



RENT XXXIII

***Embracing uncertainty:
Entrepreneurship as a key capability
for the 21st century***

Conference Booklet

(27) 28-29 November 2019

Jean-Baptiste Say Institute, ESCP Europe Berlin

Seminaris Campus Hotel, Berlin-Dahlem

www.rent-research.org/rent-2019



Colophon

Edited by René Mauer and Sophia Braun, with support from Barbara Lutz
Chair of Entrepreneurship and Innovation / Say Institute, ESCP Europe, Berlin

Printed in November 2019

Disclaimer

The editors have taken the utmost care to ensure the reliability and completeness of all the published information. However, inaccuracies cannot be precluded. While the greatest possible care was taken during the preparation of this handbook, there is always the possibility that certain information of sources referred to become(s) outdated or inaccurate over the course of time. Certain references in this handbook lead to information sources that are maintained by third parties and over which we have no control. The editors and authors therefore do not bear responsibility for the accuracy or any other aspect of the information from these sources. In no way does the mention of these information sources represent a recommendation by the editors or the authors or an implicit or explicit approval of the information. The editors and authors are not responsible for the consequences of activities undertaken on the basis of this handbook. No part of this handbook may be reproduced by means of print, photocopies, automated databases or in any other way, without the prior written permission of the corresponding authors. The texts in this publication do not aim to be discriminatory in any way on the basis of race, religion or sex. Wherever it says 'he' in the text, 'she' may naturally be read as well and vice versa.

Partners



www.escpeurope.eu



www.eiasm.net



www.ecsb.org

Welcome to Germany and the city of Berlin

Welcome to Germany in November 2019 – what an exciting month to come here!

Since the **fall of the Wall 30 years ago**, on 9 November 1989, Germany as well as its capital Berlin have undergone rapid and dramatic change and transformation. Or as the Lonely Planet puts it: *“Berlin is like an endlessly fascinating 3D textbook where the past is very much present wherever you go.”*

Embracing uncertainty? Berliners might be the European masters of this.

Moreover, with around 40,000 business registrations and more than 500 newly founded startup companies per year, **Berlin is Germany's entrepreneurship capital**. The starting conditions are advantageous: office and location expenses are much lower than in other major cities. Berlin attracts young, highly qualified people from all over the world. The high life quality at comparably low living costs, the vital scene life and international environment are the reasons for young entrepreneurs to implement their business ideas here.

Berlin is also the **European and German leader in investments in startups**: in 2018, venture capitalists invested around 2.6 billion €. Promising and well-established start-ups have emerged in recent years, such as Zalando, Soundcloud, N26, Gameduell, Mister Spex, Helping, Delivery Hero, Home24, HelloFresh, ZipJet, movinga, Auto1, Foodpanda, Raisin, or GetYourGuide.

Restaurants & Bars in Berlin

- **Cookies Cream €€€**
Behrenstraße 55
10117 Berlin Mitte
T +49 (0) 30 680 73 04 48
Opening hours: Tuesday-Saturday from 18:00

Vegetarian restaurant
Mostly regional & seasonal dishes
- **Lokal €€ - €€€**
Linienstraße 160
10115 Berlin Mitte
T +49 (0) 30 28 44 95 00
Opening hours: daily from 17:00

German cuisine / regional & seasonal dishes
- **Engelbecken €€ - €€€**
Witzlebenstraße 31
14057 Berlin Charlottenburg
T +49 (0) 30 615 28 10
Opening hours: Monday to Friday from 17:00, Saturday from 16:00, Sunday from 12:00

German & Austrian cuisine / organic dishes
- **Nobelhart & Schmutzig €€€€**
Friedrichstraße 218
10969 Berlin Kreuzberg
T +49 (0) 30 25 94 06 10
Opening hours: Tuesday-Saturday from 18.30

German cuisine / regional & seasonal dishes
- **Good Bank €**
Rosa-Luxemburg-Str. 5
10178 Berlin Mitte
T +49 (0) 30 33 02 14 10
Opening hours: daily from 11:30-22:00

Vertical farming eatery
- **Ottenthal €€€**
Kantstraße 153
10623 Berlin Charlottenburg
T +49 (0) 30 313 31 62
Opening hours: daily from 17:00

Austrian restaurant & winery / regional & organic dishes
- **Kopps Berlin €€ - €€€**
Linienstraße 94
10115 Berlin Mitte
T +49 (0) 30 43 20 97 75
Opening hours: Monday-Saturday from 18:00-22:00, Saturday additionally from 9:30-16:00, Sunday from 9:00-16:00

Vegan restaurant & bar / German cuisine / regional & seasonal dishes
- **Vaust €€**
Pestalozzistr. 8
10625 Berlin Charlottenburg
T +49 (0) 30 54 59 91 60
Opening hours: Monday-Saturday from 17:00-23:00

Vegan restaurant & brewery

About ESCP Europe and the Jean-Baptist Say Institute



ESCP Europe's mission is to inspire and educate tomorrow's business leaders.

Established in 1819, ESCP Europe has educated generations of leaders and entrepreneurs. With its six urban campuses in Berlin, London, Madrid, Paris, Turin, and Warsaw, ESCP Europe's true **European identity** enables the provision of a unique style of cross-cultural business education and a global perspective on international management issues. ESCP Europe welcomes 5,000+ students and 5,000 executives from 100 different nations every year, offering them a wide range of general management and specialized programmes (Bachelor, Masters, MBA, Executive MBA, PhD, and Executive Education). ESCP Europe is among the 1% of business schools worldwide to be triple-accredited (AACSB, EQUIS, AMBA).

In Germany, ESCP Europe Berlin is a state-recognized university and counts among the most prestigious and leading business schools in the country. ESCP Europe Berlin has particular expertise in the areas of **Entrepreneurship, Sustainability Management, Digital Transformation** as well as **International Management**.

ESCP Europe worldwide

The world's first business school (est. 1819)

6 campuses: Berlin, London, Madrid, Paris, Turin, and Warsaw

Triple accredited

AACSB – EQUIS – AMBA

Values

Excellence, Singularity, Creativity, Plurality

Rankings

#1 in Germany – European Business School – Financial Times Ranking 2018

#5 worldwide – Master in Management – Financial Times Ranking 2018

#11 worldwide – Executive MBA – Financial Times Ranking 2018

The reference for European entrepreneurship

As early as 1819, Jean-Baptiste Say, a renowned economist who first defined the concept of the entrepreneur, co-founded our school. Since then, ESCP Europe has been training and mentoring entrepreneurs. Today, the **Jean-Baptiste Say Institute for Entrepreneurship** relies on a unique European network, which was developed in 2007 by the Entrepreneurship Chair of ESCP Europe, and has more than 50 researchers and teachers. We facilitate current and future leaders in developing entrepreneurial mindsets and uncertainty competence. We are driving an entrepreneurial revolution for an understanding, training and practice of business that is both ambitious and sustainable.

Part of our efforts in Berlin is the **Blue Factory**, the central contact point for all ESCP Europe students, alumni, and staff members interested in founding their own venture. In addition, we coordinate **Berlin InnoBridge**, an innovation program in collaboration with FU Berlin and funded by the Berlin economic ecosystem, and we participate in the **SINGA Business Lab**, a business incubator for newcomer entrepreneurs.

We believe that entrepreneurship is

...a mindset where creativity drives innovation.

...a method for creating projects in a context of uncertainty and constraints.

...an expertise that can be taught and learned.

Directions

Venues

November 27th – RENT pre-conference day

ESCP Europe
Heubnerweg 8-10
10245 Berlin-Charlottenburg

<https://goo.gl/maps/rfMDGHgkwYvJhuH7>

November 28th -29th – RENT conference

Seminaris Campus Hotel Berlin
Takustraße 39
14195 Berlin-Dahlem

<https://goo.gl/maps/8tsZwebAmc2Dnqji6>



The distance between ESCP Europe and Seminaris CampusHotel Berlin is roughly 10km. Depending on the traffic, by taxi it will take you 15 to 30 minutes to travel this way, by public transport 30 to 45 minutes.

Getting to & from RENT

Taxi

You can call Taxi Berlin around the clock at +49-30-202021-220 (English hotline).

Public transport

The network comprises fare zones A, B and C with **tickets** available for zones AB, BC or ABC. For rides within the city centre, like from Seminaris CampusHotel to ESCP Europe, you will need a single ticket for Berlin AB, which is valid for 2 hours (interruptions and transfers allowed, but round-trips are not). Should you use public transportation more than twice in a day, we recommend buying a day pass ("Tageskarte").

You can buy tickets at train stations, on trams or from bus drivers, as well as via the app **BVG FahrInfo Plus**, which also includes a real time **journey planner**. However, you can also plan your public transport journey in real time on **Google Maps**. This is highly recommended, as there are usually multiple options to get to your destination, and interruptions because of construction can happen. Please bear in mind that transportation printed tickets in Berlin must be validated before getting on the U-Bahn and S-Bahn (tram, metro, trains). All information about the metro system can be found at www.bvg.de/en.

Generally, **to get from the Seminaris CampusHotel to ESCP Europe**, you can take U3 from Dahlem-Dorf to Heidelberger Platz, then S41 or S46 to Westend, and then walk about 700m. Alternatively, you can take U3 from Dahlem-Dorf to Fehrbelliner Platz, then U7 to Richard-Wagner-Platz, and then walk about 1,8km.

Car and ride sharing

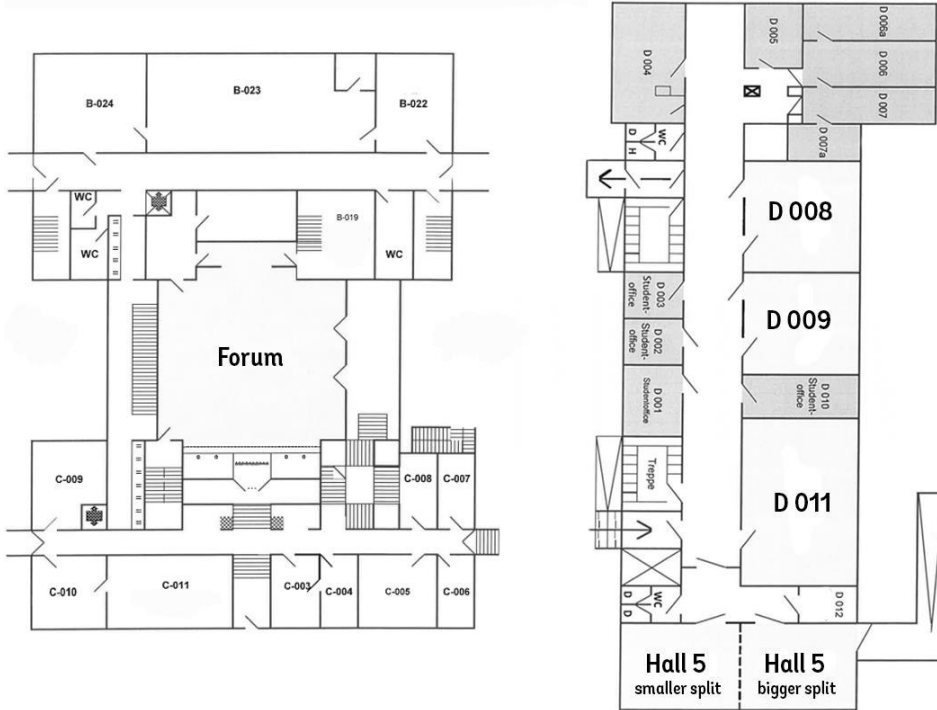
Berlin further offers many car and ride sharing options such as:

- | | | |
|---|--|--|
| ▪ Berlkönig | ▪ CleverShuttle | ▪ SHARE NOW |
| https://www.berlkoenig.de/en | www.clevershuttle.de/en | www.share-now.com |

Finding your way at RENT

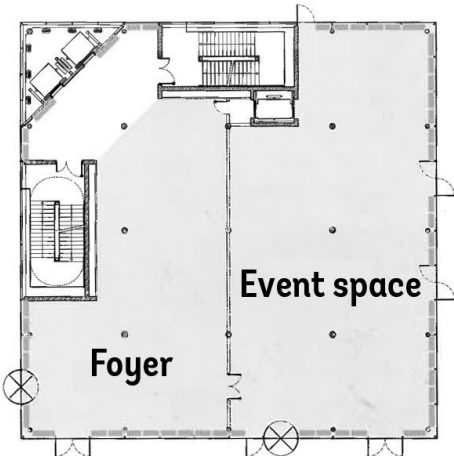
ESCP Europe (RENT pre-conference day)

Ground Floor

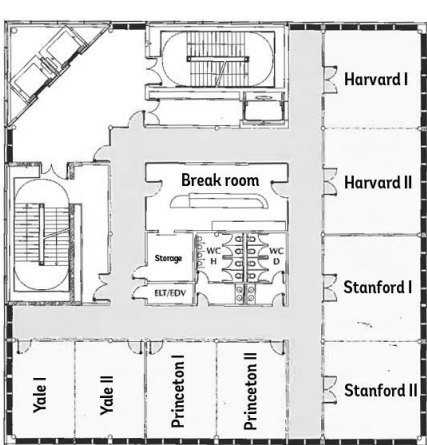


Seminaris CampusHotel Berlin (RENT conference)

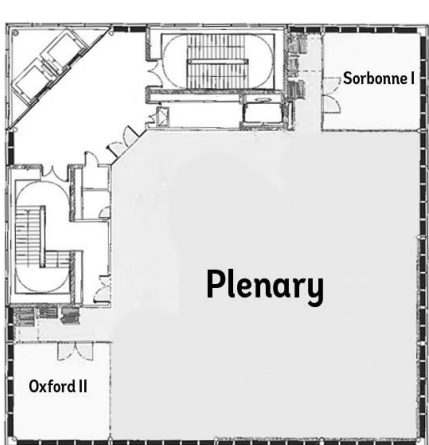
Ground Floor



First Floor



Second Floor



Conference Tracks

- TRACK 1** **CONFERENCE THEME: UNCERTAINTY AND ENTREPRENEURSHIP**
Chairs: BILLSTRÖM, ANDERS, BRÄNNBACK, MALIN and LAHIKAINEN, KATJA
- TRACK 2** **SPECIAL ISSUE THEME: CONCEPTS & FACETS OF ENTREPRENEURIAL DIVERSITY**
Chairs: STENHOLM, PERKA, ST-JEAN, ETIENNE and SUNDERMEIER, JANINA
- TRACK 3** **OPPORTUNITY GENERATION AND EARLY BUSINESS DEVELOPMENT**
Chairs: KORSGAARD, STEFFEN, OKAMURO, HIROYUKI and WEESIE, EDWIN
- TRACK 4** **BUSINESS MODELS (GROWTH, PERFORMANCE AND INTERNATIONALIZATION)**
Chairs: DASILVA, CARLOS M., DO, HANG and WILLIAMS, NICK
- TRACK 5** **ENTREPRENEURIAL FINANCE FOR NEW AND GROWING BUSINESSES**
Chairs: GLÜCKSMAN, SARAH, LÖHER, JONAS and JARCHOW, SVENJA
- TRACK 6** **HUMAN CAPITAL, SOCIAL CAPITAL, AND RELATIONAL NETWORKS**
Chairs: MURPHY, LISA and RAMOS, SERGIO
- TRACK 7** **ENTREPRENEURSHIP EDUCATION, LEARNING, AND KNOWLEDGE DISSEMINATION**
Chairs: AABOEN, LISE, ALSOS, GRY AGNETE, KOZLINSKA, INNA, KUBBERØD, ELIN, MAUSETH, ISELIN KRISTINE and RAMOS, SERGIO
- TRACK 8** **POLICY, SUPPORT SYSTEMS AND INFRASTRUCTURE**
Chairs: MESSEGHM, KARIM and MITRA, JAY
- TRACK 9** **CRITICAL PERSPECTIVES ON ENTREPRENEURSHIP**
Chairs: CYRON, THOMAS, LJUNGGREN, ELISABET and TAIPALE-ERÄVALA, KYLLIKKI
- TRACK 10** **METHODOLOGICAL CHALLENGES AND RESEARCH METHODS**
Chairs: VANDERSTRAETEN, JOHANNA
- TRACK 11** **MINORITY AND IMMIGRANT ENTREPRENEURSHIP**
Chairs: EVANSLUONG, QUANG and HARIMA, AKI
- TRACK 12** **GENDER AND COPRENEURSHIP**
Chairs: ETTL, KERSTIN and MORAES, ANA
- TRACK 13** **TECHNOLOGY AND KNOWLEDGE-BASED ENTREPRENEURSHIP**
Chairs: BOJICA, ANA MARIA, BRAND, MARYSE J. and FREDERIKS, ARJAN
- TRACK 14** **FAMILY BUSINESS, SUCCESSION AND BUSINESS TRANSFER**
Chairs: CESARONI, FRANCESCA MARIA, KATO, MASATOSHI and KOLADKIEWICZ, IZABELA
- TRACK 15** **CULTURE AND COMMUNITY**
Chairs: MORAES, ANA and STIENSTRA, MARTIN
- TRACK 16** **SOCIAL ENTREPRENEURSHIP**
Chairs: COSTA, SILVIA, FREDERIKS, ARJAN and MOLLY, VINCENT
- TRACK 17** **GREEN AND SUSTAINABLE ENTREPRENEURSHIP**
Chairs: VON FRIEDRICHS, YVONNE
- TRACK 18** **CORPORATE / INTRAPRENEURSHIP AND STRATEGIZING**
Chairs: KOOPMAN, RUUD and WEESIE, EDWIN
- TRACK 19** **CREATIVE AND ARTISAN INDUSTRIES**
Chair: MESSEGHM, KARIM
- TRACK 20** **RURAL ENTERPRISE, REGIONAL DEVELOPMENT AND TOURISM**
Chairs: LÖHER, JONAS and MENGI, MERIEM

Pre-Conference Programme

27 November 2019 @ ESCP Europe

08:30-9:00	REGISTRATION AT ESCP EUROPE OPEN FOR PHD STUDENTS (ESCP Europe, outside Hall 5)				
09:00-12:30	DOCTORAL CONSORTIUM PART 1 (HELLE NEERGARD) (Room: D-008)				
12:30-13:30	LUNCH SNACK (Hall 5 - smaller split)				
13:00-15:30	REGISTRATION AT ESCP EUROPE OPEN FOR PDW AND POST-DOC STUDENTS (ESCP Europe, outside Hall 5)				
13:30-15:30	DOCTORAL CONSORTIUM PART 2 (HELLE NEERGARD) D-008 + 4SBOR*	PDW 1 (Hall 5 - bigger split)	POST-DOC PAPER DEVELOPMENT WORKSHOP (13:30 - 16:30) CYRINE BEN-HAFAÏEDH, Room: D-009	POST-DOC PAPER DEVELOPMENT WORKSHOP BOR (13:30 - 16:00) CYRINE BEN-HAFAÏEDH, Room: D-011, back to plenary D-009 at 16:00	
15:30-16:00		BREAK			
16:00-18:00		PDW 2 (Hall 5 - bigger split)	MID-CAREER CONSORTIUM (16:30 - 18:00) CYRINE BEN-HAFAÏEDH, Room: D-009	PDW 3 (Start: 16:00) Room: D-011	
18:00-20:30	REGISTRATION OPEN FOR RENT CONFERENCE PARTICIPANTS (ESCP Europe, main entrance)				
18:30-20:30	OPENING RECEPTION (ESCP Europe, Forum)				
20:30-open end	OPTIONAL MOVE TO CHARLOTTENBURG CHRISTMAS MARKET				
*4 SBOR - small breakout rooms: D-004, D-006, D-159, D-266					

Conference Programme

28 November 2019 @ Seminaris CampusHotel Berlin

8:00	REGISTRATION AT SEMINARIS HOTEL								
9:00-9:30	OPENING SESSION (Seminaris Hotel, Plenary, Second Floor)								
9:30-10:30	KEYNOTE SESSION (Seminaris Hotel, Plenary, Second Floor)								
10:30-11:00	COFFEE BREAK (Seminaris Hotel, Ground Floor Foyer and Ground Floor Event Space)								
11:00-13:00	SESSION 1								
ROOM	Stanford II	Havard I	Havard II	Yale I	Yale II	Stanford I	Princeton I	Princeton II	Sorbonne I
TRACK	Critical perspectives on entrepreneurship	Family business, succession and business transfer	Uncertainty and entrepreneurship	SPECIAL ISSUE THEME: Concepts & Facets of entrepreneurial diversity	Business models (growth, performance and internationalization)	Entrepreneurship education, learning, and knowledge dissemination	Opportunity generation and early business development	Entrepreneurial finance for new and growing businesses	Social entrepreneurship
13:00-14:00	LUNCH BREAK AND POSTER SESSION (Seminaris Hotel, Ground Floor Foyer and Ground Floor Event Space)								
14:00-15:30	SESSION 2								
ROOM	Stanford II	Havard I	Havard II	Yale I	Yale II	Stanford I	Princeton I	Princeton II	Sorbonne I
TRACK	Critical perspectives on entrepreneurship	Family business, succession and business transfer	Uncertainty and entrepreneurship	SPECIAL ISSUE THEME: Concepts & Facets of entrepreneurial diversity	Business models (growth, performance and internationalization)	Entrepreneurship education, learning, and knowledge dissemination	Opportunity generation and early business development	Entrepreneurial finance for new and growing businesses Rural enterprise, regional development and tourism	Social entrepreneurship
15:30-16:00	COFFEE BREAK AND POSTER SESSION (Seminaris Hotel, Ground Floor Foyer and Ground Floor Event Space)								
16:00-18:00	SESSION 3								
ROOM	Stanford II	Havard I	Havard II	Yale I	Yale II	Stanford I	Princeton I	Princeton II	Sorbonne I
TRACK	Critical perspectives on entrepreneurship	Family business, succession and business transfer	Culture and community	SPECIAL ISSUE THEME: Concepts & Facets of entrepreneurial diversity	Green and sustainable entrepreneurship	Entrepreneurship education, learning, and knowledge dissemination	Opportunity generation and early business development Corporate / intrapreneurship and strategizing	Rural enterprise, regional development and tourism	Social entrepreneurship Technology and knowledge-based entrepreneurship
19:00	CONFERENCE DINNER AND AWARD CEREMONY (Dinner, Award Ceremony, Entertainment) (Seminaris Hotel, Second Floor)								

Conference Programme

29 November 2019 @ Seminaris CampusHotel Berlin

8:30	REGISTRATION AT SEMINARIS HOTEL								
9:00-10:40	SESSION 4								
ROOM	Stanford II	Havard I	Havard II	Yale I	Yale II	Stanford I	Princeton I	Princeton II	Sorbonne I
TRACK	Policy, support systems and infrastructure	Technology and knowledge-based entrepreneurship	Uncertainty and entrepreneurship	Minority entrepreneurship	Business models (growth, performance and internationalization)	Entrepreneurship education, learning, and knowledge dissemination	Entrepreneurship education, learning, and knowledge dissemination Human capital, social capital, and relational networks	Entrepreneurial finance for new and growing businesses	Culture and community Gender and copreneurship
10:40-11:15	COFFEE BREAK AND POSTER SESSION (Seminaris Hotel, Ground Floor Foyer and Ground Floor Event Space)								
11:15-13:00	SESSION 5								
ROOM	Stanford II	Havard I		Yale I	Yale II	Stanford I	Princeton I	Princeton II	Sorbonne I
TRACK	Policy, support systems and infrastructure Creative and artisan industries	Technology and knowledge-based entrepreneurship - Uncertainty		Minority and Immigrant entrepreneurship	Methodological challenges and research methods	Entrepreneurship education, learning, and knowledge dissemination	Human capital, social capital, and relational networks	Corporate / intrapreneurship and strategizing	Gender and copreneurship
13:00-13:15	REFRESHMENT BREAK AND MOVE TO PLENARY								
13:15-14:00	ECSB ANNUAL MEETING (Seminaris Hotel, Plenary, Second Floor)								
14:00	CLOSING LUNCH (Seminaris Hotel, Ground Floor Foyer and Ground Floor Event Space)								

List of Reviewers

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