



PÉCSI TUDOMÁNYEGYETEM

• JUBILEUM 650 •

UNIVERSITY OF PECS JUBILEE

CALL FOR PAPERS

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

Pécs, Hungary, November 30th - December 1st, 2017

You are kindly invited to submit papers or posters at the **International Conference on University-Based Entrepreneurship and Regional Development: Theory, Empirics and Practical Implementation (ICUBERD) to be held** at the University of Pécs, Faculty of Business and Economics, Pécs, Hungary, between the November 30th - December 1st, 2017.

Aims

Entrepreneurial activities either commercial or non-commercial ones are crucial drivers of both the economic and the social development of a region. Universities, as the sources of innovative ideas and new discoveries should take a leading role in initializing, catalyzing, and coordinating such activities to strengthen the regional innovation system and to integrate the stakeholders of the region into a wider international innovation system. By taking the lead in this process universities should solve socio-economic problems that have the potential of helping communities in the region and also around the world. Those institutions that choose to be initiators, catalysts and coordinators of their regional innovation system should make changes on multiple domains, most importantly in the mindset of the stakeholders of the innovation system. How it can be pursued and what are the pitfalls of such a process is still to be discovered, debated and resolved. The conference aims to address two important domains: how to drive and manage a process of institutional transformation towards a more entrepreneurial model, and how university-based ecosystems can be nurtured in cultural, economic and socio-political environments that may not be naturally conducive to entrepreneurship and innovation.

Abstract/Paper/Poster Submission

Papers will be presented at the conference in a thematic session. Posters will be shown during a poster session. Prospective authors are kindly invited to submit abstract and/or full paper for presentation that shall be written and presented in English. **The abstract** should be no longer than 3,000 characters including spaces and should present the purpose of the research, the relevance of the problem, the methods, the main findings, and 5 to 7 keywords. **Papers** should have the following structure: introduction, literature review and conceptualization, methodology, results, and conclusion. The text should be 10-15 pages, 27,000-36,000 characters Times New Roman 12, single spacing. All articles must be submitted online, and peer review is managed fully electronically. **Accepted abstracts, papers and posters** will be published in the conference proceedings and further evaluated for possible submission to the special issue of **The Hungarian Journal of Marketing and Management**.

Important Dates

Abstract submission deadline
Notification of Acceptance
Full Paper submission Deadline
Registration Deadline
Conference Date

October 31st, 2017
November 15th, 2017
January 15th, 2018
November 15th, 2017
November 30th - December 1st, 2017

ICUBERD

Official Language

English and Hungarian

Themes

(Topics of interest include but not limited to the following):

- Entrepreneurial university
- Entrepreneurship and regional development policies
- Entrepreneurship and regional development
- Social entrepreneurship
- Entrepreneurship education, methods, techniques, performance metrics
- Financial innovation and entrepreneurship development
- Business Ethics and Entrepreneurship Ethics
- Corporate and Strategic Entrepreneurship
- New Economy, New Jobs and New Life
- Entrepreneurship and Growth
- Entrepreneurial Finance and Venture Capital
- Entrepreneurship and Governmental Support
- Entrepreneurship and Intellectual Property
- Entrepreneurial Culture
- Entrepreneurship and Gender
- Entrepreneurial Learning
- Communities of Practice
- Entrepreneurship and Ethnic Minorities
- Entrepreneurship and Sustainability
- Entrepreneurial Finance
- Entrepreneurial Marketing
- Family Business
- Financing the New Entrepreneurship
- Franchising
- Global Trends of Technological Growth
- Green Entrepreneurship
- Innovation and Technological Entrepreneurship
- International Entrepreneurship
- Marketing for High Tech Start-Ups
- New Prospects in Entrepreneurship
- Spin Off Processes and Knowledge Transfer
- Social and Community Entrepreneurship
- Studies of New Businesses
- Other Areas of Entrepreneurship

Organized by

Simonyi Business and Economic Development Center (BEDC)



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