

# SEPT 30<sup>TH</sup> ANNIVERSARY CELEBRATION

## FOSTERING INTERNATIONALIZATION THROUGH UNIVERSITY BUSINESS LINKAGES

The **SEPT Competence Center** at Leipzig University celebrates its first three decades of promoting entrepreneurship and innovation internationally with a two-day conference and anniversary party.

### DAY 1 – MONDAY 19.09.2022

Registration	<b>Venue: Faculty of Education, Leipzig University – Conference Room: HS 015 (Haus 5)</b> <b>Map link: <a href="#">Marschnerstr. 29e, 04109 Leipzig</a></b>	09:15 – 09:45
Welcome	Utz Dornberger & Matthias Middell, Leipzig University	9:45 – 10:10
Keynote	Future Trends in Internationalization of Businesses - Robert Kappel, Leipzig University	10:10 – 11:00
Plenum	International Startup Campus: A new Model of University Business Linkages Gunnar Kaßberg, Leipzig University	11:00 – 12:00
Lunch Break	Venue: Mensa am Elsterbecken - Map link: <a href="#">Marschnerstr. 29c, 04109 Leipzig</a>	12:00 – 13:30
Workshops	<ul style="list-style-type: none"> <li>International Entrepreneurship Research Agenda Utz Dornberger, Noor Un Nabi &amp; Christopher Boafu, Leipzig University</li> <li>University Network for International Start-up Exchange Christian Hauke, Leipzig University</li> <li>International Entrepreneurship for Social Enterprises Jazmin Ponce, Leipzig University</li> <li>Fostering University Business Collaboration for Employability Promotion (alumni only) Pablo Barriga, Leipzig University</li> </ul>	13:30 – 15:15
Coffee Break		15:15 – 15:45
Plenum	Closing session of the first conference day	15:45 – 16:15

### DAY 2 – TUESDAY 20.09.2022

Introduction	Utz Dornberger, Leipzig University	09:00 – 09:15
Keynote	How to make universities play a role in catering to the needs of entrepreneurs, and in the entrepreneurial ecosystem? - Jürgen Bode	09:15 – 09:45
Plenum	Best Practices in University Business Linkages <ul style="list-style-type: none"> <li>Export Manager Advanced Training: an effective matching of int'l students and alumni with export-oriented companies – Martin Gothe, Leipzig University</li> <li>Online Marketing Challenge as a tool for International Service Learning – Steve Uhlig, Leipzig University</li> <li>Process Living Lab – Alireza Ansari, Leipzig University</li> </ul>	09:45 – 11:00
Coffee Break		11:00 – 11:30
Plenum	Successful Internationalization Cases from our SEPT Alumni <ul style="list-style-type: none"> <li>Case 1: Realists Training Technologies - Luis Bernal</li> <li>Case 2: Hanoi IEC – Nguyen Thi Thanh Tam</li> <li>Case 3: Remoteplatz – Mohamed Hawass</li> </ul>	11:30 – 12:30
Lunch Break	Venue: Mensa am Elsterbecken - Map link: <a href="#">Marschnerstr. 29c, 04109 Leipzig</a>	12:30 – 14:00
Plenum	Final of the AGEA Business Idea Competition 2022	14:00 – 16:00
Commuting	<b>Venue: Plagwitzer Markthalle - Egenberger Lebensmittel GmbH</b> <b>Map link: <a href="#">Markranstädter Str. 8, 04229 Leipzig</a></b>	16:00 – 17:00
Celebration opening	Brief speech and toast of honor – Utz Dornberger	17:00 – 17:30
SEPT 30 Years celebration	Music, drinks, and a good atmosphere for our guests	17:30 – 22:00

## SEPT 30<sup>TH</sup> ANNIVERSARY CELEBRATION

### FOSTERING INTERNATIONALIZATION THROUGH UNIVERSITY BUSINESS LINKAGES

Our anniversary program includes specialized workshops on **Monday 19.09. from 13:30 to 15:15**. Conference participants **can choose one of the first three workshops** when registering upon arrival.

#### **WORKSHOP A: INTERNATIONAL ENTREPRENEURSHIP RESEARCH AGENDA**

**Utz Dornberger, Noor Un Nabi & Christopher Boafu, Leipzig University – Seminar Room 143**

International Entrepreneurship (hereafter IE) draws from international business and general entrepreneurship to explain the discovery, enactment, evaluation, and exploitation of opportunities across national borders to create future goods and services. This field involves internationally entrepreneurial organizations, groups, and individuals.

We know three types of IE. The first reflects entrepreneurial internationalization, covering entrepreneurship that crosses national borders (emerged 1989). The second type reports on international comparisons of entrepreneurship as found in different countries and regions. This type investigates cultural influences on entrepreneurial behavior across countries (emerged 1990). The last type is about comparative entrepreneurial internationalization. It examines entrepreneurial internationalization in a cross-national manner (appeared 2001). Substantial research finds the IE field yet to mature, giving room for further investigation.

In this workshop, we aim to understand current research gaps in IE, drawing on our teaching, research, and industry practice experiences. We seek to discuss: what research gaps in IE have we learned from past scholarly works at the SEPT Competence Center, what gaps in IE have been reported in recent (top-notch) systematic literature reviews, and how could university-based international projects lead to cross-border research collaborations for new research topics to bridge gaps or enhance research in IE.

#### **WORKSHOP B: UNIVERSITY NETWORK FOR INTERNATIONAL START-UP EXCHANGE**

**Christian Hauke, Leipzig University – Seminar Room 134**

More and more start-ups are taking an international approach from the outset. They know that they need a market larger than Germany. At the same time, universities have an extensive international network based on research and teaching cooperation. The University of Leipzig has just started to provide these contacts also to its start-ups and spin-offs by extending this cooperation on the topic of transfer. In this workshop, we will present how we encourage our founders to internationalize in our projects "European University Alliance - ARQUS" and "International Startup Campus". We will then develop a process for an international start-up exchange with LEGO Serious Game.

#### **WORKSHOP C: INTERNATIONAL ENTREPRENEURSHIP FOR SOCIAL ENTERPRISES**

**Jazmín Ponce, Leipzig University – Seminar Room 133**

Between 21% and 26% of start-ups in Europe have social, community, or environmental objectives. Many of them address current local challenges with highly innovative solutions that can reach their full impact potential when scaled up to international contexts. Despite this clear need to internationalize innovative social enterprises, most social entrepreneurs operate on a local scale. The ESESII project aims to address these challenges by identifying the skills and competencies gap and developing a curriculum to train and improve the internationalization competencies of social entrepreneurs. During this workshop, we will present the main findings of ESESII, its curriculum, and conduct a demonstration training session with all participants.

#### **WORKSHOP D: FOSTERING UNIVERSITY BUSINESS COLLABORATION FOR EMPLOYABILITY PROMOTION (ALUMNI)**

**Pablo Barriga, Leipzig University – Seminar Room 132**

Universities are at the forefront of research, innovation, and knowledge generation. However, it is often observed that there is a gap between what companies and society in general need and what universities produce. To overcome this gap, it is necessary that university results can be transferred to industries and companies. During this 3-day conference, pre-registered SEPT alumni will meet and exchange knowledge to explore the competencies of university lecturers; the role of business chambers/associations on graduates; and of HEIs' transfer structures for employment promotion.