



Organisation for Economic
Co-operation and Development



International Entrepreneurship Forum

International Conference

Draft Agenda

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 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 Training

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?



DAY ONE: THURSDAY, 23 JUNE 2005

Chair: Dr Roger Wigglesworth, Director SMEs, Ministry of Economic Development, New Zealand

08.30 – 09.15 *Registration and coffee*

OPENING SESSION – THE CHALLENGE

09.15 – 09.45 Welcome and opening remarks by Sergio Arzeni, Director, Centre for Entrepreneurship, SMEs and Local Development, OECD

Welcome and opening remarks by Lorenzo Dellai, President, Autonomous Province of Trentino

Statement by Professor Jay Mitra, University of Essex and International Entrepreneurship Forum

*Rapporteur*¹ : Marie-Florence Estimé, Deputy Director OECD Centre for Entrepreneurship and Head, SME and Entrepreneurship Division

ROUND TABLE OF HIGH LEVEL POLICY MAKERS

09.45 – 10.45 Herwig Schlögl, Deputy Secretary General, OECD. The issues and OECD role.

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

Mr Ioan-Codrut Seres, Minister of Economy and Commerce, Romania.

Mr Harufumi Mochizuki, Director General of the SME Agency, Japan.

Mr Carl Schramm, President and CEO of the Ewing Marion Kauffman Foundation, USA.

Rapporteur: Liliana Zaharia, Minister-Counsellor, Embassy of Romania in France

10.45 – 11.15 *Coffee*

¹ Rapporteurs have no speaking role, but report the main messages and conclusions of the session to the Chair.



THEME 1 HIGHER EDUCATION AND ENTREPRENEURSHIP TRAINING
PLENARY SESSION

11.15 – 12.45 *Overview of the issues*

Professor Shaker Zahra, Babson College, USA. The potential impact of entrepreneurship training in higher education.

Gene Luczkiw, Executive Director, Institute for Enterprise Education, Canada. How to deliver entrepreneurship education and training in higher education institutions.

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

Discussant: Steven Cohen, Co-Director of the Berkeley Roundtable on the International Economy (BRIE), Berkeley Round Table, USA

Rapporteur: Marian Murphy, Administrator, Centre for Entrepreneurship, OECD

12.45 – 14.00 *Lunch*

14.00 – 15.45 *Country audits*

Professor George Solomon, George Washington University, USA. An audit of entrepreneurship education in higher education in the USA.

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

Zoltan Roman, Hungarian Delegate to the OECD Working Party on SMEs and Entrepreneurship. An audit of entrepreneurship education in higher education in Hungary.

Nikolaj Vibe Michelsen, Danish Delegate to the OECD Working Party on SMEs and Entrepreneurship. Benchmarking entrepreneurship education across US, Canadian and Danish universities.

Discussant: Eric Burgeat, Director, Centre for Co-operation with Non-Member Countries, OECD

Rapporteur: Anders Hoffman, Ministry of Economics, Denmark

15.45 – 16.15 *Coffee*



THEME 1 HIGHER EDUCATION AND ENTREPRENEURSHIP TRAINING

PARALLEL SESSIONS

16.15 – 18.00

Parallel session 1

Moderator: Klaus Haftendorn, ILO

Y. Bushan, ICFAI Business School, Mumby, India. Internationalization in knowledge exchange for entrepreneurship development – sessions from a graduate school of management in India

T. Boyle, Seton Hill University, USA. A new model for entrepreneurship education: implications for Central, East and South-East European Universities

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

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

Rapporteur: Thomas Andersson, IKED, Sweden

Parallel session 2

Moderator: Stephan Weber, SAB Bank, Germany

D. Dewar, Tecnológico de Monterrey (ITESM), campus Cuernavaca, Mexico. Fostering university responsibilities in the 21st century: developing entrepreneurship

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

S. Heikkineimi and G. Strazdiene, Turku Polytechnic, Finland, and Vilnius Co-operative College, Lithuania. Enterprise education in higher education: Experiences from Lithuania and Finland

Rapporteur: Robin van Ijperen, Netherlands delegate to the OECD Working Party on SMEs and Entrepreneurship

Parallel session 3

Moderator: Mr Mario Cardullo, US delegate, OECD Working Party on SMEs and Entrepreneurship

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

F. Linán, University of Seville, Spain. Developing entrepreneurial intention among university students

D. Ofstad, Bodo University Institute for Learning and Culture, Norway. Developing student entrepreneurial competencies and skills: Best practice models from Norway

V. Nahtigal and B. Sterle, University Incubator Ljubljana, Slovenia. University incubators as an important element of entrepreneurship promotion in higher education – the case of the University Incubator Ljubljana, Slovenia

Rapporteur: Jon Potter, Senior Economist, OECD

Parallel session 4

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

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

R. O'Connor, RMIT University, Australia. The RMIT Business Plan Competition: a case study of entrepreneurship education in an Australian university

D. Palminteri, Innovation Associates, USA. Universities as a pipeline for entrepreneurship and technology transfer

S. Kothari, University of Sheffield, UK. Enterprise training for the biological, life and clinical sciences – an holistic approach

Rapporteur: Karen Wilson, European Foundation for Entrepreneurship Research



AY TWO: FRIDAY, 24 JUNE 2005

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

THEME 2 KNOWLEDGE TRANSFER FROM HIGHER EDUCATION TO SMES

PLENARY SESSION

9.15 – 10.45

9.15 – 10.45 *Overview of the issues*

Professor Edward Malecki, Ohio State University, USA. How can higher education institutes promote innovation in local SMEs?

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

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

Discussant: Thomas Andersson, ITPS, Sweden

Rapporteur: Jon Potter, Centre for Entrepreneurship, OECD

10.45 – 11.15 *Coffee*

11.15 – 12.45 *Country audits*

Professor Rod McNaughton, Department of Management Sciences, University of Waterloo, Canada. An audit of knowledge transfer to SMEs from higher education institutions in Canada and a policy assessment

Professor 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. An audit of knowledge transfer to SMEs from higher education institutions in Central, East and South East Europe and a policy assessment

Dr Will Bartlett, School for Policy Studies, University of Bristol, UK. An audit of knowledge transfer to SMEs from higher education institutions in Slovenia and a policy assessment

Discussant: Peter Bendor, Enterprise Advisory Service, UK

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

12.45 – 14.00 *Lunch*



THEME 2 KNOWLEDGE TRANSFER FROM HIGHER EDUCATION TO SMES

PARALLEL SESSIONS

14.00 – 15.45

Parallel session 1

Moderator: Dr Cindy Iannarelli, Bernelli University, USA

L. Attardo, Business Technology Commercialisation, State Director's Office, University of West Florida, USA. Mechanisms to support SMEs engaged in life sciences and advanced technology through partnership and strategic alliances with academic institutions

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

B. O'Kane and P. O'Sullivan, Institute of Technology, Tallaght, Ireland. The M50 EPP Support Programme

Rapporteur: Claire Lefebvre, French delegate to OECD Working Party on SMEs and Entrepreneurship

Parallel session 3

Moderator: Working Party on SMEs and Entrepreneurship delegate

W. Barron, University of Salford, UK. A passport to trade: Raising awareness of European business cultures, an SME-higher education collaboration

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

E. Zevallos, Fundes Internacional, Costa Rica. The activities of the CRISOL Programme in Mexico

I. Vento-Vierikko, Turku School of Economics and Business Administration, Small Business Institute, Finland. Entrepreneurship for bioscience researchers – a process study of a training programme

Rapporteur: Marian Murphy, Administrator, Centre for Entrepreneurship, OECD

15.45 – 16.15

Parallel session 2

Moderator: LEED delegate or partner

C. Palavicini, Tecnológico de Monterrey (ITESM), Mexico. Entrepreneurship and higher education in Mexico: The experience of the Technological and Superior Studies Institute of Monterrey (ITESM)

A. Rovcanin and Z. Dzafic, University of Tuzla and University of Sarajevo, Bosnia and Herzegovina. Institutional changes: A condition for the development of SMEs in Bosnia and Herzegovina

F. Nlemvo, Department of Innovation and Entrepreneurship, Troyes Graduate School of Management, France. Integrating a technology incubator and entrepreneurship: A French business school case

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

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

Parallel session 4 (relates to Theme 1: Higher Education and Entrepreneurship Training)

Moderator: LEED delegate or partner

N. Schieb-Bienfait and C. Clergeau, University of Nantes, France. Implementing an entrepreneurship centre in a large and multidisciplinary university: What issues to address?

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

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

Rapporteur:

Coffee



ROUND TABLE OF UNIVERSITIES AND PARALLEL SESSION

16.15 – 17.30

<i>Round table of universities (Entrepreneurship and higher education – the way forward)</i>	<i>Parallel session (Higher Education and Entrepreneurship Training)</i>
<i>Moderator: Robin van Ijperen, Netherlands delegate to the OECD Working Party on SMEs and Entrepreneurship</i>	<i>Moderator: Nigel Gwynne-Evans, Cape Town Development Agency, South Africa</i>
Presentations of current challenges and responses from universities	C. Léger-Jarniou, Entrepreneurship Centre, Paris Dauphine University, France. The role of higher education in entrepreneurship in France
Dr Teresa Ibarra, Tecnologico de Monterrey, Mexico; Professor Ian Shirley, Pro-Vice Chancellor Research, Auckland University of Technology, New Zealand; Thomas Andersson, Linköpings University, Sweden.	D. Gibson, Queens University Belfast, UK. Promoting entrepreneurial learning through innovative practices: The NICENT experience
	A. Nirjar, MDI, India. Entrepreneurship paradigm shift in pedagogy
	S. Sredojevic, Ministry of International Relations of the Republic of Serbia, Serbia. Entrepreneurship and entrepreneurship education as triggers of economic growth
<i>Rapporteur: Silvana Malle, Head of Non-Member Economies Division, Economics Department, OECD</i>	<i>Rapporteur</i>

CONCLUSION

Chair: Herwig Schlögl, Deputy Secretary General, OECD

17.40– 18.00 Conclusions by the two chairs:

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

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

Closing remarks:

Herwig Schlögl, Deputy Secretary General, OECD