ANNUAL REPORT 2012

jackstädt center
of entrepreneurship and
innovation research

BERGISCHE
UNIVERSITÄT
WUPPERTAL

PAGE

TABLE OF CONTENTS

5 **PREFACE**

7 **MISSION & VISION**

11 **JACKSTÄDT CENTER TEAM**

PEOPLE

ROOMS

33 **RESEARCH & COLLABORATION**

ENTREPRENEURSHIP AND PERSONALITY TRAITS

ENTREPRENEURSHIP & EXTERNALITIES

ENTREPRENEURIAL ORIENTATION

INTERNATIONALIZATION

FURTHER COLLABORATIONS

PRESENTATIONS

PUBLICATIONS

45 **TRANSFER**

ENTREPRENEURSHIP IN THE REGION ...

… AND BEYOND

EXIST-WORKSHOP

51 **EDUCATION & TEACHING**

POSTGRADUATE EDUCATION

TEACHING & MENTORING

55 **IMPRINT**

PREFACE

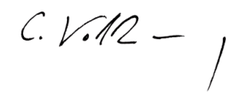
We are pleased to present the first annual report of the Jackstädt Center, which is part of the University of Wuppertal, Germany. The University's strategic profile guiding our future path for development includes themes such as Innovation, Entrepreneurship, and Economic Change. The foundation of the Jackstädt Center substantially strengthens the research capabilities in these important areas. As this report shows, some remarkable scientific research results have already been attained in its first year of existence.

Following an interdisciplinary approach the Center's research activities are diverse and multifaceted. Among others, they comprise research on the personality of entrepreneurs, strategies for product development and innovation, but also the internationalization of small- and medium-sized firms.

The Jackstädt Center was able to complete its research team by attracting two research-intensive high potentials like Vivien Procher and Diemo Urbig as Assistant Professors (German: Juniorprofessoren). Furthermore, the Center is supposed to serve as a platform for young and talented academics to start promising research careers. We are convinced that the highly qualified interdisciplinary research team will—embedded into international cooperation—provide cutting-edge research results leading to internationally visible publications.

At the same time, it has been important for the founder of the Dr. Werner Jackstädt Foundation that results and scientific insights positively affect Wuppertal and the surrounding region (Bergisches Land). On this note, research collaboration with the Chamber of Commerce and Industry (IHK) of Wuppertal-Solingen-Remscheid has already been initiated.

In sum, we are extremely grateful to the board of trustees and the executive board of the Dr. Werner Jackstädt Foundation. Only the foundations' highly appreciated support eventually created the opportunity to establish this Center. Furthermore, we thank all nationally and internationally renowned personalities who accepted to join our advisory board. This report documents the beginning and the development of a hopefully lasting and successful Center that positively affects the region as well as the international research arena.



Prof. Dr. Christine Volkmann
Chairwoman of the Jackstädt Center

MISSION & VISION

The goal of the interdisciplinary Jackstädt Center of Entrepreneurship and Innovation Research is to conduct excellent research at an international level in the areas of entrepreneurship and innovation. An important aim is to foster and accompany the transfer of relevant practical questions into business- and economics-related research. Both priorities should lead the Jackstädt Center to become regionally embedded and internationally visible..

JACKSTÄDT CENTER TEAM

The Jackstädt Center is led by an executive committee who, together with a team of assistant professors, research assistants, doctoral students, and student assistants, are engaged in challenging research projects. With their individual fields of research and their unique work experience, the team members each contribute to the Center's interdisciplinary research character. Particularly, the combination of different approaches, theories, and methods enables us to explore new perspectives when addressing open questions in entrepreneurship and innovation research. An advisory board complements the Jackstädt Center.

The executive committee of the Jackstädt Center consists of four professors from the University of Wuppertal: Christine Volkmann (Chairwoman), Werner Bönte (Deputy Chairman, and Vice Dean for Research of the Schumpeter School of Business and Economics), Michael Fallgatter (Dean of the Schumpeter School of Business and Economics) and Peter Witt. Since its foundation, the executive committee has actively accompanied the scientific and organizational progress of the Jackstädt Center.

With Vivien Procher and Diemo Urbig, the University of Wuppertal has appointed two assistant professors in management and economics who have been already active in entrepreneurship and innovation research. They joined the Jackstädt Center in the summer of 2012. Both researchers' profiles complement one another very well allowing for effective and stimulating cooperation. Vivien Procher and Diemo Urbig have taken over the responsibility to further develop and manage the Jackstädt Center.

Since May 2011, Monika Piegeler has been working as a doctoral student at the Jackstädt Center supervised by Professor Werner Bönte. Monika Piegeler will be the first to finish a doctorate degree at the Center. She has handed in her dissertation thesis entitled "Entrepreneurship and Personality Traits," and is expected to successfully defend it in the beginning of 2013. Furthermore, three new doctoral students will begin their studies in the second quarter of 2013: Tobias vor der Brüggen, Maximilian Benedict Hoheisel, and Philip Steinberg.

In November 2012 the Jackstädt Center hired two student research assistants, Naira Gammersbach (Master student) and Stefan Römer (Bachelor student). They assist the management team and support the Center's transfer and research projects.

The advisory board consists of Professor Dr. h.c. mult. David B. Audretsch, Ph.D., from Indiana University, USA, Professor Dr. Dr. Holger Patzelt, Director of the Entrepreneurship Research Institute at the Technical University of Munich, Professor Dr. Andreas Pinkwart, President of the Leipzig Graduate School of Management (HHL), Professor Dr. Christoph M. Schmidt, Ph.D., President of the Rheinisch-Westfälisches Institut- für Wirtschaftsforschung (RWI), Markus von Blomberg, previous director of Vorwerk and Business Angel for start-ups from the University of Wuppertal, and Dr. Marc Kanzler, member of the executive committee of the Dr. Werner Jackstädt Foundation.

EXECUTIVE COMMITTEE

PROF. DR. CHRISTINE VOLKMANN

Research Fields:
Entrepreneurship and Economic Development

PROF. DR. WERNER BÖNTE

Research Fields:
Industrial Economics and Innovation

PROF. DR. MICHAEL FALLGATTER

Research Fields:
Human Resource Management and Organization

PROF. DR. PETER WITT

Research Fields:
Technology and Innovation Management

MANAGEMENT

PROF. DR. VIVIEN PROCHER

Research Fields:
Entrepreneurship, Innovation and
Corporate Change

PROF. DR. DIEMO URBIG

Research Fields:
Entrepreneurship, Innovation and
Corporate Change

RESEARCH ASSISTANTS AND DOCTORAL STUDENTS

TOBIAS VOR DER BRÜGGEN

Research Fields:
Entrepreneurship and
Human Resource Management (since 2013)

MONIKA PIEGELER

Research Fields:
Entrepreneurship and Entrepreneurial Personality

MAXIMILIAN BENEDICT HOHEISEL

Research Fields:
Industrial and Organizational Psychology
(since 2013)

PHILIP STEINBERG

Research Fields:
Intercultural Management
(since 2013)

STUDENT ASSISTANTS

NAIRA GAMMERSBACH

STEFAN RÖMER

„The founder, Dr. h.c. Werner Jackstädt, built up and led a business which was very successful not only on a regional scale but also on an international scale. In this respect, his entrepreneurial performance stimulates and guides our future efforts at the Jackstädt Center.“

PROF. DR. CHRISTINE VOLKMANN

CHAIRWOMAN OF THE EXECUTIVE COMMITTEE OF THE JACKSTÄDT CENTER

Professor Dr. Christine Volkmann studied Business Administration at the Justus Liebig University in Giessen, and subsequently received her doctorate degree in Business Planning. In September 2008 Christine Volkmann took over the Chair of Economics, especially Entrepreneurship and Economic Development at the Schumpeter School of Business and Economics at the University of Wuppertal. She is also the director of the Institute for Entrepreneurship and Innovation Research (IGIF). In 2005 and again in 2010, she was awarded the UNESCO Chair of Entrepreneurship and Intercultural Management.

In addition, Christine Volkmann is an expert consultant for different European organizations in the area of Entrepreneurship. She engages in a multiplicity of entrepreneurship research projects and is embedded into national and international entrepreneurship networks. From 2001 to 2009, she was a member of board of the Förderkreis Gründungs-Forschung e.V. (FGF), the leading academic association for entrepreneurship research, education, and policy in the German-speaking countries. Since 2007 she has been an academic advisor for the European Entrepreneurship-Organization EFER (European Forum for Entrepreneurship Research).

CURRENT RESEARCH TOPICS

- Social Entrepreneurship
- Academic Entrepreneurship
- Corporate Social Responsibility
- Internationalization

SELECTED PUBLICATIONS

- Berg, H., Taatila, V., & Volkmann, C. (2012). Fostering creativity – a holistic framework for teaching creativity. Development and Learning in Organizations 26, 5-8.
- Berg, H., Volkmann, C., & Koch, L.T. (2012). Ausgestaltung der Nachfolgestrategie – Strategische Dimensionen im Nachfolgemanagement, in: Beckmann, R., Brost, H., & Faust, M. (Hrsg.): Unternehmensnachfolge im Mittelstand, Frankfurt: Frankfurt School Verlag, 53-74..
- Volkmann, C., Tokarski, K.O., & Ernst, K. (eds.) (2012). Social Entrepreneurship and Social Business – An Introduction and Discussion with Case Studies, Springer Fachmedien Wiesbaden GmbH.

„The Jackstädt Center should enable young researchers to conduct entrepreneurship and innovation research at a high international standard, enabling them to become visible in the global scienti c community.“

PROF. DR. WERNER BÖNTE

DEPUTY CHAIRMAN OF THE EXECUTIVE COMMITTEE OF THE JACKSTÄDT CENTER

Professor Dr. Werner Bönte studied Economics at Vienna University and the Technical University Berlin. Subsequently, he received his doctorate degree from Hamburg University, where he also completed his habilitation in Economics in 2004. In 2005, he joined to the Max-Planck-Institute of Economics in Jena, where he was an Associate Director of the “Entrepreneurship, Growth, and Public Policy Group.” Since November 2007, he has held the Chair of Industrial Economics and Innovation at the University of Wuppertal, and additionally—since 2009—he has also been the Vice Dean for Research at the Schumpeter School of Business and Economics.

CURRENT RESEARCH TOPICS

- Industrieökonomik
- Innovationsökonomie
- Entrepreneurship
- Wirtschaftliche Entwicklung von Regionen

SELECTED PUBLICATIONS

- Bönte, W., & Dienes, C. (im Erscheinen). Environmental Innovations and Strategies for the Development of New Production Technologies: Empirical Evidence from Europe. Business Strategy and the Environment.
- Bönte, W., & Filipiak, U. (2012). Financial Literacy, Information Flows, and Caste Af liation: Empirical Evidence from India. Journal of Banking and Finance 36, 3399-3414.
- Bönte, W., Audretsch, D. B., & Mahagaonkar, P. (2012). Financial Signaling by Innovative Nascent Ventures: The Relevance of Patents and Prototypes. Research Policy 41, 1407–1421.