presentations and discussions.

Unterkünfte / Accommodation

Eine Auswahl an Hotels in Cottbus finden Sie im Internet u.a. unter:

- <https://www.fgf-ev.de/g-forum-2026-cottbus/>

An overview of hotels in Cottbus can be found on the Website:

- <https://www.fgf-ev.de/en/g-forum-conference-2026-cottbus/>

Anfahrt / Travel Directions

Universität MUL-CT (DoktorandInnenkolloquium/Doctoral Colloquium & Post-Doc-Workshop)

[Lageplan/Map](#)

BTU Cottbus-Senftenberg

[Lageplan/Map](#)

Programmverantwortung / Conference Program Committee

Responsible for the conference program

Prof. Dr. Matthias Baum

Chair of Entrepreneurship and
Digital Business Models
University of Bayreuth

Prof. Dr. Christoph Stöckmann

Professor of Entrepreneurship &
Digital Transformation
Free University of Bolzano

Prof. Dr. Diemo Urbig

Chair of Business Administration, in particular Em-
pirical Management Research and Transformation
Brandenburg University of Technology Cottbus-
Senftenberg (BTU)

Prof. Dr. (mult.) Eckhard Nagel

Chair of Hospital Care (Board Chair)
Medical University of Lausitz – Carl Thiem
(MUL-CT)

Organizer

FGF - Forschungsnetzwerk

Entrepreneurship, Innovation und Mittelstand e.V.

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Local organization

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G-Forum Anmeldeformular / G-Forum Registration form

Online Anmeldung / Registration:

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.

<https://www.conftool.pro/g-forum-2026/>

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.

<https://www.conftool.pro/g-forum-2026/>

Anfahrt/ Directions (Cottbus, Germany)

Mittwoch 16. September 2026 / Wednesday, September 16, 2026

Universität MUL-CT, Thiemstr. 111, 03048 Cottbus

DoktorandInnen-Kolloquium / Doctoral Colloquium

Post-Doc-Workshop

[Lageplan/Map](#)

Mittwoch 16. September 2026 / Wednesday, September 16, 2026

Universität MUL-CT, Thiemstr. 111, 03048 Cottbus

FGF-Mitgliederversammlung / FGF-Meeting of Members

[Lageplan/Map](#)

Donnerstag und Freitag, 17. und 18. September 2026 / Thursday and Friday September 17 and 18, 2026

BTU Cottbus-Senftenberg, Zentralkampus, Platz der Deutschen Einheit 1, 03046 Cottbus

Konferenz / Conference

[Lageplan/Map](#)

Rahmenprogramm / Social Events (Cottbus, Germany)

Der Gesellschaftsabend und die Preisverleihungen zu den Awards des 29. G-Forums in Cottbus finden am Donnerstag, den 17. September 2026 in der Alte Chemiefabrik, Parzellenstraße 21, 03050 Cottbus statt.

[Lageplan/Anfahrt](#)

The dinner reception and the awards ceremony for the 29th G-Forum in Cottbus will be held on Thursday, September 17, 2026, at Alte Chemiefabrik, Parzellenstraße 21, 03050 Cottbus.

[Map](#)

FGF

Der FGF – Forschungsnetzwerk Entrepreneurship, Innovation und Mittelstand e. V. 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 Beiträge, u. a.:
 - **FGF Studies in Small Business and Entrepreneurship**
 - **FGF / IfM Policy Brief**
 - **FGF Conference Proceedings**
- veranstaltet Konferenzen, Workshops und Tagungen zu den Themen des FGF
- betreibt eine Expertendatenbank zu den Themen des FGF

Mehr über den FGF erfahren Sie unter: <https://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 research and papers, including:
 - **FGF Studies in Small Business and Entrepreneurship**
 - **FGF / IfM Policy Brief**
 - **FGF Conference Proceedings**
- organizes conferences, workshops and congresses on topics relevant to the FGF
- operates an expert database on topics relevant to the FGF

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

Kontakt / Contact

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FGF Doctoral Program – Class of 2027

FGF Doctoral Program – Class of 2027

“How to successfully design, craft and publish entrepreneurship, family business and innovation research”

Brief Description

This program introduces doctoral students to academic research, writing, and publishing in the fields of entrepreneurship, innovation, and family business. While it is ideally suited for first- and second-year doctoral candidates, students at later stages of their doctoral journey will also benefit from learning alongside a diverse group of professors and researchers, and from engaging in meaningful discussions within a supportive, trust-based environment.

The program follows a blended learning format, combining online sessions with on-site workshops. Participants will not only gain valuable academic knowledge but also build a strong network with fellow doctoral students from across the DACH region. In addition, they will have the opportunity to present their own research and receive constructive feedback to advance their dissertation projects.

Although the program’s primary focus is on entrepreneurship and innovation, it is also open to doctoral students from related disciplines such as Information Systems (IS), Management, Marketing, Organizational Behavior (OB), and Organizational Psychology. Candidates whose research intersects with innovation, transformation, or entrepreneurship are especially encouraged to apply.

The program language is English.

Program Instructors

The program is organized by the FGF. The 2027 teaching faculty includes Prof. Dr. Jörn Block, Dr. Leif Brändle, Prof. Dr. Christian Fisch, Prof. Dr. Nadine Kammerlander, Prof. Dr. Rebecca Preller, Dr. Jens Schüler, Prof. Dr. Christoph Stöckmann, and Prof. Dr. Diemo Urbig.

The instructors have published in the leading entrepreneurship (e.g., JBV, ETP, SEJ, SBE), innovation (e.g., ResPol, JPIM), family business (e.g., FBR, JFBS) and (international) management (e.g., ASQ and JOM).

Schedule & Location

The online phase of the program will take place from May to July 2027. It will cover a range of topics, including, but not limited to, an introduction to the research and publishing process, topic choice and making a contribution, research design, empirical analysis, and academic writing. The program will conclude with a two-day on-site workshop, during which participants will have the opportunity to present their own research projects and receive feedback from the faculty and peers.

Further details will be provided in due course.

Program Fee

The regular program fee is €600. A reduced fee of €500 applies to participants who are FGF members or whose doctoral supervisor is an FGF member. The fee covers tuition and teaching materials. Lunch and dinner during the two-day on-site workshop are not included.

Contact and Registration

To register, please contact the FGF office at info@fgf-ev.de. The registration deadline is March 31, 2027.

FGF Beitrittsformular / FGF Membership Application Form

via email to info@fgf-ev.de

FGF - Forschungsnetzwerk

Entrepreneurship, Innovation und Mittelstand e.V.
Haus 1, Zapf-Gebäude, 3. OG
Nürnberger Str. 38
95448 Bayreuth

Membership Application Form

With respect to the acknowledged articles of association (Version: 08.04.2025), I/we herewith apply as a member of the FGF – Forschungsnetzwerk Entrepreneurship, Innovation and Mittelstand 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 (doctoral) studies 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 FGF e.V.

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

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

Title/first name/surname

Profession

Institution/Company

Institution/Company

Street

Zip-code/City

Telephone

Telefax

Email Address

Location, date

Signature



Early Announcement

30. Interdisziplinäre Jahreskonferenz zu Entrepreneurship, Innovation und Mittelstand 06. bis 08. Oktober 2027 in Marburg

Thema:

Cooperation in Times of Disruption

Designing Collaborative Innovation across Start-ups, Mittelstand and Academia

Wir freuen uns sehr, die 30. Interdisziplinäre Jahreskonferenz zu Entrepreneurship, Innovation und Mittelstand (G-Forum) gemeinsam mit der Universität Marburg unter der Tagungspräsidentschaft von Prof. Dr. Vivien Procher und Prof. Dr. Michael Stephan ankündigen zu dürfen.

Den Call for Papers sowie die Konferenzwebsite mit weiteren wichtigen Informationen werden wir Ihnen zu Beginn des neuen Jahres zur Verfügung stellen. Aktuelle Hinweise finden Sie außerdem auf der FGF-Website, in den sozialen Medien und im FGF-Newsletter.

30th Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs October 6–8, 2027, Marburg (Germany)

Theme:

Cooperation in Times of Disruption

Designing Collaborative Innovation across Start-ups, Mittelstand and Academia

We are delighted to announce the 30th Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), together with the Marburg University, under the conference presidency of Prof. Dr. Vivien Procher and Prof. Dr. Michael Stephan.

The Call for Papers and the conference website with further important information will be available at the beginning of the new year. For ongoing updates, please also check the FGF website, social media, and the FGF newsletter.

Kontakt / Contact

FGF – Forschungsnetzwerk Entrepreneurship, Innovation und Mittelstand e.V.

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