



International Conference for Entrepreneurship,
Innovation and Regional Development

University-Industry Links: Coproducing Knowledge, Innovation & Growth

31 Aug – 1 Sept 2017
Makedonia Palace Hotel
Thessaloniki, Greece

PROGRAMME



www.iceird.eu
#ICEIRD2017



ORGANIZERS



SOUTH-EAST
EUROPEAN
RESEARCH
CENTRE

UNDER THE AUSPICES



PROGRAMME OVERVIEW

Thursday, 31 August 2017 – Conference

08:00 - 09:30	Registration
09:30 - 11:30	Hall ARISTOTELIS Opening Ceremony & Keynote Speeches
11:30 - 12:00	Coffee break
12:00 - 13:30	Parallel Sessions
	Hall ARISTOTELIS Parallel Session 1: INSTITUTIONAL CHANGE: INNOVATION POLICY, KNOWLEDGE TRANSFER and CO-CREATION
	Oral Presentations
	Hall AMFITRION II Parallel Session 2: STARTUP and INNOVATION ECOSYSTEMS
	Oral Presentations
	Hall KALLIOPI Parallel Session 3: INNOVATIVE SOLUTIONS SUPPORTING ENTREPRENEURSHIP EDUCATION, INNOVATION and DIGITAL TRANSFORMATION
	Oral Presentations
	Hall ERATO Parallel Session 4: CUTTING-EDGE PRACTITIONER TRENDS SESSION
	Oral Presentations
13:30 - 14:30	Lunch break
14:30 - 16:00	Parallel Sessions

	Hall ARISTOTELIS Parallel Session 5: INSTITUTIONAL CHANGE: INNOVATION POLICY, KNOWLEDGE TRANSFER and CO-CREATION
	Oral Presentations
	Hall AMFITRION II Parallel Session 6: TRIPLE HELIX: INVESTMENT, TECHNOLOGY TRANSFER, VALUE COPRODUCTION and THE ROLE OF UNIVERSITIES
	Oral Presentations
	Hall KALLIOPI Parallel Session 7: INNOVATION DEVELOPMENT IN CENTRAL AND EASTERN EUROPE
	Oral Presentations
	Hall ERATO Parallel Session 8: CUTTING-EDGE PRACTITIONER TRENDS SESSION
	Oral Presentations
16:00 - 16:30	Coffee break
16:30 - 18:00	Parallel Sessions
	Hall ARISTOTELIS Parallel Session 9: BUSINESS and INNOVATION IN THE AGRIFOOD SECTOR
	Oral Presentations
	Hall AMFITRION II Parallel Session 10: TRIPLE HELIX: INVESTMENT, TECHNOLOGY TRANSFER, VALUE COPRODUCTION and THE ROLE OF UNIVERSITIES
	Oral Presentations
	Hall KALLIOPI Parallel Session 11: SMART SPECIALISATION STRATEGIES: COLLABORATIVE GOVERNANCE and DIGITAL ENVIRONMENTS
	Oral Presentations
18:00 - 18:30	Coffee break
18:30 - 20:10	Parallel Workshops

	Hall ARISTOTELIS Workshop 1: Beyond the product: Business models as sources of innovation and competitiveness
18:30 - 19:15	Hall AMFITRION II Workshop 2: University-Government Links: Using relevant statistical data for evidence-based policy making
	HALL KALLIOPI Workshop 3: Examining economic resilience: Entrepreneurship and growth in uncertain times
19:25 - 20:10	Hall ARISTOTELIS Workshop 4: Financing options for entrepreneurs and investors: Learn the early-stage investing process and best financial practices
	Hall AMFITRION II Workshop 5: Promoting Sustainable Performance (PSP) for SME Growth and Development
	Hall KALLIOPI Workshop 6: Building metropolitan economic resilience - Partnerships that invest in human talent and an innovation ecosystem
20:30	Gala Dinner

Friday, 1 September 2017 – Conference

09:20 - 10:40	Hall ARISTOTELIS Keynote Speeches
10:40 - 11:10	Coffee break
11:10 - 12:40	Parallel Sessions
	Hall ARISTOTELIS Parallel Session 12: INNOVATIVE SOLUTIONS SUPPORTING ENTREPRENEURSHIP EDUCATION, INNOVATION and DIGITAL TRANSFORMATION
	Oral Presentations
	Hall AMFITRION II Parallel Session 13: SOCIAL CO-CREATION, SUSTAINABILITY and RESPONSIBLE RESEARCH AND (SOCIAL) INNOVATION
	Oral Presentations
	Hall KALLIOPI Parallel Session 14: CUTTING-EDGE PRACTITIONER TRENDS SESSION
	Oral Presentations
11:10 - 12:50	Parallel Workshops
11:10 - 11:55	Hall ERATO (S)kill the job How is the global future work market formed and which are the skills of a successful candidate?
12:05 - 12:50	Hall ERATO Importance of Entrepreneurial Learning in Primary and Secondary education
12:50 - 13:40	Lunch break
13:40 - 15:10	Parallel Sessions

	Hall ARISTOTELIS Parallel Session 15: POSTERS and PRESENTATIONS
	Oral Presentations
	Hall AMFITRION II Parallel Session 16: SOCIAL CO-CREATION, SUSTAINABILITY and RESPONSIBLE RESEARCH AND (SOCIAL) INNOVATION
	Oral Presentations
	Hall KALLIOPI Parallel Session 17: SMART SPECIALISATION STRATEGIES: COLLABORATIVE GOVERNANCE and DIGITAL ENVIRONMENTS
	Oral Presentations
13:40 - 15:20	Parallel Workshops
13:40 - 14:25	Hall ERATO Global Best Practices in Academic Technology Transfer
14:35 - 15:20	Hall ERATO Design Thinking for Organisational Performance
15:20 - 15:40	Coffee break
15:40 - 16:25	Parallel Workshops
	Hall ARISTOTELIS Opening the “Black Box” of Europe’s Startup Ecosystem
	Hall AMFITRION II Enabling and Mobilizing Start-ups in the Southeast Europe: Collaboration Networks Between Incubators and Accelerators for Technology Based Entrepreneurship
16:25 - 16:40	Coffee break
16:40 - 17:40	Round-Table Discussion
	Hall ARISTOTELIS Challenges for Innovation and Growth
17:40 - 18:00	Closing Ceremony and Awards

PROGRAMME

Thursday, 31 August 2017 – Conference

08:00
09:30 | **Registration**

Hall ARISTOTELIS

09:30
11:30 | **Opening Ceremony & Keynote Speeches**

Moderator: **Prof. Panayiotis H. Ketikidis**

10:10 | **THE IMPORTANCE OF INDUSTRY ENGAGED LEARNING**

10:50 | Keynote Speaker
Prof. Paul L. Latreille
Deputy Vice-President (Education)
University of Sheffield, United Kingdom

10:50 | **A NEW NARRATIVE FOR INNOVATION**

11:30 | Keynote Speaker
Dr Vladimir Šucha
Director-General of the Joint Research Centre of the European Commission, Belgium

11:30
12:00 | **Coffee Break**

Hall ARISTOTELIS

12:00
13:30 | **Parallel Session 1:
INSTITUTIONAL CHANGE:
INNOVATION POLICY,
KNOWLEDGE TRANSFER and
CO-CREATION**

Moderator: **Nick Williams**

12:00
12:15 | **A NOVEL TTO TYPOLOGY BASED
ON LESSONS LEARNT FROM THE
UK**

Christle de Beer - *Stellenbosch
University, South Africa*

Hall AMFITRION II

**Parallel Session 2:
STARTUP and INNOVATION
ECOSYSTEMS**

Moderator: **David Morris**

**FROM INNOVATIVE IDEAS TO
SUSTAINABLE STARTUPS (THE
CASE OF 16 STARTUP-S FROM
INNOVATION HUB TIRANA)**

Besarta Vladi - *State Minister for
Innovation and Public Administration,
Albania*

Thursday, 31 August 2017 – Conference

08:00
09:30 Registration

Hall ARISTOTELIS

09:30
11:30 Opening Ceremony & Keynote Speeches

Moderator: **Prof. Panayiotis H. Ketikidis**

10:10 THE IMPORTANCE OF INDUSTRY ENGAGED LEARNING

10:50 Keynote Speaker

Prof. Paul L. Latreille

Deputy Vice-President (Education)

University of Sheffield, United Kingdom

10:50 A NEW NARRATIVE FOR INNOVATION

11:30 Keynote Speaker

Dr Vladimir Šucha

Director-General of the Joint Research Centre of the European Commission, Belgium

11:30
12:00 Coffee Break

Hall KALLIOPI

12:00
13:30 Parallel Session 3:
INNOVATIVE SOLUTIONS
SUPPORTING
ENTREPRENEURSHIP
EDUCATION, INNOVATION and
DIGITAL TRANSFORMATION

Moderator: **Petros Kefalas**

12:00
12:15 AN INTERDISCIPLINARY
APPROACH TO
TEACHING TECHNOLOGY
ENTREPRENEURSHIP: A CASE
STUDY OF THE SDU HEALTH TECH
INNOVATOR PROGRAM

Søren Jensen - *University of
Southern Denmark, Denmark*

Hall ERATO

Parallel Session 4:
CUTTING-EDGE
PRACTITIONER TRENDS
SESSION

Moderator: **Yatin Karpe**

BEST PRACTICES IN
COMMERCIALIZATION:
PARTNERSHIP KEY TO
SUCCESSFUL ACADEMIC
TECHNOLOGY TRANSFER

Yatin Karpe - *Rowan University,
United States*

Hall ARISTOTELIS		Hall AMFITRION II	
12:15 12:30	<p>KNOWLEDGE TRANSFER AND INNOVATION IN EUROPEAN UNION FUNDED CROSS-BORDER COOPERATION PROGRAMMES</p> <p>Teemu Makkonen - Institute for Advanced Social Research, University of Tampere, Finland</p>		<p>ACCELERATORS: AN ASSESSMENT OF ACCELERATION MODELS</p> <p>Carlos M. DaSilva - University of Applied Sciences Western Switzerland, Switzerland</p>
12:30 12:45	<p>UNDERSTANDING BUSINESS GROWTH: THE CASE OF LOCAL ENTERPRISE PARTNERSHIPS IN THE UK</p> <p>Aineias Gkikas - Birmingham City University, United Kingdom</p>		<p>STARTUPPERS' PERCEPTIONS REGARDING COMPETITIVE ADVANTAGES: A RESEARCH OF THE GREEK STARTUP ECOSYSTEM</p> <p>Christos Ziakis - University of Macedonia, Greece</p>
12:45 13:00	<p>UNIVERSITY-BUSINESS LINKAGES IN GREECE. THE EXPERIENCE OF COHESION POLICY 2007-2013</p> <p>Nikolaos Karampekios - National Documentation Centre, Greece</p>		<p>ECONOMIC CRISIS AND STARTUPS: THE ROLE OF NATIONAL ENTREPRENEURIAL ECOSYSTEMS IN GREECE</p> <p>Paris Kokorotsikos - Euroconsultants S.A., Greece</p>
13:00 13:15	<p>INSTITUTIONAL CHANGE AND THE TRIPLE HELIX MODEL IN BULGARIA</p> <p>Julia Dobрева - VUZF University, The University of Sheffield International Faculty, CITY College, Bulgaria</p>		<p>EFFECTS OF PERSONAL NETWORKS ON THE EVALUATION STAGE OF NEW VENTURE IDEAS: THE MEDIATION ROLE OF STRATEGIC RESOURCES</p> <p>Amira Turki - Faculté des Sciences Economique et de Gestion de Sfax, Tunisia</p>
13:15 13:30	<p>CREATION OF STRATEGY MANAGEMENT COMPANY WITH FOCUS ON CONTEMPORARY TECHNOLOGICAL ACHIEVEMENTS AND INNOVATION</p> <p>Silvana Pasovska - Goce Delcev University in Stip, St. Clement of Ohrid University of Bitola, FYROM</p>		<p>THE PERFORMANCE OF INCUBATORS IN FRANCE</p> <p>Jean-Michel Sahut - IDRAC, France</p>

Hall KALLIOPI		Hall ERATO	
12:15 12:30	<p>ADDRESSING KNOWLEDGE MANAGEMENT AND PROVIDING OPEN INNOVATION FOR SME'S AND LARGER COMPANIES IN THE SCOPE OF THE INNOKICK ACADEMIC PROGRAM</p> <p>Fabien Degoumois - HES-SO, Switzerland</p>		<p>DEVELOPMENT OF A KNOWLEDGE TRANSFER MATURITY FRAMEWORK</p> <p>John Scanlan - Maynooth University, Ireland</p>
12:30 12:45	<p>TEACHING INTERNATIONAL BUSINESS TO INDUSTRIAL COMPANIES IN ENGLISH – SIGNAL FROM THE MARKET</p> <p>Alexander Tanichev - Baltic State Technical University, Russian Federation</p>		<p>A UNIQUE TECHNOPARK FROM TURKEY: BILKENT CYBERPARK AND ITS VALUE-ADDED SERVICES' RESULTS</p> <p>Imran Gurakan - Bilkent CYBERPARK, Turkey</p>
12:45 13:00	<p>INESS: THE INTELLIGENT ENTREPRENEURIAL ASSISTANT SIMULATION. SIMULATING THE DECISION-MAKING PROCESS</p> <p>Anastasios Vasileiadis - Institute of Entrepreneurship Development, Greece</p>		<p>INSTITUTIONAL DETERMINANTS OF KOSOVO SME GROWTH</p> <p>Florin Peci - University of Peja, Albania</p>
13:00 13:15	<p>BUILDING A BRIDGE BETWEEN THE MOTIVES OF STUDENTS' ENROLLEMENT AND THEIR LEARNING EXPERIENCE IN DISTANCE LEARNING POSTGRADUATE PROGRAMMES IN ENTREPRENEURSHIP</p> <p>Panagiotis Liargovas - University of Peloponnese, Greece</p>		<p>UNIVERSITY-BASED START-UP INCUBATORS – VALUE COPRODUCTION IN PRACTICE?</p> <p>Anthony Buckley - Dublin Institute of Technology, Ireland</p>
13:15 13:30	<p>BUSINESS MODEL INNOVATION IN GREECE: IT'S EFFECT ON ORGANIZATIONAL SUSTAINABILITY</p> <p>Pavlos Kilintzis - MATER lab, University of Western Macedonia, Greece</p>		<p>BUSINESS MODEL INNOVATION: A PRACTITIONER'S PERSPECTIVE</p> <p>Carlos M. DaSilva - University of Applied Sciences Western Switzerland, Switzerland</p>

13:30 – 14:30	Lunch Break	
	Hall ARISTOTELIS	Hall AMFITRION II
14:30 – 16:00	Parallel Session 5: INSTITUTIONAL CHANGE: INNOVATION POLICY, KNOWLEDGE TRANSFER and CO-CREATION	Parallel Session 6: TRIPLE HELIX: INVESTMENT, TECHNOLOGY TRANSFER, VALUE COPRODUCTION and THE ROLE OF UNIVERSITIES
	Moderator: Panagiotis Liargovas	Moderator: Anthony Buckley
14:30 – 14:45	<p>FOSTERING THE NATIONAL INNOVATION SYSTEM THROUGH LOCAL TRIPLE HELIX COLLABORATION: THE CASE OF ZAGREB</p> <p>Domagoj Račić - Knowledge Network, Croatia</p>	<p>WHAT DETERMINES INDUSTRIAL FUNDING FOR UNIVERSITY RESEARCH? EXPLORING ECONOMIC AND PROXIMITY FACTORS</p> <p>André Spithoven - Belgian Science Policy Office, Belgium</p>
14:45 – 15:00	<p>BUSINESS MODEL INNOVATION IN INCUMBENT FIRMS</p> <p>Carlos M. DaSilva - University of Applied Sciences Western Switzerland, Switzerland</p>	<p>DESIGNING USER-CENTRED AND CONTEXT APPROPRIATE STRATEGIES FOR UNIVERSITY-INDUSTRY INTERACTION: INNOVATION LABS IN CENTRAL ASIA</p> <p>David Morris - Coventry University, United Kingdom</p>
15:00 – 15:15	<p>DEVELOPMENT AND APPLICATION OF A DIGITAL TRANSFORMATION MODEL FOR IMPROVING EDUCATIONAL ORGANIZATIONS</p> <p>Konstantina Keramida - University of Macedonia, Greece</p>	<p>UNIVERSITY-INDUSTRY COLLABORATION THROUGH BIG DATA AND OPEN SCIENCE</p> <p>Mona Roman - Aalto University, Finland</p>
15:15 – 15:30	<p>IMPROVING THE COMPETITIVENESS OF GREEK SMEs THROUGH OPEN INNOVATION: BENEFITS, BARRIERS AND KEY SUCCESS FACTORS</p> <p>Antonis Mitsios - The University of Sheffield International Faculty, CITY College, Greece</p>	<p>OPEN INNOVATION AND THE ROLE OF ACADEMIA: HOW UNIVERSITY ACCELERATORS FOSTER THE LINK WITH THE INDUSTRY AND TRANSFORM THE ECOSYSTEM</p> <p>Theodora Trachana - Athens University of Economics and Business, Greece</p>

13:30 – 14:30	Lunch Break	
	Hall KALLIOPI	Hall ERATO
14:30 – 15:45	Parallel Session 7: INNOVATION DEVELOPMENT IN CENTRAL and EASTERN EUROPE	Parallel Session 8: CUTTING- EDGE PRACTITIONER TRENDS SESSION
	Moderator: Andrzej Jasinski	Moderator: Yiannis Stergis
14:30 – 14:45	GENDER ISSUE IN THE PROCESS OF INNOVATION: THE CASE OF THE POLISH ENTERPRISES OR THE CASE OF POLAND Ewa Okon-Horodyńska - <i>Jagiellonian University, Poland</i>	TRACKING EFFECTIVENESS OF INCUBATION PROGRAMMES – HOW TO IMPLEMENT BEST PRACTICES TO POLISH CHALLENGES OF SUPPORTING STARTUPS AND SPINOFFS Anna Tórz - <i>Poznan Science and Technology Park, Adam Mickiewicz University Foundation, Poland</i>
14:45 – 15:00	INNOVATION POLICY IN RUSSIA AND PACE OF UNIVERSITY- INDUSTRY LINKAGES DEVELOPMENT Irina Dezhina - <i>Skolkovo Institute of Science and Technology, Russian Federation</i>	PUTTING ENTREPRENEURSHIP INTO PRACTICE: A 4-YEAR CASE STUDY FROM A PORTUGUESE ENGINEERING SCHOOL (FCT-UNL) Alcino Pascoal - <i>FCT-UNL UNIDEMI, Portugal</i>
15:00 – 15:15	NEW CHALLENGES FOR INNOVATION MANAGEMENT Andrzej Jasinski - <i>University of Warsaw, Poland</i>	RETHINKING SERBIAN STRATEGY FOR SMEE SUPPORT IN THE LIGHT OF THE ENTREPRENEURIAL ECOSYSTEM Mirosljub Hadzic - <i>University Singidunum, Serbia</i>
15:15 – 15:30	CHARACTERISTICS OF LEAN INNOVATORS IN EASTERN EUROPE William H.A. Johnson - <i>Penn State University- Erie, United States</i>	DEVELOPING A STAGED COMPETENCY BASED APPROACH TO ENTERPRISE CREATION David Bozward - <i>Worcester Business School, University of Worcester, United Kingdom</i>

Hall ARISTOTELIS		Hall AMFITRION II	
15:30 15:45	<p>THE IMPACT OF INVESTMENT OPPORTUNITY SET OF A FIRM ON THE ASSOCIATION BETWEEN OWNERSHIP CONCENTRATION AND R&D INVESTMENTS</p> <p>Roberto Barontini - <i>Institute of Management, School of Advanced Studies Sant'Anna, Italy</i></p>		<p>TOWARDS A MORE ENTREPRENEURIAL UNIVERSITY: INTELLECTUAL CAPITAL POLICY RECOMMENDATIONS</p> <p>Christle de Beer - <i>Stellenbosch University, South Africa</i></p>
15:45 16:00	<p>IMPLEMENTATION OF ERP SYSTEMS TO TURKISH SMEs FOR SUSTAINABLE PROFITABILITY</p> <p>Ayhan Etyemez - <i>The University of Sheffield International Faculty, CITY College, Bulgaria</i></p>		<p>BRINGING A BUSINESS SCHOOL AND SOCIAL ENTERPRISES TOGETHER: COLLABORATING TO FOSTER GROWTH</p> <p>Heather Fulford - <i>Robert Gordon University, United Kingdom</i></p>
16:00 16:30	Coffee Break		
Hall ARISTOTELIS		Hall AMFITRION II	
16:30 17:45	<p>Parallel Session 9: BUSINESS and INNOVATION IN THE AGRIFOOD SECTOR</p> <p>Moderator: Konstantinos Gkatzionis</p>	16:30 17:45	<p>Parallel Session 10: TRIPLE HELIX: INVESTMENT, TECHNOLOGY TRANSFER, VALUE COPRODUCTION and THE ROLE OF UNIVERSITIES</p> <p>Moderator: Chay Brooks</p>
16:30 16:45	<p>ACADEMIC AND INDUSTRY COLLABORATION LEADING TO THE PILOT PRODUCTION OF INNOVATIVE, NUTRITIONAL, FOOD PRODUCTS</p> <p>Dimitris Skalkos - <i>University of The Aegean, Greece</i></p>		<p>ANGEL INVESTORS INVESTMENT DECISION MAKING: AN IDENTITY PERSPECTIVE</p> <p>Carlos M. DaSilva - <i>University of Applied Sciences Western Switzerland, Switzerland</i></p>
16:45 17:00	<p>AN OVERVIEW TO INNOVATION CAPABILITY OF THE GREEK AGRIFOOD SECTOR</p> <p>Panagiotis Kafetzopoulos - <i>University of The Aegean, Greece</i></p>		<p>STARMAC: AN ENVIRONMENT FOR SUPPORTING THE DEVELOPMENT OF ENTREPRENEURIAL PROJECTS IN ACADEMIC INSTITUTIONS</p> <p>Fabien Degoumois - <i>HES-SO, Switzerland</i></p>

Hall KALLIOPI		Hall ERATO	
15:30 15:45	ROMANIAN PUBLIC INSTITUTIONS AND INNOVATION. A DISCOURSE ANALYTICAL APPROACH Cătălina Grigorași - National University of Political Studies and Public Administration, Romania		SMART SPECIALISATION STRATEGIES IN THE POST-LINEAR ERA OF RESEARCH AND INNOVATION Mark Deakin - Edinburgh Napier University, United Kingdom
16:00 16:30 Coffee Break			
Hall KALLIOPI			
16:30 17:45	Parallel Session 11: SMART SPECIALISATION STRATEGIES: COLLABORATIVE GOVERNANCE and DIGITAL ENVIRONMENTS Moderator: Nicos Komninos		
16:30 16:45	METHODOLOGIES FOR SMART SPECIALISATION STRATEGIES: A VIEW ACROSS EU REGIONS Elina Griniece - European Future Innovation System Centre, Belgium		
16:45 17:00	COLLABORATIVE GOVERNANCE SCHEMES AND ONLINE PLATFORMS FOR SUCCESSFUL RIS3 STRATEGIES Maria Schoina - Aristotle University of Thessaloniki - URENIO, Greece		

Hall ARISTOTELIS		Hall AMFITRION II	
17:00 – 17:15	<p>AN INTEGRATED TRANSNATIONAL APPROACH FOR INNOVATIVE ENTREPRENEURSHIP OF THE AGRO-FOOD SECTOR</p> <p>Thomas Bartzanas - <i>Institute for Research and Technology-Thessaly, Greece</i></p>		<p>TRIPLE HELIX MODEL – UNIVERSITY INDUSTRY COLLABORATIONS: A SYSTEMATIC LITERATURE REVIEW FROM 2000 TO 2016</p> <p>Besart L. Hajrizi - <i>South-East European Research Centre (SEERC), Greece</i></p>
17:15 – 17:30	<p>ENTREPRENEURIAL ORIENTATION AND INNOVATION: EMPIRICAL EVIDENCE FROM TEA MANUFACTURING FIRMS IN SRI LANKA</p> <p>Aruni Wickramaratne - <i>University of Ruhuna, Sri Lanka</i></p>		<p>THE TRIPLE HELIX INNOVATIONLAB: REDEFINING ENTREPRENEURSHIP ID OF GREEK STUDENTS</p> <p>Fotis Chatzisarlis - <i>The Triple Helix, Inc., Greece</i></p>
17:30 – 17:45	<p>EXPLOITING BIODIVERSITY FOR THE CREATION OF AGRI-FOOD VALUE CHAINS</p> <p>Anagnostis Argiriou - <i>Institute of Applied Biosciences/Centre for Research and Technology Hellas, Greece</i></p>		<p>CO-CREATION AS INNOVATION MODEL IN ICT BASED SERVICES</p> <p>Sanja Marinkovic - <i>University of Belgrade, Serbia</i></p>
			<p>ENTREPRENEURIAL ACTIVITY AND TECHNOLOGY TRANSFER. THE ROLE OF INDIVIDUALS IN THE PROCESS</p> <p>Vasileios Mantzios - <i>Athens University of Economics and Business, Greece</i></p>
18:00 – 18:30	Coffee Break		

Hall KALLIOPI

17:00
17:15 A METHODOLOGY AND TOOL
FOR MONITORING THE IMPACT
OF SMART SPECIALISATION
STRATEGIES ACROSS EU REGIONS

Artemis Psaltoglou - Aristotle
University Thessaloniki - URENIO,
Greece

17:15
17:30 MANAGEMENT OF CITIES IN
TIME OF CHANGE; SMART CITIES,
INNOVATION AND TRIPLE HELIX
IN GREEK CITIES DURING THE
ECONOMIC CRISIS

Themistoklis Tsoufis - Selene Labs,
Greece

17:30
17:45 SMART SPECIALISATION
STRATEGY DEVELOPMENT IN THE
FINNISH REGIONS: CREATING
CONDITIONS FOR EFFECTIVE
ENTREPRENEURIAL DISCOVERY

Mona Roman - Aalto University,
Finland

18:00
18:30 Coffee Break

Hall ARISTOTELIS		Hall AMFITRION II	
18:30 – 20:10	Parallel Workshops		Parallel Workshops
18:30 – 19:15	<p>Beyond the product: Business models as sources of innovation and competitiveness</p> <p>Chairs: Prof. Tim Vorley, <i>Professor of Entrepreneurship, The University of Sheffield, United Kingdom</i> Mr. Cristian Gherhes, <i>Doctoral Researcher Centre for Regional Economic and Enterprise Development, Sheffield University Management School, United Kingdom</i></p>		<p>University-Government Links: Using relevant statistical data for evidence-based policy making</p> <p>Chair: Dr Loredana Radu, <i>Associate Professor, Head of Communication Department, College of Communication and Public Relations – SNSPA, Romania</i></p>
19:15 – 19:25	Room preparation break		Room preparation break
19:25 – 20:10	<p>Financing options for entrepreneurs and investors: Learn the early-stage investing process and best financial practices</p> <p>Chairs: Mr. Losso Jacopo, <i>EBAN – European Business Angels Network, Belgium</i> Dr Andreas Baresel-Bofinger, <i>HeBAN - Hellenic Business Angels Network, Greece</i></p>		<p>Promoting Sustainable Performance (PSP) for SME Growth and Development</p> <p>Chairs: Mr. Aineias Gkikas, <i>Research Fellow in SME Growth and Development, Birmingham City University Business School, United Kingdom</i> Dr Jacob Salder, <i>Research Fellow in SME Growth and Development, Birmingham City University Business School, United Kingdom</i></p>
20:30	Gala Dinner		

Hall KALLIOPI

18:30
–
20:10

Parallel Workshops

18:30
–
19:15 **Examining economic resilience:
Entrepreneurship and growth in
uncertain times**

Chair:

Dr Nick Williams, *Associate
Professor in Entrepreneurship – Centre
for Enterprise and Entrepreneurship
Studies, University of Leeds, United
Kingdom*

19:15
–
19:25

Room preparation break

19:25
–
20:10 **Building metropolitan economic
resilience - Partnerships that
invest in human talent and an
innovation ecosystem**

Chairs:

Ms. Aphrodite Bouikidis, *Deputy
Resilience Officer, Resilient Thessaloniki,
Greece*

Ms. Lina Liakou, *Deputy Mayor for
Urban Resilience and Development
Planning, and Chief Resilience Officer
for Thessaloniki, Greece*

Friday, 1 September 2017 – Conference

Hall ARISTOTELIS

09:20
–
10:40 **Keynote Speeches**

Moderator: **Prof. Tim Vorley**

09:20 **HOW CAN UNIVERSITIES DEVELOP ENTREPRENEURIALY?**

10:00 Keynote Speaker

Prof. Lene Foss

School of Business and Economics - UiT The Arctic University, Norway

10:00 **CREATING A BETTER WORLD: EVOLUTION OF TECHNOLOGY TRANSFER GLOBALLY**

10:40 Keynote Speaker

Ms. Mary Albertson

President of the Association of University Technology Managers (AUTM)

*Senior Licensing Associate, Office of Technology Licensing (OTL), Stanford University
Palo Alto, California, United States*

10:40
–
11:10 **Coffee Break**

Hall ARISTOTELIS

11:10 **Parallel Session12:**
12:40 **INNOVATIVE SOLUTIONS
SUPPORTING
ENTREPREURSHIP
EDUCATION, INNOVATION and
DIGITAL TRANSFORMATION**

Moderator: **Deniz Tunçalp**

11:10 **ENTREPRENEURIAL
OPPORTUNITY RECOGNITION:
THE EFFECT OF THE LEARNING
STYLE**

Alexandros Kakouris - *University of
Peloponnese, Greece*

Hall AMFITRION II

**Parallel Session 13:
SOCIAL CO-CREATION,
SUSTAINABILITY and
RESPONSIBLE RESEARCH AND
(SOCIAL) INNOVATION**

Moderator: **Alexandra Zbucea**

**DRIVERS, BARIERES AND
COMPETENCES FOR ENERGY
EFFICIENT AND SUSTAINABLE
OPERATIONS – EUROPEAN CASE
STUDY**

T. Bartosz Kalinowski - *University
of Lodz, Poland*

Friday, 1 September 2017 – Conference

Hall ARISTOTELIS

09:20
–
10:40

Keynote Speeches

Moderator: **Prof. Tim Vorley**

09:20
–
10:00

HOW CAN UNIVERSITIES DEVELOP ENTREPRENEURIALY?

Keynote Speaker

Prof. Lene Foss

School of Business and Economics - UiT The Arctic University, Norway

10:00
–
10:40

CREATING A BETTER WORLD: EVOLUTION OF TECHNOLOGY TRANSFER GLOBALLY

Keynote Speaker

Ms. Mary Albertson

*President of the Association of University Technology Managers (AUTM)
Senior Licensing Associate, Office of Technology Licensing (OTL), Stanford University
Palo Alto, California, United States*

10:40
–
11:10

Coffee Break

Hall KALLIOPI

11:10
–
12:25

Parallel Session 14: CUTTING-EDGE PRACTITIONER TRENDS SESSION

Moderator: **Erik P.M. Vermeulen**

11:10
–
11:25

ASSESSING THE SOCIAL IMPACTS OF REGIONAL SERVICES: THE CASE OF A PORTUGUESE MUNICIPALITY

Marta Ferreira Dias - *University of Aveiro, Portugal*

Hall ERATO

Parallel Workshops

(S)kill the job How is the global future work market formed and which are the skills of a successful candidate?

Chair:

Dr Yannis Stergis, *CRMDr, Founder, President and CEO of hyphen SA, Greece*

Hall ARISTOTELIS		Hall AMFITRION II	
11:25 11:40	<p>METHODOLOGY FOR SELF-EVALUATION AND CAREER ORIENTATION</p> <p>Daniela Ilieva-Koleva - VUZF University, The University of Sheffield International Faculty, CITY College, Bulgaria</p>		<p>TOWARDS A SUSTAINABLE RURAL DEVELOPMENT</p> <p>Mauro Romanelli - University of Naples Parthenope, Italy</p>
11:40 11:55	<p>RISK MANAGEMENT FRAMEWORK FOR IT-CENTRIC MICRO AND SMALL COMPANIES WITH MODEL FOR RISK ASSESSMENT</p> <p>Jasmina Trajkovski - T&P Consulting, FYROM</p>		<p>GENERATORS OF PEOPLE'S ECONOMY IN SUB-SAHARAN AFRICA (SSA) COUNTRIES</p> <p>Ilan Bijaoui - Bar Ilan University, Israel</p>
11:55 12:10	<p>ENTREPRENEURIAL TEAM'S DIVERSITY AND START-UP'S PERFORMANCE IN AFRICA: THE MODERATING EFFECT OF CONFLICTS</p> <p>Jean-Michel Sahut - IDRAC, France</p>		<p>HOW STRATEGIC IS CORPORATE SOCIAL RESPONSIBILITY? A PERSPECTIVE OF THE ROMANIAN ENTREPRENEUR</p> <p>Alexandra Zbucea - National University of Political Studies and Public Administration, Romania</p>
12:10 12:25	<p>EXTENDED CONCEPTUAL FRAMEWORK FOR BUSINESS ANALYTICS SUPPORTING INNOVATIONS</p> <p>Yavor Dankov - Sofia University "St. Kliment Ohridski", Bulgaria</p>		<p>COMPETITIVENESS AND CSR IN SME: RESULTS FROM A STUDY IN THE MADRID REGION</p> <p>Javier Camacho - Universidad Pontificia Comillas, Spain</p>

Hall KALLIOPI		Hall ERATO	
11:25 11:40	<p>CASE STUDY: INTELEN INC.</p> <p>Theoharis Spyropoulos - <i>Perrotis College-American Farm School, Greece</i></p>	<p>Room preparation break</p>	
11:40 11:55	<p>TALENT MANAGEMENT IN HEALTHCARE ORGANIZATIONS</p> <p>Georgia Papadopoulou - <i>University of Macedonia, Greece</i></p>		
11:55 12:10	<p>GENDER SENSITIVE HR POLICIES AND PRACTICES AS A MEANS FOR INCREASING THE COMPETITIVENESS OF ICT COMPANIES: A SEE CASE STUDY</p> <p>Leslie Szamosi - <i>The University of Sheffield International Faculty, CITY College, Greece</i></p>		
12:10 12:25	<p>AN EMPIRICAL STUDY ON THE RELATIONSHIP BETWEEN THE SERVICE QUALITY AND THE CUSTOMERS' SATISFACTION IN THE GREEK HOSPITALITY INDUSTRY. THE CASE OF THE SMES HOTELS. THE CURRENT SITUATION AND THE FUTURE PERSPECTIVES</p> <p>Joana Daulle - <i>The University of Sheffield International Faculty, CITY College, Greece</i></p>		

Hall ARISTOTELIS		Hall AMFITRION II	
12:25 12:40	<p>SOUTH AFRICAN ENTREPRENEURIAL ACTIVITIES IN TOURISM SECTOR: A CASE OF SMMES IN TSHWANE MUNICIPALITY</p> <p>John B. Byamukama - Sol Plaatje University, South Africa</p>		<p>APPS AS BUSINESS OPPORTUNITIES IN THE ENTREPRENEURIAL ENVIRONMENT</p> <p>Alexandra Zbucea & Florina Pinzaru - National University of Political Studies and Public Administration, Romania</p>
12:50 13:40	Lunch Break		
Hall ARISTOTELIS		Hall AMFITRION II	
13:40 14:55	<p>Parallel Session 15: POSTERS and PRESENTATIONS</p> <p>Moderator: Florina Pinzaru</p>		<p>Parallel Session 16: SOCIAL CO-CREATION, SUSTAINABILITY and RESPONSIBLE RESEARCH and (SOCIAL) INNOVATION</p> <p>Moderator: Andreana Drencheva</p>
13:40 13:55	<p>BREAKING DOWN THE HUMAN FACTOR IN INNOVATION</p> <p>George Martinidis - Aristotle University of Thessaloniki, Greece</p>		<p>OPEN SOCIAL INNOVATION: CHALLENGES AND OPPORTUNITIES FOR GREECE</p> <p>Eleni Arvaniti - University of Patras, Greece</p>
13:55 14:10	<p>PREDICTORS OF THE THIRD-PERSON EFFECT IN THE CONTEXT OF SOCIAL MEDIA</p> <p>Raluca Buturoiu - National University of Political Studies and Public Administration, Romania</p>		<p>CO-CREATING INNOVATIVE CONCEPTS TO ADDRESS CRUCIAL TRENDS AND CHALLENGES THAT PUBLIC TRANSPORT FACE IN THESSALONIKI</p> <p>Anastasia Roukouni - Aristotle University of Thessaloniki, Greece</p>

12:50 13:40	Lunch Break	
	Hall KALLIOPI	Hall ERATO
13:40 15:10	Parallel Session 17: SMART SPECIALISATION STRATEGIES: COLLABORATIVE GOVERNANCE and DIGITAL ENVIRONMENTS	Parallel Workshops
	Moderator: Nikos Zaharis	
13:40 13:55	ONE-SIZE-FITS-NONE: HOW ENTREPRENEURSHIP TRAINING CAN MEET REGIONAL SOCIO- ECONOMIC CONTEXTS Dialechti Fotopoulou - <i>Incubation for Growth (i4G), Greece</i>	Global Best Practices in Academic Technology Transfer Chair: Dr Yatin Karpe , <i>Director, Technology Commercialization, Rowan University, New Jersey, United States</i>
13:55 14:10	BRIDGING COMPETENCE INFRASTRUCTURE GAPS AND SPEEDING UP REGIONAL GROWTH Evangelos Katsaros - <i>Institute of Research and Technology Thessaly, Greece</i>	Room preparation break

Hall ARISTOTELIS		Hall AMFITRION II	
14:10 – 14:25	<p>EXPLORING THE ROLE OF E-MARKETING INITIATIVES AND E-RM IN E-BANKING SERVICES WITHIN THE FINANCIAL SERVICES SECTOR- OPPORTUNITIES AND CHALLENGES IN KOSOVO</p> <p>Drilon Lajci - <i>The University of Sheffield International Faculty, CITY College, Greece</i></p>		<p>MEASUREMENT OF SOCIAL INNOVATION IN PORTUGAL (NUT II): APPLICATION OF THE RESINDEX MODEL</p> <p>Marta Ferreira Dias - <i>University of Aveiro, Portugal</i></p>
14:25 – 14:40	<p>SOCIAL MEDIA SITES AND STUDENTS PRACTICES IN PROMOTING ONLINE UNIVERSITY'S IMAGE</p> <p>Cătălina Grigorași - <i>National University of Political Studies and Public Administration, Romania</i></p>		<p>EXPLORING THE GENDER GAP IN ENTREPRENEURIAL EFFICACY AND INTENTION IN GREECE</p> <p>Alexandros Kakouris - <i>University of Peloponnese, Greece</i></p>
14:40 – 14:55	<p>ICT AS A MODERATOR TO THE RELATIONSHIP BETWEEN INNOVATIVE WORK BEHAVIOUR AND EMPLOYEE SATISFACTION. A SURVEY FROM THE GREEK PRIVATE SECTOR</p> <p>Ioannis Nasios - <i>The University of Sheffield International Faculty, CITY College, Greece</i></p>		<p>USING CROWDX CONCEPTS IN IT STARTUPS</p> <p>Dušan Barać - <i>University of Belgrade, Serbia</i></p>
			<p>EUROPE'S MIGRANT CRISIS – AN ANALYSIS OF THE THIRD LEVEL AGENDA-SETTING MODEL</p> <p>Raluca Buturoiu - <i>National University of Political Studies and Public Administration, Romania</i></p>
15:20 – 15:40	Coffee Break		

Hall KALLIOPI		Hall ERATO	
14:10 14:25	<p>OPEN CONSULTATION TOWARD KNOWLEDGE-BASED METHODS FOR SMART SPECIALISATION: EVIDENCE FROM SLOVENIA AND SLOVAKIA</p> <p>Katharina Fellnhofer - <i>Research and Innovation Management GmbH, Austria</i></p>	<p>Enabling and Mobilizing Start-ups in the Southeast Europe: Collaboration Networks Between Incubators and Accelerators for Technology Based Entrepreneurship</p> <p>Chair: Dr Deniz Tunçalp, <i>Associate Professor of Management, Istanbul Technical University & Chief Marketing Officer, ITU ARI Teknokent – Science Park, Turkey</i></p>	
14:25 14:40	<p>SUSTAINING SMART CITIES FOR REDISCOVERING CITIZENSHIP</p> <p>Mauro Romanelli - <i>University of Naples Parthenope, Italy</i></p>		
14:40 14:55	<p>OPEN DATA HACKATHONS: A STRATEGY TO INCREASE INNOVATION IN THE CITY</p> <p>Maria Kamariotou - <i>University of Macedonia, Greece</i></p>		
14:55 15:10	<p>THE GREEK VS EUROPEAN STARTUPS AS INNOVATION DRIVERS AND JOB ENGINES</p> <p>Amalia Kouskoura - <i>MATER lab, University of Western Macedonia, Greece</i></p>		
15:20 15:40	Coffee Break		

Hall ARISTOTELIS

15:40
–
16:25

Parallel Workshop

Chair:

Prof. Erik P.M. Vermeulen, *Professor of Business and Financial Law at Tilburg University and Tilburg Law and Economics Center & Head of Governance/Vice-President at Philips Lighting, The Netherlands*

16:25
–
16:40

Coffee Break

Hall ARISTOTELIS

16:40
–
17:40

Round-Table Discussion: Challenges for Innovation and Growth

(Moderator: **Prof. Tim Vorley & Prof. Panayiotis H. Ketikidis**)

Panel members:

Vladimir Šucha, *Director-General of the Joint Research Centre of the European Commission, Belgium*

Lina Liakou, *Deputy Mayor for Urban Resilience and Development Planning, and Chief Resilience Officer for Thessaloniki, Greece*

Panagiotis Liargovas, *Professor of Department of Economics, University of Peloponnese, Greece*

Dimitris Lakasas, *CEO/ Strategic Design & Marketing Manager, Olympia Electronics, SEVE Think Tank, Greece*

Mary Albertson, *President of the Association of University Technology Managers (AUTM), Senior Licensing Associate, Office of Technology Licensing (OTL), Stanford University, United States*

Laura MacDonald, *General Manager, ASTP-Proton, Knowledge Transfer Europe, The Netherlands*

17:40
–
18:00

Closing Ceremony and Awards

(Moderator: **Prof. Panayiotis H. Ketikidis and Prof. Tim Vorley**)

Hall ARISTOTELIS	
15:40 16:25	<p>Parallel Workshop</p> <p>Opening the “Black Box” of Europe’s Startup Ecosystem</p> <p>Chair: Prof. Erik P.M. Vermeulen, <i>Professor of Business and Financial Law at Tilburg University and Tilburg Law and Economics Center & Head of Governance/Vice-President at Philips Lighting, The Netherlands</i></p>
16:25 16:40	Coffee Break
Hall ARISTOTELIS	
16:40 17:40	<p>Round-Table Discussion: Challenges for Innovation and Growth</p> <p>(Moderator: Prof. Tim Vorley & Prof. Panayiotis H. Ketikidis)</p> <p>Round-Table Discussion: Challenges for Innovation and Growth (Moderator: Prof. Tim Vorley & Prof. Panayiotis H. Ketikidis)</p> <p><i>Panel members:</i></p> <p>Vladimir Šucha, <i>Director-General of the Joint Research Centre of the European Commission, Belgium</i></p> <p>Lina Liakou, <i>Deputy Mayor for Urban Resilience and Development Planning, and Chief Resilience Officer for Thessaloniki, Greece</i></p> <p>Panagiotis Liargovas, <i>Professor of Department of Economics, University of Peloponnese, Greece</i></p> <p>Dimitris Lakasas, <i>CEO/ Strategic Design & Marketing Manager, Olympia Electronics, SEVE Think Tank, Greece</i></p> <p>Mary Albertson, <i>President of the Association of University Technology Managers (AUTM), Senior Licensing Associate, Office of Technology Licensing (OTL), Stanford University, United States</i></p> <p>Laura MacDonald, <i>General Manager, ASTP-Proton, Knowledge Transfer Europe, The Netherlands</i></p>
17:40 18:00	<p>Closing Ceremony and Awards</p> <p>(Moderator: Prof. Panayiotis H. Ketikidis and Prof. Tim Vorley)</p>



International Conference for Entrepreneurship,
Innovation and Regional Development

**University-Industry Links:
Coproducting Knowledge,
Innovation & Growth**

31 Aug – 1 Sept 2017
Macedonia Palace Hotel
Thessaloniki, Greece



www.iceird.eu
#ICEIRD2017



<https://www.facebook.com/ICEIRD2017>



<https://twitter.com/iceird2017>



<https://gr.linkedin.com/in/iceird2017network>