

## Keynote speakers 2017

### William B. Gartner



**Professor of Entrepreneurship and the Art of Innovation, Copenhagen Business School, Denmark and California Lutheran University, United States**

**Keynote: All entrepreneurship is social! The challenges of creating and allocating value in an entrepreneurial society**

William B. Gartner holds a joint appointment with the Copenhagen Business School as a Professor of Entrepreneurship and the Art of Innovation, and California Lutheran University as a Professor of Entrepreneurship. He is also a visiting professor at Linnaeus University in Vaxjo, Sweden. Professor Gartner is known for his work on entrepreneurial behavior. In the 1980's he sought to shift of focus in the entrepreneurship field from studying the individual traits of the entrepreneur to studying entrepreneurship as a behavioural process. He is the 2005 winner of the Global award for Entrepreneurship Research for his outstanding contributions to entrepreneurship research. In 2016, Edward Elgar published a book of his selected articles: "Entrepreneurship as Organizing." He is an author of many monographs and scientific articles in prestigious academic journals, such as Entrepreneurship: Theory and Practice, Entrepreneurship & Regional Development and the Journal of Business Venturing.

His current scholarship focuses on entrepreneurial behaviour, entrepreneurship as practice, the hermeneutics of possibility and failure, and the philosophical bases of value creation.

### Bengt Gustav Johannisson



**Professor of Entrepreneurship at Linnaeus University, Member of the scientific board of the Centre for Entrepreneurial Learning at Luleå University of Technology, Sweden**

**Keynote: Responsible Entrepreneurship Education – Contents and Forms**

Bengt Johannisson is a pioneer in the field of entrepreneurship and small business research in Europe and played a key role in developing this field of study. He stressed the importance of personal networks of the entrepreneur in a regional context, documented and explained how the social networks of the entrepreneur are related to the "life" of the entrepreneur, and he has identified the instrumental role of these social networks for regional economic development. Bengt Johannisson introduced new approaches to gaining knowledge in the entrepreneurial and small business sectors, adopting a subjectivist and social-constructionist approach. He is also 2015 Winner of the European Entrepreneurship Education Award. His contributions were published in the prestigious academic journals, such as Small Business Economics. He has acted as editor for

the journal *Entrepreneurship & Regional Development* which under his direction has evolved into one of the leading publications in entrepreneurship research.

His current scholarship focuses on entrepreneurship education, regional entrepreneurship and societal entrepreneurship.

## Jerzy Cieřlik



**Professor of Entrepreneurship, Director Center for Entrepreneurship at Kozminski University**  
**Keynote: Beware of Entrepreneurship Myths: The Emerging Economy Perspective**

Jerzy Cieřlik served during 1990-2003 as Board Member and Managing Partner of EY Poland. After returning to academia in 2004 he joined Kozminski University and leads its Centre for Entrepreneurship. He specializes in high-potential entrepreneurship (dynamic, international, technology-based). He is an author of numerous academic publications including a leading textbook for university students (in Polish). He served as an expert of the European Commission and the Polish Government on entrepreneurship education and entrepreneurship and innovation policies. His recent book *Entrepreneurship in Emerging Economies: Enhancing its Contribution to Socio-Economic Development* (2017) has been published by Palgrave Macmillan/Springer. Prof. Jerzy Cieřlik coordinates the Academic Network of Entrepreneurship Educators in Poland (SEIPA). The purpose of SEIPA's actions is to create a solid educational base, which will facilitate the implementation of numerous forms of support for ambitious, innovative entrepreneurship within the academic community, particularly in the non-economic institutions.

## Jan Kratzer



**Chair of Entrepreneurship and Innovation Management and Managing Director of Center for Entrepreneurship at Berlin Institute of Technology, Germany**  
**Keynote: Educating Entrepreneurship: pros and cons**

Prof. Dr. Jan Kratzer is Chair of Entrepreneurship and Innovation Management and Managing Director of Center for Entrepreneurship at Berlin Institute of Technology, Germany. In the School for Business and Economy at Berlin Institute of Technology he holds the function as Vice Dean for Research and Internationalization. In addition, he is editor of "Creativity and Innovation Management" (CIM) and in the editorial board of "Journal of Product Innovation Management". Within the European Institute of Innovation and Technology (EIT) Jan Kratzer has held different functions in designing the educational programs of EIT. His research is mainly on factors that drive entrepreneurial activities towards success among others research on networks of entrepreneurs, entrepreneurial education, open innovation networks, social entrepreneurship, online social networks and entrepreneurial opportunities.

His work has appeared among more in Journal of Consumer Research, Economy and Society, Research Policy, Health Policy, Journal of Product Innovation Management, Research-Technology Management, Technovation, Journal of Mathematical Sociology, Journal of Engineering and Technology Management, International Journal of Project Management, Journal of Small Business and Entrepreneurship, International Journal of Entrepreneurship Venturing.

## Art Gogatz



**Associate Professor, Director World Innovation Team, Consultant, Creativity and Innovation in Business**  
**Keynote: The Future of Manageable Creativity**

Art Gogatz lectures and conducts workshops in management, marketing and innovation. He has lectured at 27 universities in 19 countries worldwide, (all continents). His areas of expertise include, innovation in business, management, strategy, human resource management, change management, entrepreneurship, organizational behaviour, leadership, consumer behaviour, international marketing, and customer relationship management. The principal focus of his teaching and research is creativity and innovation. He has written two books on how to enhance creativity. His background and education is a blend of the fine and performing arts plus business. He is a former New York advertising photographer, art director, account executive, and creative director.

Currently, Art leads the World Innovation Team and teaches part-time at universities in Thailand and Vietnam.

## Alistair J. Fee



**Visiting Professor at Queen's University Belfast MBA Module**  
**Director at EPFL Lausanne and Industry Expert at Innovation Academy, University College Dublin**  
**Keynote: Creativity , Innovation and Design Thinking are core to everything**

Alistair J. Fee lectures and presents in many universities and business communities and is committed to creating remarkable business development experiences. He is a European Subject Expert in Creativity and runs Innovation and Marketing Workshops to help companies, students and inventors to be more innovative, creative and market driven. He enables companies and individuals to be bold and daring with their ideas. Alistair has extensive knowledge of companies of all sizes and is involved in a number of European clusters encouraging regional innovation in EU. He has experimented in many aspects of Innovative Regional Development, has studied manufacturing and marketing techniques in Afghanistan, Cuba, Kyrgyzstan, India, Zimbabwe, USA, Japan, Germany, Ireland and several other countries.

Currently, Alistair participates as a lecturer at many European universities (e. g. Queen's University Belfast or European Business School) and he is also involved in many innovation projects as an advisor and consultant.

## Lorraine M. Uhlaner



**Professor of Management, specialized in entrepreneurship and family business, at EDHEC Business School.**

**Keynote: The role of ownership in SME product innovation: A social capital perspective**

Lorraine M. Uhlaner is Professor of Management, specialized in Entrepreneurship and Family Business, at EDHEC Business School on the Lille campus in Roubaix, France. Her current research interests include responsible ownership and corporate governance in family businesses and other privately-held firms. Within the realm of SME's her research is wide-reaching, covering also such topics and corporate social (especially environmental) responsibility, innovation and knowledge management and business succession. A second research stream focuses on prediction of individual (social) entrepreneurial behavior, especially multi-level research which examines informal (cultural) and formal institutional influences. Born in the US, she has lived in Europe, including the Netherlands and France, for the past fifteen years. She received her Ph.D. in Organization Psychology from the University of Michigan, Ann Arbor, MI, in 1980. Her publications include articles in the Journal of International Business Studies, Journal of Business Ethics, Family Business Review, Corporate Governance: An International Review, Small Business Economics Journal, Journal of Business Venturing, and Journal of Small Business Management.

## Matthew Johnson



**Postdoctoral Researcher and Lecturer in Sustainability Management, Leuphana University Lüneburg**

**Keynote: Contributions to Entrepreneurship Theory and Sustainable Development: A Systematic Literature Review on Sustainability-Oriented Entrepreneurship**

Matthew Johnson is a postdoctoral research associate and lecturer at the Centre for Sustainability Management (CSM) at the Leuphana University in Lüneburg, Germany. His current research projects deal with sustainable entrepreneurship, innovation and sustainability management, especially in small and medium-sized enterprises (SMEs). He completed his PhD thesis in 2015 with the focus on the knowledge and application of sustainability management tools in SMEs. Before joining CSM, he worked two years as a research assistant at the University of Applied Sciences in Jena, Germany. In addition, he has gained five years of practical work experience in international sales and marketing for two German companies.

Recently, Matthew has published his work related to sustainability management for SMEs in several prestigious journals, including the Journal of Small Business Management, Business Strategy and the Environment, and the Journal of Cleaner Production. He continues his research in conjunction with Professor Stefan Schaltegger at CSM, while he pursues his habilitation at the University of Hamburg.

## Martin Lukeš



**Associate Professor and Deputy Head at the Department of Entrepreneurship, Vice Dean for Science, Research and PhD. Studies at the Faculty of Business Administration, University of Economics in Prague**

**Keynote: Entrepreneurship Development in the Czech Republic**

Martin Lukeš was from 2006 to 2011 Director of the Development and Counseling Centre at UEP. He graduated in WO Psychology at Charles University Prague and in Business Administration and Management at University of Economics in Prague. His professional interest lies in the field of entrepreneurship research and education, he is the leader of Czech GEM team. He is co-founder of private Da Vinci school focused on improving elementary and secondary education in the Czech Republic. He is author or co-author of various books focused on psychology of entrepreneurship and entrepreneurship in the Czech republic. He published a variety of national and international papers in the area of entrepreneurship and innovation published e.g., in Academy of Management Proceedings or Prague Economic Papers. He also delivered research reports for European Commission and for Ministry of Industry and Trade.

Currently, he leads UEP team in the frame 7th FP research project CUPESSE focused on youth unemployment and entrepreneurship.