



Centre for Entrepreneurship, SMEs and Local Development

International Conference

Programme

**FOSTERING ENTREPRENEURSHIP:
THE ROLE OF HIGHER EDUCATION**

23-24 June 2005

Boscolo Grand Hotel
Trento, Italy

organised by the OECD Centre for Entrepreneurship, SMEs and Local Development and the International Entrepreneurship Forum

**Hosted by the OECD LEED Centre for Local Development
Trento, Italy**



Rationale

Developing an entrepreneurial culture and supporting innovative new and small firms are high on government agendas. Universities and other organisations in the higher education sector have a key role to play, both through training entrepreneurs and knowledge transfer to industry.

This conference, organised by the *OECD Centre for Entrepreneurship, SMEs and Local Development* (referred to in the programme as OECD Centre for Entrepreneurship) in collaboration with the *International Entrepreneurship Forum*, will address the role that higher education institutions can play in fostering entrepreneurship, with a particular focus on Central, East and South-East European countries. It will bring together leading academics and experts, policy makers and the OECD secretariat to analyse the issues and develop policy recommendations.

The debate will focus on two principal themes:

Theme 1: Higher Education and Entrepreneurship Teaching

How can higher education institutes best provide entrepreneurship education and training and hence contribute to the promotion of successful new firm starts and small business management?

Theme 2: Knowledge Transfer from Higher Education to SMEs

How can higher education institutes best promote knowledge transfer to small and medium-sized enterprise (SME) innovation within the regions in which they are located?

08.30 – 09.15 Registration

OPENING SESSION – THE CHALLENGE

Chair: Gianluca Salvatori, Minister for Research and Innovation, Autonomous Province of Trento

09.15 – 09.45 Welcome and opening remarks

Lorenzo Dellai, President, Autonomous Province of Trento

Sergio Arzeni, Director, Centre for Entrepreneurship, SMEs and Local Development, OECD

Jay Mitra, University of Essex and International Entrepreneurship Forum

Leonardo Baroncelli, Alternate Director General, Executive Secretariat, Central European Initiative

ROUND TABLE OF HIGH LEVEL POLICY MAKERS

Chair: Gianluca Salvatori, Minister for Research and Innovation, Autonomous Province of Trento

09.45 – 10.45 Current policy challenges and response

Herwig Schlögl, Deputy Secretary General, OECD

Presentations of current policy challenges and responses by high level policy makers from OECD Member countries and Central and Eastern Europe:

Tullio Di Pietro, Director, Trade Promotion Department, Ministry of Productive Activities, Italy

Eudovít Balco, Director General, National Agency for Development of Small and Medium Sized Enterprises, Slovak Republic

Paul Magelli, Scholar in residence, Ewing Marion Kauffman Foundation and Director, Academy for Entrepreneurial Leadership, University of Illinois, U.S.A.

Nobuo Tanaka, Director, Science, Technology and Industry, OECD

Rapporteur: Marie-Florence Estimé, Deputy Director, Centre for Entrepreneurship and Head, SME and Entrepreneurship Division, OECD*

10.45 – 11.15 Coffee

* Rapporteurs have no speaking role, but report the main messages and conclusions of the session to the Chair

THEME 1

PLENARY SESSION: HIGHER EDUCATION AND ENTREPRENEURSHIP TEACHING

Chair: Gianluca Salvatori, Minister for Research and Innovation, Autonomous Province of Trento

11.15 – 12.45 Overview of the issues

Entrepreneurship Education at European Universities and Business Schools - Results of a Joint Pilot Survey, *Karen Wilson*, European Foundation for Entrepreneurship Research, Switzerland

Jazzin' in the vineyard – Entrepreneurial education in an age of chaos, complexity and disruptive change. *Gene Luczkiw*, Institute for Enterprise Education, Canada

Entrepreneurship education: The practice in OECD countries. *Lois Stevenson*, International Council for Small Business, Canada

Discussant: Steven Cohen, Berkeley Roundtable on the International Economy (BRIE), University of California at Berkeley, U.S.A.

Issues for debate: Can and should entrepreneurship be taught in higher education? Which groups of entrepreneurs can higher education influence? Which forms of training should be used? Are there differences between OECD members and Central, East and South East European countries?

Rapporteur: Anders Hoffmann*, Ministry of Economic and Business Affairs, Denmark

12.45 – 14.00 Lunch

14.00 – 15.45 Country audits

The 2004-2005 national survey of entrepreneurship education in the United States: A preliminary report. *George Solomon*, George Washington University, U.S.A.

An audit of entrepreneurship education in higher education in the Central, East and South East Europe region. *Urmis Varblane*, Tartu University, Estonia

An audit of entrepreneurship education in higher education in Hungary. *Zoltán Román*, Hungarian Central Statistical Office, Hungary

Benchmarking entrepreneurship education across US, Canadian and Danish universities. *Niels May Nielsen*, Ministry of Economic and Business Affairs, National Agency for Enterprise and Construction, Denmark

Discussant: Robin van IJperen, Ministry of Economic Affairs, Netherlands (OECD WP SME Delegate)

Issues for debate: Who are the providers of entrepreneurship teaching? Who are the users? What are the forms of training? What policy intervention exists and how appropriate is it? Are there differences between OECD members and Central, East and South East European countries? What could be learned by other countries?

Rapporteur: Marian Murphy*, SME and Entrepreneurship Division, Centre for Entrepreneurship, OECD

15.45 – 16.15 Coffee

THEME 1

PARALLEL SESSIONS: HIGHER EDUCATION AND ENTREPRENEURSHIP TEACHING

16.15 – 18.00

Parallel session 1: Sala Madruzzo

Moderator: **Klaus Haftendorn**, International Labour Organisation

A new model for entrepreneurship education: implications for Central, East and South-East European Universities. **Thomas Boyle**, Seton Hill University, U.S.A.

Internationalisation in knowledge exchange for entrepreneurship development – lessons from a graduate school of management in India. **Y.K. Bhushan**, ICAFI Business School, Mumbai, India

Fostering entrepreneur skills in higher education: The case of Florida University. **Amparo Camacho**, International Relations Department of Florida Centre de Formació, Spain

Assessing entrepreneurial education in higher education in Portugal. **Pedro Dominginhos**, Escola Superior de Ciências Empresarias, Instituto Politécnico de Setúbal, Portugal

Rapporteur*: **Andrea-Rosalinde Hofer**, LEED Trento Centre, OECD

Parallel session 3: Sala Clesio

Moderator: **Mario Cardullo**, Counselor, Technology and Entrepreneurism, Department of Commerce, U.S.A. (OECD WPSME Delegate)

Entrepreneurship – An interesting opportunity? **Kirsi Lamminpää**, Turku School of Economics and Business Administration, Small Business Institute, Finland

Developing entrepreneurial intention among university students. **Francisco Liñán**, University of Seville, Spain

University incubators as an important element of entrepreneurship promotion in higher education – the case of the University Incubator Ljubljana. **Valentina Nahtigal**, University Incubator Ljubljana, Slovenia

How can higher education institutes best provide entrepreneurship education and training - and hence contribute to the promotion of successful new firm starts & small business management? **Dag Ofstad**, Bodo University Institute for Learning and Culture, Norway

Rapporteur*: **Jon Potter**, Centre for Entrepreneurship, OECD

Parallel session 2: Sala Hinderbach

Moderator: **Karen Wilson**, European Foundation for Entrepreneurship Research

A university-based model for cultivating entrepreneurship in higher education-The Florida SBDC Network. **Lewis Attardo**, FL SBDC Network State Director's Office, University of West Florida, U.S.A.

Fostering universities 21st century new responsibility: developing entrepreneurship. **Dídimo Dewar Valdelmar**, Tecnológico de Monterrey (ITESM), Campus Cuernavaca, Mexico

Enterprise education in higher education: Experiences from Lithuania and Finland. **Sami Heikkiniemi**, Turku Polytechnic, Finland, and Vilnius Co-operative College, Lithuania

Developing the entrepreneurial spirit in student education to meet professional needs. **William Keogh**, Heriot-Watt University, UK

Rapporteur*: **Peter Tatarko**, LEED Trento Centre, OECD

Parallel session 4: Sala Depero

Moderator: **Klaus Schuch**, Centre for Social Innovation, Austria

Fostering entrepreneurship and enterprise in the biological and clinical sciences. **Sherry Kothari**, University of Sheffield, UK

The Ostfold experiment – entrepreneurship education and training in the higher education sector in co-operation with high schools. **Egil Norvald**, Ostfold University College, Norway

Universities as a pipeline for entrepreneurship and technology transfer. **Diane Palminteria**, Innovation Associates, U.S.A.

Entrepreneurship education in an Australian university. **Roslyn Russell**, RMIT University, Australia

Rapporteur*: **Paola Babos**, LEED Trento Centre, OECD

THEME 2

PLENARY SESSION: KNOWLEDGE TRANSFER FROM HIGHER EDUCATION TO SMES

Chair: **Roger Wigglesworth**, Director SMEs, Ministry of Economic Development, New Zealand, (OECD WPSME Delegate)

9.15 – 10.45 Overview of the issues

How can higher education institutes promote innovation in local SMEs? **Edward Malecki**, Ohio State University, U.S.A.

Stimulation of technology transfer from higher education institutions: The Japanese perspective. **Takao Suzuki**, Japanese Organization for SME and Regional Innovation, Japan

Fostering a culture for innovation and entrepreneurship: the university as the innovative stakeholder. **Jay Mitra**, University of Essex, UK

Discussant: **Thomas Andersson**, Jönköping University, Sweden

Issues for debate: What mechanisms are involved in the promotion of SME innovation by higher education institutions? How appropriate are existing linkages between higher education institutions and SMEs? What should be the role of policy? Are there differences between OECD members and Central, East and South East European countries?

Rapporteur:* **Jon Potter**, Centre for Entrepreneurship, OECD

10.45 – 11.15 Coffee

11.15 – 12.45 Country audits

Technology commercialisation and universities in Canada. **Rod McNaughton**, Department of Management Sciences, University of Waterloo, Canada

Knowledge transfer mechanisms from universities and other HEIS to the SME sector. **Piero Formica**, International Faculty Economics of Entrepreneurship, United Arab Emirates and Marie Curie Professor of Knowledge Economics and Entrepreneurship, Faculty of Economics, University of Tartu, Estonia

HEIS-SME knowledge transfer in Slovenia. **Will Bartlett**, School for Policy Studies, University of Bristol, UK

Discussant: **Peter Bendor**, Enterprise Advisory Service, UK

Issues for debate: What types of higher education institutions are involved in knowledge transfers to SMEs? What types of SMEs are involved? What are the forms of knowledge transfer? What are the policy interventions and how appropriate are they? What could be learned by other countries?

Rapporteur:* **Lois Stevenson**, International Council for Small Business, Canada

12.45 – 14.00 Lunch

THEME 2

PARALLEL SESSIONS: KNOWLEDGE TRANSFER FROM HIGHER EDUCATION TO SMES

14.00 – 15.45

Parallel session 1: Sala Madruzzo

Moderator: **Cindy Iannarelli**, Bernelli University, U.S.A.

The ICT for the rural development: The case of a rural area of the Campania region (Italy). **Eugenio Corti**, Center for Entrepreneurship Development of the Inner Campania Region (CE.S.I.A.I.C.), University of Sannio, Benevento, Italy

IPGN: A Brazilian experience of entrepreneurship teaching via the Internet. **Mirela Malvestiti**, Brazilian Micro and Small Business Support Service, Institute of Advanced Studies, Santa Catarina, Brazil

The M50 EPP Support Programme. **Brian O’Kane**, Institute of Technology, Tallaght, Ireland

Entrepreneurship and higher education in Mexico: The experience of the Technological and Superior Studies Institute of Monterrey. **Eduardo Palavicini Corona**, Tecnologico de Monterrey (ITESM), Mexico

Rapporteur*: **Ivana Studena**, LEED Trento Centre, OECD

*Parallel session 3: Sala Depero
(relates to Theme 1: Higher Education and
Entrepreneurship Teaching)*

Moderator: **Peter Bendor**, Enterprise Advisory Service, UK

Promoting entrepreneurial learning through innovative practices: The NICENT experience. **David Gibson**, Queens University Belfast, UK

Entrepreneurship: a paradigm shift in pedagogy. **Abhishek Nirjar**, MDI, India

Entrepreneurship and entrepreneurship education as starters of economic growth. **Sladjana Sredojević**, Ministry of International Relations of the Republic of Serbia, Republic of Serbia

Rapporteur*: **Andrea-Rosalinde Hofer**, LEED Trento Centre, OECD

Parallel session 2: Sala Clesio

Moderator: **Antonio Schizzerotto**, Milan Bicocca University, Italy

Inverted academic spin-offs. **Nicolaos Karanassios**, Technological Education Institute, Serres, Greece

Raising awareness of European business cultures: an SME-HE collaboration. **Jane A.K. Silver**, University of Salford, UK

University responsiveness to regional SME needs for innovation: Experiences in Romania. **Sorin Eugen Zaharia**, National Agency for Partnership between Universities and the Social and Economic Environment, Romania

Rapporteur*: **Peter Tatarko**, LEED Trento Centre, OECD

*Parallel session 4: Sala Hinderbach
(relates to Theme 1: Higher Education and
Entrepreneurship Teaching)*

Moderator: **Lewis Attardo**, University of West Florida, U.S.A.

Entrepreneurship training at university: Evidence from a longitudinal empirical survey. **Christian Friedrich**, University of the Western Cape, South Africa

The impact of entrepreneurship education: A scan of the Albanian entrepreneurial learning environment. **Gazmen Haxhia**, Entrepreneurship Development and Research Institute, Tirana, Albania

Efficiency and effectiveness in teaching entrepreneurship: The case of higher education? **Rok Stritar**, Faculty of Economics, University of Ljubljana, Slovenia

Rapporteur*: **Paola Babos**, LEED Trento Centre, OECD

15.45 – 16.15

Coffee

ROUND TABLE OF UNIVERSITIES

Chair: **Roger Wigglesworth**, Director SMEs, Ministry of Economic Development, New Zealand, (OECD WPSME Delegate)

16.15 – 17.30 Moderator: **Margaret McGarry**, Senior Director, Technology Collaboration, Scottish Enterprise Network, UK

Presentations of current challenges and responses from universities on entrepreneurship teaching and knowledge transfer to SMEs

Thomas Andersson, President, Jönköping University, Sweden

Teresa Ibarra, Business Incubator Director, Tecnológico de Monterrey (ITESM) Campus Mexico City, Mexico

Ian Shirley, Pro-Vice Chancellor Research, Auckland University of Technology, New Zealand

Péter Szirmai, Director, Small Business Development Centre, Corvinus University Budapest, Hungary

Rapporteur*: **Jon Potter**, Centre for Entrepreneurship, OECD

CONCLUSION

Chair: **Herwig Schlögl**, Deputy Secretary General, OECD

17.30 – 18.00 Conclusions by the two chairs:

Gianluca Salvatori, Minister for Research and Innovation, Autonomous Province of Trento, Italy

Roger Wigglesworth, Director SMEs, Ministry of Economic Development, New Zealand

Closing remarks:

Herwig Schlögl, Deputy Secretary General, OECD