

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

**SCHEDULE AND SESSIONS**

**Pécs, Hungary,  
December 1-2, 2016**

## SCIENTIFIC COMMITTEE

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

## Organizing committee

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

## Organized by

Simonyi Business and Economic Development Center (BEDC)



Regional Innovation and Entrepreneurship Research Center (RIERC)

MTA-PTE Innovation and Economic Growth Research Group

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



University of Pécs Faculty of Business and Economics

**PROGRAM**

**December 1<sup>st</sup> 2016 Thursday**

8.00-9.00	REGISTRATION	B323
9.00-9.15	OPENING, WELCOME SPEECH	B323
9.15-10.45	<b>PLENARY PRESENTATIONS:</b> UNIVERSITY-INDUSTRY INTERACTIONS	B323
10.45-11.15	COFFEE BREAK	B323
11.15-12.45	<b>ROUNDTABLE DISCUSSION:</b> THE ROLE OF UNIVERSITIES IN ENTREPRENEURSHIP EDUCATION	
12.45-13.30	LUNCH BREAK	B323/2
13:30-15:15	<b>SPECIAL SESSION</b>  FIRES ROUNDTABLE (in Hungarian)	
13.45-15.15	<b>PARALLEL SESSIONS</b>	B310 B311 B312
15.15-15.45	COFFEE BREAK	B323
15.45-17.15	<b>ROUNDTABLE DISCUSSION:</b> ENTREPRENEURSHIP CENTERS	B323
19.00-22.00	<b>GALA DINNER</b>	ZSOLNAY RESTAURANT <i>ZSOLNAY CULTURAL QUARTER</i>

**December 2<sup>nd</sup> 2016 Friday**

9.00-10.30	<b>PLENARY PRESENTATIONS:</b> INNOVATION AND TRIPLE HELIX	B323
10.30-11.00	COFFEE BREAK	B323/2
11.00-12.30	<b>PARALLEL SESSIONS</b>	B310 B313 B316
12.30-12.45	CLOSING OF THE CONFERENCE	B323
12.45-13.45	LUNCH	B323/2

## PLENARY LECTURES

**THURSDAY**      **DECEMBER 1<sup>ST</sup>**

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**Aldo Geuna** (*University of Torino, Italy*): INTERACTIONS BETWEEN UNIVERSITIES AND THE INDUSTRY

**Helen Lawton Smith** (*Birkbeck, University of London and University of Oxford, UK*): MEDCITY: CHALLENGES AND OPPORTUNITIES IN ENVISIONING A 'GOLDEN RESEARCH TRIANGLE' IN LONDON AND THE SOUTH EAST

**Robert Huggins** (*Cardiff University, UK*): UNIVERSITIES, KNOWLEDGE NETWORKS AND REGIONAL INNOVATION

**FRIDAY**      **DECEMBER 2<sup>ND</sup>**

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**Annamária Inzelt** (*IKU Innovation Research Centre, Hungary*): PROGRESS OF KNOWLEDGE-BASED ENTREPRENEURSHIP IN SMALL POST-SOVIET ECONOMIES

**Erik Stam** (*Utrecht University, The Netherlands*): ENTREPRENEURIAL ECOSYSTEMS AND REGIONAL POLICY

## ROUNDTABLE DISCUSSIONS

### **ENTREPRENEURSHIP CENTERS:** *The role of entrepreneurship centers in creating sustainable university based entrepreneurship capacity building*

The role of higher education institutions (HEIs) in stimulating entrepreneurial initiatives and as a result generating regional economic growth and decreasing unemployment has become an expectation from all stakeholders of the socio-economic environment. To meet this expectation HEIs have established different types of institutional, structural solutions, altered their curriculum, involved external stakeholders in the educational process, put emphasis on skill development as opposed to knowledge development. HEIs, academic scholars, supranational organizations and accrediting bodies begin to construct different type performance metrics to evaluate the effectiveness of the efforts of HEIs. The role of the panel is to discuss the factors affecting the performance of university based entrepreneurial capacity building with a special focus on the sustainability and real regional impact. The panel will focus on dimensions put forward by Pittaway and Hannon (2008) that are educational impact, financial sustainability, academic credibility, human capital, structural embeddedness, context and infrastructure, alignment with institutional strategy and policy, community engagement, and alignment with policy context and funding. The above dimensions will be expanded with the importance of the entrepreneurial ecosystem (EE) in contributing to the sustainability of the performance.

Members of the roundtable discussion:

- **Paul D. Hannon**, Director, Institute for Entrepreneurial Leadership, Swansea University
- **Anthony Mendes**, Managing Director, Regnier Institute for Entrepreneurship and Innovation, Henry W. Bloch School of Management, University of Missouri-Kansas City
- **Luke Pittaway**, Director, Center for Entrepreneurship, Ohio University
- **Zsolt Bedó**, Director, Simonyi Business and Economic Development Center, Faculty of Business and Economics, University of Pécs

## ROUNDTABLE DISCUSSIONS

### THE ROLE OF UNIVERSITIES IN ENTREPRENEURSHIP EDUCATION

Currently, some positive examples demonstrate that universities could play a major role in the regional and local development. As a part of this new role universities have to leave the “ivory tower” and open their gates to other players and other ideas. Classical university education has facing new challenges and changes: Classical lectures are disappearing, group communications, project works, capability and skill development has become more important then just transmitting pure academic knowledge. “More specifically, the questions of how the university can contribute through education, entrepreneurial support and network functions and be entrepreneurial in its endeavours have lacked academic focus and rigour, particularly in relation to fostering entrepreneurial mindsets.”(Davey Hannon, and Penaluna 2016, abstract). Entrepreneurship education includes the enhancement of human capital by improving and entrepreneurial attitudes and abilities such as technical, practical, and social skills. This round table discussion addresses the role of universities in entrepreneurship education in general. In particular we are interested in the following topics:

- What are the personal experiences of the roundtable participants about entrepreneurship education at their universities/countries?
- More recently some researches (e.g. GUESSS) report a declining rate of entrepreneurial attitudes amongst university students. What are recent experiences?
- Is it worth to introduce/engage in entrepreneurship education at universities? If yes what fields – business, natural science, engineering, humanities, medical – should entrepreneurship education be introduced?
- What should be the content of entrepreneurship education? (General introduction, business plan, startup procedure, business development (growth), finance)
- Should universities take an active role in consulting and active support to startups, or incubation?

Members of the roundtable discussion:

- **Zoltán J. Acs**, Professor, George Mason University
- **Harry Matlay**, Professor Editor of Journal of Small Business and Enterprise Development
- **Paul D. Hannon**, Director, Institute for Entrepreneurial Leadership, Swansea University
- **Anthony Mendes**, Managing Director, Regnier Institute for Entrepreneurship and Innovation, Henry W. Bloch School of Management, University of Missouri-Kansas City

## SPECIAL SESSION

### ROUNDTABLE DISCUSSION (in Hungarian)

#### AZ ÚJ TECHNOLÓGIÁT LÉTREHOZÓ, ILLETVE ALKALMAZÓ MAGYARORSZÁGI VÁLLALKOZÁSOK ÖKOSZISZTÉMÁJÁNAK VIZSGÁLATA

A kerekasztal-beszélgetésnek jelentős szerepe van egy, a FIRES (Financial and Institutional Reforms for an Entrepreneurial Society) Horizon2020 projekt keretében megvalósuló esettanulmány előkészítésében.

A projekt egyik részletesen kidolgozott eseteként a magyarországi új technológiát létrehozó, illetve alkalmazó vállalatok intézményi környezetét, valamint ökoszisztémájának elemeit mutatjuk be. Ezek identifikálásában egyrészt a szintén ebben a projektben szereplő Regionális Vállalkozási és Fejlődési Index (REDI) egyes intézményi faktorai lesznek segítségünkre, másrészt pedig egy olyan szakértői felmérés, amelynek segítségével az ökoszisztéma nehezebben mérhető elemeinek relevanciáját is vizsgálni tudjuk. Ilyen faktorok közé tartoznak például az üzleti és technológiai inkubátorok, az akcelerátor programok vagy a co-working lehetőségek. Megkeresett szakértőink az elmúlt években a Global Entrepreneurship Monitor (GEM) nemzeti szakértői kérdőívének kitöltésében is részt vettek legalább egyszer.

A felmérés két lépésből tevődik össze: az első egy kérdőíves felmérés, amelyet a konferenciát megelőzően futattunk le. A második pedig az ICUBERD konferencia keretében megvalósuló kerekasztal-beszélgetés, amelybe a meghívottakon túl a konferencián résztvevők is bekapcsolódhatnak.

A kerekasztal résztvevői:

- **Becsky-Nagy Patrícia**, adjunktus, Debreceni Egyetem
- **Farkas Szilveszter**, főiskolai tanár, Budapest Gazdasági Egyetem
- **Lukovics Miklós**, adjunktus, Szegedi Tudományegyetem
- **Nick Gábor**, PhD hallgató, Széchenyi István Egyetem
- **Poór József**, egyetemi tanár, Szent István Egyetem
- **Tímár Lajos**, vállalkozó, Tímár és Társa Kft.

## PARALLEL SESSIONS



**INTERNATIONAL CONFERENCE ON UNIVERSITY-BASED ENTREPRENEURSHIP AND  
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**1<sup>st</sup> PARALELL SESSION**                      **Room B310**

*December 1, 2016*

*Chair: Zsolt Bedő, University of Pécs, FBE*

13.45-14.05	Anamarija Delic ( <i>Josip Juraj Strossmayer University in Osijek</i> )	Position of legal economic clinic in the map of business support organizations in Croatia
14.05-14.25	Gabriella Keczer ( <i>University of Szeged</i> )	Innovative entrepreneurship at the University of Twente – A ‘best practice’ case study
14.25-14.45	Sunčica Oberman Peterka Petra Mezulić Juric Tihana Koprivnjak ( <i>Josip Juraj Strossmayer University in Osijek</i> )	Assessing entrepreneurial potential of university: empirical evidence from Croatia
14.45-15.05	Viktor Prokop Jan Stejskal ( <i>University of Pardubice</i> )	Different influence of university-industry cooperation on innovative activities within Croatia, Czech Republic and Hungary
15.05-15.25	Ákos Tóth-Pajor Richárd Farkas ( <i>University of Pécs, FBE</i> )	Methods for modeling the spatial appearance of entrepreneurial ecosystems: Evidence from the Hungarian economy
15.25-15.45	Zsolt Bedő ( <i>University of Pécs, FBE</i> )	Factors affecting the characteristics of the university based entrepreneurial ecosystem

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**2<sup>ND</sup> PARALELL SESSION      Room B311**

*December 1, 2016*

*Chair: Katalin Erdős, University of Pécs, FBE*

13.45-14.05	Patricia Becsky-Nagy Zsanett Oláh <i>(University of Debrecen)</i>	Spin-offs in Hungary
14.05-14.25	Katalin Erdős <i>(University of Pécs, FBE)</i>	Regulative environment of spin-offs in Hungary
14.25-14.45	Michal Hrivnák Katarína Melichová Mária Fáziková <i>(Slovak University of Agriculture In Nitra)</i>	Transfer of R&D results into practice – Case Study from Slovakia
14.45-15.05	Sándor Huszár Szabolcs Prónay Norbert Buzás <i>(University of Szeged)</i>	Investigating the intention to create spin- offs in higher education
15.05-15.25	Philip Brey <i>(University of Twente)</i> Miklós Lukovics János Gyurkovics <i>(University of Szeged)</i>	Science parks and high-tech zones as seedbeds of responsible research and innovation

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**3<sup>RD</sup> PARALELL SESSION          Room B312**

*December 1, 2016*

*Chair: Jöran Wrana, University of Cologne*

13.45-14.05	Márta Szombathelyi Konczosné Csilla Polster <i>(Széchenyi István University)</i>	Generational transfer among family businesses
14.05-14.25	Viktor Prokop Jan Stejskal Vojtěch Kula <i>(University of Pardubice)</i>	Innovation performance increasing with the cooperation: Case study of Estonia and Romania
14.25-14.45	Mónika Imreh-Tóth Miklós Lukovics Szabolcs Imreh <i>(University of Szeged)</i>	Increasing regional embeddedness of the ELI-ALPS Laser Research Centre in the Szeged region: Opportunities of a science park
14.45-15.05	Rendra Widyatama <i>(University of Ahmad Dahlan)</i>	Economic And Culture Development Through Local Television In Yogyakarta
15.05-15.25	Jöran Wrana Javier Revilla Diez <i>(University Of Cologne)</i>	From Co-Evolution to Proto-Institutions? Examining The Role of Universities for the Diffusion of New Institutions

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**4<sup>TH</sup> PARALELL SESSION          Room B310**

*December 2, 2016*

*Chair: Mónika Kuti, University of Pécs, FBE*

11.00-11.20	Emira Kozarevic Amra Softic <i>(University of Tuzla, Faculty of Economics)</i>	Challenges of venture capital financing in Bosnia and Herzegovina
11.20-11.40	Mónika Kuti Miklós Hornyák <i>(University of Pécs, FBE)</i>	The characteristics of crowdfunding under technology category on Kickstarter
11.40-12.00	Posza Alexandra <i>(University of Pécs, FBE)</i>	Real options in business incubation process and start-up evaluation
12.00-12.20	Samuel Odei Amponsah <i>(University of Pardubice)</i>	Development challenges of the northern region of Ghana and their way forward
12.20-12.40	Gábor Márkus <i>(University of Pécs, FBE)</i>	Sectorial specialties of Hungarian SMEs in Financial reporting datasets

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**5<sup>TH</sup> PARALELL SESSION      Room B313**

*December 2, 2016*

*Chair: Attila Varga, University Of Pécs, FBE*

11.00-11.20	László Szerb <i>(University of Pécs, FBE)</i> Éva Komlósi <i>(MTA-PTE Innovation and Economic Growth Research Group)</i> Páger Balázs <i>(Institute for Regional Studies Centre for Economic and Regional Studies Hungarian Academy of Sciences)</i>	Comparative analysis of entrepreneurship in European regions based on the REDI methodology
11.20-11.40	Attila Varga Péter Járosi Tamás Sebestyén László Szerb <i>(University of Pécs, FBE)</i>	Economic impact assessment of entrepreneurship policies for smart specialization with the GMR-Europe model
11.40-12.00	Domingos Santos <i>(Centro Interdisciplinar de Ciências Sociais Universidade de Coimbra)</i> Luís Farinha Luís Farinha <i>(Universidade da Beira Interior)</i>	Redesigning entrepreneurship policy: a territorial approach
12.00-12.20	Judit Katonáné Kovács Georgina Árváné Ványi Tímea Gál <i>(University of Debrecen)</i>	Pull type learning environment in higher education to foster entrepreneurship

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**6<sup>TH</sup> PARALELL SESSION          Room B316**

*December 2, 2016*

*Chair: Vivien Csapi, University of Pécs, FBE*

11.00-11.20	Vivien Csapi <i>(University of Pécs, FBE)</i>	University-based entrepreneurship in Hungary
11.20-11.40	Peter Fodor <i>(University of Pécs, FBE)</i>	Knowledge management tools for the different stages of entrepreneurial lifecycle
11.40-12.00	Krisztina Horváth <i>(University of Pécs, FBE)</i>	A spatial analysis of the territorial servitization process in European regions
12.00-12.20	Péter Popovics Tímea Gál Georgina Árváné Ványi Judit Katonáné Kovács <i>(University of Debrecen)</i>	Group dynamics in entrepreneurial team formation – case study