



Annual Report Jackstädt Center 2017

 jackstädt center

 BERGISCHE
UNIVERSITÄT WUPPERTAL



Funding by the

Dr. Werner Jackstädt-Stiftung

The interdisciplinary Jackstädt Center of Entrepreneurship and Innovation Research is generously supported by the Dr. Werner Jackstädt-Stiftung. The financial funding amounts to 1.5 million Euros since 2011. This support allows the Jackstädt Center not only to strengthen stakeholders relations in the Wuppertal region, including local companies, but also to become internationally visible. These aspects adhere to the goals of the Dr. Werner Jackstädt-Stiftung and are in accordance with the legacy of entrepreneur and founder Dr. Werner Jackstädt. We express our sincere gratitude to the Dr. Werner Jackstädt-Stiftung for its support of our research, teaching, and transfer over the past few years.



Foundation of the Jackstädt Center of Entrepreneurship and Innovation Research in 2011 (Left to right): Rolf-Peter Rosenthal, Dr. Rolf Kanzler, Prof. Dr. Werner Bönte, Markus von Blomberg, Prof. Dr. Christine Volkmann, Rector Prof. Dr. Lambert T. Koch, Prof. Dr. Peter Witt, Prof. Dr. Werner Ischebeck, Prof. Dr. Michael Fallgatter, Dr. Marc Kanzler and Peter Hinze

Executive Summary

Dear Readers,

Since its establishment in 2011, the Jackstädt Center of Entrepreneurship and Innovation Research has become a well-integrated and successful research center within the University of Wuppertal. The Jackstädt Center strives for excellent interdisciplinary research in the fields of entrepreneurship and innovation. Furthermore, by actively exchanging with companies and other stakeholders in the Wuppertal region and beyond, the Jackstädt Center aims to facilitate a productive knowledge transfer between science, economy, and society.

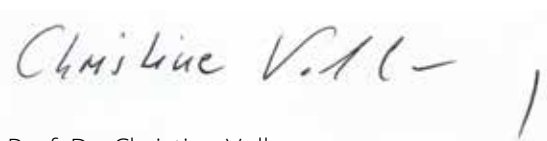
With financial support from the German Academic Exchange Service (DAAD), we visited the Universidad del Norte in Barranquilla, Colombia, together with Werner Bönte, Vivien Procher, and Christian Rupietta in May 2017. This fact-finding mission resulted in cooperation between the universities with respect to teaching, research, and transfer projects in entrepreneurship and innovation. During our stay, we gained valuable insights into the Colombian entrepreneurial ecosystem and the challenges start-ups face there. This cooperation will be further strengthened by joint research projects as well as a new student exchange program starting in the summer term 2018. This bond is a great step toward intercultural exchange.

Another highlight in 2017 was the 21th Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), the largest entrepreneurship and innovation conference in Germany, Austria, and Switzerland, which was held in the historic City Hall of Wuppertal under the patronage of the UNESCO-Chair of Entrepreneurship and Intercultural Management and the Jackstädt Center. The conference's main theme was „Sustainable Entrepreneurial Ecosystems: How do contextual factors support or constrain sustainable entrepreneurial activities in a regional ecosystem?“. We were proud to host more than 400 participants from the international academic community as well as regional and local stakeholders from politics and business. The conference program was enriched by renowned keynote speakers, including Prof. Dr. Andreas Pinkwart, Prof. Dr. Dr. Ann-Kristin Achleitner, Prof. David Audretsch, Ph.D., and Prof. Simon Parker, Ph.D.

With this short preview of our diverse activities and engagement of the Jackstädt Center over the last year, we are pleased to present you our 2017 annual report.

We hope you find it a pleasant and inspiring reading.

Yours sincerely,



Prof. Dr. Christine Volkmann
Chairwoman of the Jackstädt Center

Mission and Vision

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



Team of the Jackstädt Center (First row, left to right) Jun.-Prof. Dr. Diemo Urbig, Prof. Dr. Christine Volkmann, Jun.-Prof. Dr. Vivien Procher, (Second row, left to right) Stefanie Selle, Faisal Saeed Malik, Julia Sträter, Kajatheepan Navanathan, (Third row, left to right) Dr. Philip Steinberg, Ann-Katrin Ebbinghaus, Tobias Rabenau, Jun.-Prof. Dr. Christian Rupietta and Prof. Dr. Werner Bönte. Not shown: Prof. Dr. Michael Fallgatter, Prof. Dr. Peter Witt, Dr. Matthias Schulz.

The Three Pillars of the Jackstädt Center



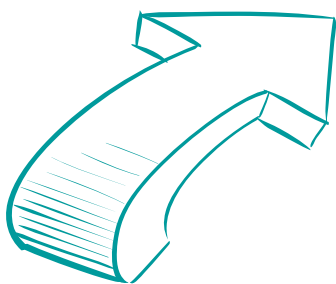
Research

Education

Transfer

Team

Contents



01

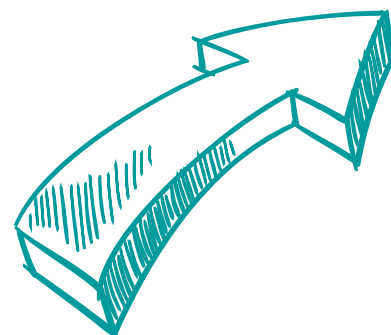
Team

Advisory Board	10
Executive Committee	12
Management	13
Research Assistants	14
Student Assistants	16
Interview with Philip Steinberg	17

02

Research

Research Fields	20
Publications	26
Acknowledging the Dr. Werner Jackstädt-Stiftung	29
Presentations	30



04

Teaching

Courses	48
Seminars	52
Bachelor's and Master's Theses	54
Theses in Cooperation with Companies	56
Research Seminars	57
Junior University	58

03

National & International Scientific Involvement

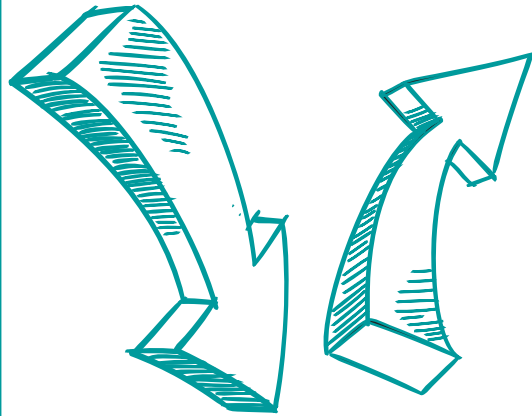
National Scientific Involvement	34
Functions and Memberships	37
International Scientific Involvement	38



05

Transfer

G-Forum	60
Drivers of and Barriers to Firm Formation	64
Strengthening the Local Entrepreneurial Ecosystem	66
Gründerpreis NRW	68
EY Entrepreneur of the Year Award	68
Enactus	69
Schumpeter School Award 2017	70



06

Financial Sustainability

G-Forum	72
Travel Stipends	73
Scholarships	73
External Funds by the European Union	74
Funds by the German Academic Exchange Service	76

07

Outlook

Outlook	78
Project with the Stadtparkasse Wuppertal	79
Innovation Lab	80





01

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, is engaged in numerous research and transfer projects. With their individual fields of research and their unique work experience, each team member contributes to the center's interdisciplinary research character. In particular, 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.

Advisory Board



Prof. Dr. h.c. mult. David B. Audretsch, Ph.D.

David Audretsch is a Distinguished Professor and Ameritech Chair of Economic Development in the School of Public and Environmental Affairs at Indiana University Bloomington, where he also serves as Director of the Institute for Development Strategies. His research focuses on the links between entrepreneurship, government policy, innovation, economic development, and global competitiveness. His research is published in over one hundred scholarly articles in prominent academic journals.



Markus von Blomberg

Industrial engineer Markus von Blomberg was active in leading management functions across Europe until 2007, last as general partner of Vorwerk & Co. in Wuppertal, Germany. As a member of supervisory boards and advisory boards of several small- and medium-sized firms as well as larger family-owned corporate groups, he founded his own enterprise in 2009, Mello GmbH. He volunteers as mentor for student start-ups originating from the University of Wuppertal.



Dr. Marc Kanzler

Marc Kanzler is board member of the Dr. Werner Jackstädt Foundation, an independent non-profit organization, whose aim (among others) it is to provide focused support of academic research in medicine and economics.

Prof. Dr. Dr. Holger Patzelt

Holger Patzelt is a member of the Technical University of Munich (TUM), heading the Institute of Entrepreneurship Research. He is well connected on an international scale and is one of the best-known and best-published researchers on entrepreneurship within the German community. Holger Patzelt received numerous awards, including the 2007 Ludwig Erhard Prize.



Prof. Dr. Andreas Pinkwart

Andreas Pinkwart currently serves as State Minister for Economic Affairs, Digitization, Innovation and Energy of the Federal State of North Rhine-Westphalia. He previously was Dean of HHL Leipzig Graduate School of Management and holder of the Stiftungsfonds Deutsche Bank Chair of Innovation Management and Entrepreneurship.



Prof. Dr. Christoph M. Schmidt, Ph.D.

Christoph M. Schmidt is president of the RWI – Leibniz Institute for Economic Research and holds the chair for Economic Policy and Applied Econometrics at Ruhr-University Bochum. He heads the German Council of Economic Experts and is member of the Executive Board of acatech – National Academy of Science and Engineering.



Executive Committee



Prof. Dr. Christine Volkmann
Chairwoman of the Jackstädt Center

University of Wuppertal
Schumpeter School of Business and Economics
Chair of Entrepreneurship and Economic Development &
UNESCO-Chair of Entrepreneurship and Intercultural Management



Prof. Dr. Werner Bönte
Deputy Chairman of the Jackstädt Center

University of Wuppertal
Schumpeter School of Business and Economics
Chair of Industrial Organisation and Innovation



Prof. Dr. Michael Fallgatter
Director of the Jackstädt Center

University of Wuppertal
Schumpeter School of Business and Economics
Chair of Human Resource Management and Organisation



Prof. Dr. Peter Witt
Director of the Jackstädt Center

University of Wuppertal
Schumpeter School of Business and Economics
Chair of Technology and Innovation Management

Management



Prof. Dr. Diemo Urbig

Assistant Professor for Entrepreneurship, Innovation and Corporate Change

Since May 2012 at the Jackstädt Center

Current research fields:

Innovation and entrepreneurship
Economic and managerial/ entrepreneurial psychology
Organizational behaviour
Complex systems



Prof. Dr. Vivien Procher

Assistant Professor for Entrepreneurship, Innovation and Corporate Change

Since July 2012 at the Jackstädt Center

Current research fields:

International business
Innovation management
Entrepreneurship



Prof. Dr. Christian Rupietta

Assistant Professor for Business Administration and Innovation

Since August 2016 at the Jackstädt Center

Current research fields:

Innovation and economics of education
Organizational innovation
Set-theoretic methods

Research Assistants



Dr. Philip Steinberg

Since April 2013 at the Jackstädt Center

Doctoral degree obtained in December 2017

Current research fields:

Global innovation strategies

Internalization of research, development of innovation in companies

The globalized world of work and foreign language use

Behavioral psychology and strategy



Dr. Matthias Schulz

Since April 2014 at the Jackstädt Center

Doctoral degree obtained in September 2017

Current research fields:

Hybrid entrepreneurship

Innovative entrepreneurship

Institutional framework of start-ups

Entrepreneurship in emerging markets



Faisal Saeed Malik, M.Sc.

DAAD scholarship holder

Since October 2014 at the chair of Prof. Bönnte and the Jackstädt Center

Current research fields:

Impact of terrorism on business performance in emerging markets



Tobias Rabenau, M.Sc.

*Since August 2017 at the chair of Prof. Volkmann and the Jackstädt Center
Former student assistant from April 2014 to April 2017*

Current research fields:

Research and Development in family business
Entrepreneurial Ecosystems



Ann-Katrin Ebbinghaus, M.Sc.

Since November 2017 at the Jackstädt Center

Current research fields:

Hybrid entrepreneurship



Student Assistants



Kajatheepan Navanathan, B.Sc.

Since September 2017 at the Jackstädt Center

Course of studies: Finance, Accounting, Controlling and Taxation (M.Sc.)



Julia Sträter, B.Sc.

Since January 2018 at the Jackstädt Center

Course of studies: Management and Marketing (M.Sc.)



Anna Kilanowski

From September 2016 to September 2017 at the Jackstädt Center

Course of studies: Health Economics and Health Management (B.Sc.)



Stefanie Selle, B.Sc.

From May 2017 to January 2018 at the Jackstädt Center

Course of studies: Management and Marketing (M.Sc.)

Interview with Philip Steinberg

From the Jackstädt Center to the University of Groningen



Dr. Philip Steinberg defended his doctoral thesis in December 2017 and, after joining in April 2013, will leave the Jackstädt Center at the end of March 2018. In April 2018, he will join the Innovation Management & Strategy Department at the University of Groningen as an assistant professor for Strategy & Organization (tenure track).

Why did you decide to go to a foreign university, in general, and Groningen, in particular?

Of course, going abroad and working in a foreign environment is always enriching – professionally as well as personally – but when I was looking for suitable and interesting positions, going abroad was not my primary motive. Most importantly, I was looking for a research-friendly ecosystem in which I could further evolve. Specifically, I was looking for a university and a department that values high quality research, with researchers work-

ing on topics similar to my research. Moreover, I was, of course, also seeking to secure a certain personal financial sustainability. This means I was looking for positions that offered a tenure track with objective criteria for further employment at the university, after the six years of assistant professorship have ended. Since few German universities actually offer such an environment, I widened my search scope to other European countries.

Groningen University was a perfect fit for me, meeting the above mentioned demands and offering many more positive attributes. The Faculty of Economics and Business (FEB) focuses on excellent research and research-based teaching, and it also meets highest standards since it belongs to the 1% of business schools worldwide with both EQUIS and AACSB accreditations. Moreover, many colleagues at FEB are well-known researchers with strong research records, offering a great learning environment for me. Last, but not least, when visiting, I had the impression that the department offered a welcoming environment with very friendly colleagues.

Do you believe the Jackstädt Center was important for your development?

Yes, the Jackstädt Center has had a very decisive influence on my career. The Jackstädt Center offered a doctoral position that enabled me to

focus mostly on research. Moreover, I received very good education and guidance from my supervisors (Vivien Procher and Diemo Urbig) who largely contributed to who I am as a researcher today. Lastly, the Jackstädt Center offered the opportunity for me to gain international experience. For example, during my research visit to the Copenhagen Business School, I learned a lot from my host, Wolfgang Sofka. The financial possibilities created within the context of the Center allowed me to present my research and develop a research network at leading international conferences. At these conferences, I was able to attend doctoral consortia and professional development workshops where I gained insights from top international scholars.

In your opinion, what were the factors that enabled you to successfully compete for the position in Groningen?

From my point of view, the department was looking for a young scholar with potential for high-quality publishing. Of course, it is important that this potential either shows in working papers or in already published research. Fortunately, my co-authors and I just had a recent article on R&D offshoring and firm's innovation performance, which is now forthcoming in *Research Policy*,

the top-tier journal in technology and innovation management. In addition, method skills, teaching capability, collegiality, and international experience most probably played an important role. Taken together, the required factors were assets that I developed during my doctoral studies at the Schumpeter School of Business and Economics, in general, and the Jackstädt Center, in particular.

Do you believe the Jackstädt Center will remain an important part of your network in the future?

I am certain it will remain an important hub for me. First, the research projects that I started at the Jackstädt Center will continue to be a significant part of my work, so I will continue to be involved with all my co-authors and the projects will also be associated with the Center. Moreover, I am certain that the personal networks that have evolved over time with colleagues, supervisors, and directors will remain important – personally and professionally. I am also open to future collaborations with Jackstädt Center researchers and already have a few ideas for fruitful projects. Lastly, I am looking forward to meeting and connecting with future team members of the Jackstädt Center, whether at conferences or follow meetings.

02

Research

The research activities of the Jackstädt Center can be divided into six principal areas, each presented in the following section.

Research Fields

- 01** Entrepreneurs' Psychology and Decision Making
- 02** Internationalization of Companies and Business Processes
- 03** Corporate Research and Development: Crossing Boundaries for Innovation
- 04** Vocational Education and Innovation
- 05** Entrepreneurial Orientation as Corporate Strategy
- 06** Hybrid Entrepreneurship

01 Entrepreneurs' Psychology and Decision Making

We investigate whether entrepreneurs are different from other people, either because specific people develop such careers or because they are changed by the experiences they have had during their careers. We analyze personality traits, spe-

cific perceptual and decision-making patterns, as well as learning, group and social behavior. An important question revolves around which of these characteristics make it more difficult or easier for a person to become a successful entrepreneur.

Selected Publications and Work in Progress:

Bönte, W., Procher, V.D., & Urbig, D. (2016). Biology and selection into entrepreneurship: The relevance of prenatal testosterone exposure. *Entrepreneurship, Theory & Practice*, 40(5), 1121-1148.

Bönte, W., Procher, V.D., Urbig, D., Voracek, M. (2017). Digit ratio (2D:4D) predicts self-reported measures of general competitiveness, but not behavior in economic experiments. *Frontiers in Behavioral Neuroscience*, 11, 238.

Geenen, N., Urbig, D., Muehlfeld, K., van Witteloostuijn, A., & Gargalianou, V. (2016). BIS and BAS: Biobehaviorally rooted drivers of entrepreneurial intent. *Personality and Individual Differences*, 95, 204-213.

Muehlfeld, K., Urbig, D., Weitzel, U. (2017). Entrepreneurs' exploratory perseverance in learning settings. *Entrepreneurship, Theory & Practice*, 41(4), 533-565.

Schulz, M., Urbig, D., Procher, V.D. (2017). The role of hybrid entrepreneurship in explaining multiple job holders' earnings structure. *Journal of Business Venturing Insights*, 7, 9-14.

02 Internationalization of Companies and Business Processes

Corporate change in our modern, global environment is frequently embedded into an international context. Internationalization includes not only the expansion, but also the shifting and repositioning of business processes. In a current research project, the link between investments and divestment of companies is investigated.

Moreover, in international contexts, managers and employees often communicate and make decisions in a foreign language instead of their mother tongue. Thus, members of the Jackstädt Center, working with national and international partners, are investigating how people behave in foreign language contexts in several joint research studies. An important finding is that changing the language causally affects coopera-

tion behavior along two paths. On the one hand, a foreign language generates a subjectively felt, and possibly realistic, lack of comprehension, which subsequently affects both decision-making and behavior. On the other hand, language establishes a certain cultural background and, thus, may indirectly influence the relevant values and norms of a person.

In another project, members of the Jackstädt Center are working on the effects of terrorist attacks on the export performance of companies in developing countries. Business surveys in Germany and Pakistan, planned for 2018, will provide further insights into how companies deal with the threat of terrorism.

Selected Publications and Work in Progress:

Bönte, W., Procher, V.D., & Malik, F. (2017). The impact of terrorist attacks on the export performance of firms in emerging economies – Empirical evidence from Pakistan. *Working Paper*.

Gargalianou, V., Urbig, D., van Witteloostuijn, A. (2017). Cooperating or competing in three languages: Cultural accommodation or alienation? *Cross-Cultural & Strategic Management*, 24(1), 167-191.

Procher, V.D., & Engel, D. (2018). The investment-divestment relationship: Resource shifts and inter subsidiary competition within MNEs. *International Business Review*, 27, 528-542.

Urbig, D., Terjesen, S., Procher, V.D., Muehlfeld, K., & van Witteloostuijn, A. (2016). Come on and take a free ride: Contributing to public goods in native and foreign language settings. *Academy of Management Learning & Education*, 15(2), 268-286.

03 Corporate Research and Development: Crossing Boundaries for Innovation

Firms are facing three grand challenges: fast-changing innovation environments, shortening product life cycles, and increased global competition. To address these challenges, firms are increasingly crossing country-boundaries seeking foreign knowledge or opening their organizational boundaries for external knowledge, if not both simultaneously.

First insights on the performance implications of crossing country boundaries, i.e., R&D offshoring, and crossing organizational boundaries, i.e., R&D outsourcing, are promising. However, further research is needed to explore the boundary conditions and contingencies of potentially positive performance-effects and to better understand how firms can effectively manage boundary-crossing activities. Thus, at the Jackstädt Center, we try to answer related general questions: How can firms increase their innovation performance by crossing country and organizational boundaries? What are the associated managerial challenges when firms cross these boundaries?



In several research projects, we examine the relationship between internationalizing or outsourcing R&D activities and the innovation performance of firms. We work with a large number of partners (Stifterverband für die Deutsche Wissenschaft, RWI - Leibniz Institute for Economic Research, Ernst & Young, IHK Wuppertal-Solingen-Remscheid, Copenhagen Business School, Eindhoven University of Technology) to analyze these trends in corporate R&D at international, national, and regional levels.

Selected Publications and Work in Progress:

Steinberg, P.J., Procher, V.D., Urbig, D. (2017). Too much or too little of R&D offshoring: The impact of captive offshoring and contract offshoring on innovation performance. *Research Policy*, 46(10), 1810-1823.

Steinberg, P.J., Procher, V.D., Urbig, D., Werner, C. (2016). Forschung und Entwicklung bergischer Unternehmen im internationalen Kontext. University of Wuppertal, November 2016.

Steinberg, P.J., Procher, V.D., Urbig, D., Volkmann, C. (2018). Knowledge exploration and exploitation in R&D internationalization: A comparison of emerging versus advanced economy multinational companies. *Working Paper*.

Steinberg, P.J., Sofka, W., Peeters, T., Procher, V.D., Urbig, D. (2018). More than quid pro quo? Supplying R&D and firms' new product performance. *Working Paper*.

Steinberg, P.J., Urbig, D., Procher, V.D. (2017). The role of language in the selection of entrepreneurial opportunities for societal support. *Working Paper*.

04 Vocational Education and Innovation

The impact of vocational education on the capability of firms to innovate is a controversially discussed topic in the scientific literature. Various studies describe vocational education as firm-specific and strongly focused on established technologies; thus, a positive impact of vocational education on innovation is not assigned. These studies see vocational education as an obstacle for the development of new and improved products and processes. However, certain kinds of vocational education, for example vocation-

al education and training (VET) in Germany and Switzerland, do cover general knowledge and regularly include new technologies. This type of vocational education supports the generation of innovation in firms. Focal points of this research include the analysis of vocational education systems, in general, and the analysis of firms as providers of vocational education, in particular. Thereby the focus is on the inclusion of vocational education in the innovation processes of firms.

Selected Publications and Work in Progress:

Backes-Gellner, U., Rupietta, C., & Tuor, S. (2017). Reverse educational spillovers at the firm-level. *Evidence-based HRM*, 5(1), 80-106.

Meuer, J., Rupietta, C., & Backes-Gellner, U. (2015). Layers of co-existing innovation systems. *Research Policy*, 44(4), 888-910.

Rupietta, C. & Backes-Gellner, U. (forthcoming). Combining knowledge stock and knowledge flow to generate superior incremental innovation performance - Evidence from Swiss manufacturing. *Journal of Business Research*.

Rupietta, C., Meuer, J. & Backes-Gellner, U. (2018). How hybrid change agents moderate innovation complementarities. *Swiss Leading House Working Paper No. 145*.

Rupietta, C., Pfeifer, H., & Backes-Gellner, U. (2017). Firms' Knowledge Acquisition During Dual-Track VET: Which Sources are Important for Innovation. *Swiss Leading House Working Paper No. 131*.

05 Entrepreneurial Orientation as Corporate Strategy

Start-ups often display a very specific strategic orientation, characterized by a combination of innovativeness and proactivity in association with a willingness to take related risks. Such orientation, however, might also be promoted in older and more established companies, where it may leverage incentives to find new knowledge, prod-

ucts, and processes, which are then commercialized. In various recent and ongoing studies, the Jackstädt Center team examines how such fundamental strategic orientations develop and how they are finally linked to the survival and success of companies.

Selected Publications and Work in Progress:

Lomberg, C., Urbig, D., Stöckmann, C., Marino, L., & Dickson, P. (2017). Entrepreneurial orientation: The dimensions' shared effects in explaining firm performance. *Entrepreneurship, Theory & Practice*, 41(6), 973-998.

Urbig, D., Stöckmann, C., Bönnte, W., Gottschalk, S., & Procher, V.D. (2017). Entrepreneurial orientation and new venture closure: The dimensions' distinct effects. *Academy of Management Proceedings*, 2017(1), 13600.



06 Hybrid Entrepreneurship

Starting a business while retaining a wage job, i.e. hybrid entrepreneurship, makes up a large part of firm creation worldwide. In Germany, 63% of founders start their new business while keeping their main job and 42% of entrepreneurs who conduct research and development right from the start are hybrid entrepreneurs. We investigate the reasons why founders chose hybrid entrepreneurship instead of giving up their employed

job upon entering entrepreneurship and how this influences the economy. Likewise, we study the institutional conditions and their impacts on the choice between full entrepreneurship and hybrid entrepreneurship. The project's aim is to provide guidance to political decision-makers of how economic growth can be strengthened through hybrid entrepreneurship.

Selected Publications and Work in Progress:

Schulz, M., Urbig, D., Procher, V.D. (2016). Hybrid Entrepreneurship and Public Policy: The Case of Firm Entry Deregulation. *Journal of Business Venturing*, 31, 272-286.

Schulz, M., Urbig, D., Procher, V.D. (2017). The role of hybrid entrepreneurship in explaining multiple job holders' earnings structure. *Journal of Business Venturing Insights*, 7, 9-14.

Schulz, M., Urbig, D., Procher, V.D. (2017). Continuation in hybrid entrepreneurship: Entrepreneurs entering paid employment while keeping their business. *Working paper*.

Schulz, M., Urbig, D., Procher, V.D. (2017). Why do entrepreneurs start their business next to a paid job? A review of theories and implications for entrepreneurship research. *Working paper*.

Publications

Forthcoming and Published in 2018

Berg, H., Volkmann, C. Koch, L.T. (2018). Ausgestaltung der Nachfolgestrategie – Strategische Dimensionen im Nachfolgemanagement. In R. Beckmann, H. Brost, & M. Faust (Eds.), *Unternehmensnachfolge im Mittelstand* (pp.17-38). Frankfurt: Frankfurt School Verlag.

Bischoff, K., Volkmann, C.K., & Audretsch, D.B. (2018). Stakeholder collaboration in entrepreneurship education: an analysis of the entrepreneurial ecosystems of European higher educational institutions. *The Journal of Technology Transfer*, 43(1), 20-46.

Bönte, W., Procher, V.D., & Urbig, D. (2018). Gender differences in selection into self-competition. *Applied Economics Letters*, 25(8), 539-543.

Brinkmann, J., Meuleman, M., & Witt, P. (2018). Monitoring Tactics and Key Metrics, in: Alemany, Luisa/Andreoli, Job (Eds): *Entrepreneurial Finance: The Art & Science of Growing Ventures*, London.

Koeberle-Schmid, A., Fahrion, H.J., & Witt, P. (Eds.) (2018). *Family Business Governance. Erfolgreiche Führung von Familienunternehmen*, 3. Edition, Berlin: Erich Schmidt Verlag.

Procher, V.D. & Engel, D. (2018). The investment-divestment relationship: Resource shifts and inter-subsidiary competition within MNEs. *International Business Review*, 27, 528-542.

Procher, V.D., Ritter, N., & Vance, C. (2018). Housework allocation in Germany: The role of income and gender identity. *Social Science Quarterly*, 99(1), 43-61.

Rupietta, C., & Backes-Gellner, U. (forthcoming). Combining knowledge stock and knowledge flow to generate superior incremental innovation performance - Evidence from Swiss manufacturing. *Journal of Business Research*.

Witt, P. (2018). Gründerteams. In G. Faltin (Ed.), *Handbuch Entrepreneurship* (pp. 381-393). Berlin: Springer.

Witt, P. (2018). Restrukturisierungsmethoden in Forschung & Entwicklung, Innovation und Unternehmensrechte. In: T. Knecht, U. Hommel, & H. Wohlenberg (Eds.). *Handbuch Unternehmensrestrukturierung* (pp. 907-928). Wiesbaden, Gabler.

Published in 2017

Backes-Gellner, U., Rupietta, C., & Tuor, S. (2017). Reverse educational spillovers at the firm-level. *Evidence-based HRM*, 5(1), 80-106.

Bönte W., Filipiak U., & Lombardo, S. (2017). Get in with a foreigner: Consumer trust in domestic and foreign banks. *International Journal of Economics and Finance*, 9(6), 38-51.

Bönte, W., Lombardo, S., & Urbig, D. (2017). Economics meets psychology: Experimental and self-reported measures of individual competitiveness. *Personality and Individual Differences*, 116, 179-185.

Bönte, W., Procher, V.D., Urbig, D., & Voracek, M. (2017). Digit ratio (2D:4D) predicts self-reported measures of general competitiveness, but not behavior in economic experiments. *Frontiers in Behavioral Neuroscience*, 11, 238.

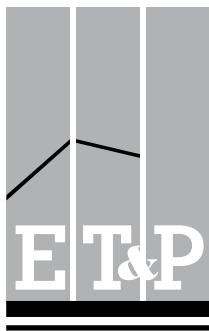
Bönte, W., Procher, V.D., & Urbig, D. (2018). Gender differences in selection into self-competition. *Applied Economics Letters*, 25(8), 539-543.

- WWWWWBühren, C., & Steinberg, P.J.** (2017). The impact of psychological traits on performance in sequential tournaments: Evidence from a tennis field experiment. *MAGKS Discussion Paper*, 5-2017.
- Gargalianou, V., Urbig, D., & van Witteloostuijn, A.** (2017). Cooperating or competing in three languages: Cultural accommodation or alienation? *Cross-Cultural & Strategic Management* (previously published as *Cross Cultural Management: An International Journal*), 24(1), 167-191.
- Lomberg, C., Urbig, D., Stöckmann, C., Marino, L.D., & Dickson, P.H.** (2017). Entrepreneurial orientation: the dimensions' shared effects in explaining firm performance. *Entrepreneurship, Theory & Practice*, 41(6), 973-998.
- Meuer, J., & Rupietta, C.** (2017). A review of integrated QCA and statistical analysis. *Quality & Quantity*, 51,(5), 2063-2083.
- Meuer, J., & Rupietta, C.** (2017). Integrating QCA and HLM for Multilevel Research on Organizational Configurations. *Organizational Research Methods*, 20(2): 324-342.
- Muehlfeld, K., Urbig, D., & Weitzel, U.** (2017). Entrepreneurs' exploratory perseverance in learning settings. *Entrepreneurship, Theory & Practice*, 41(4), 533-565.
- Schulz, M., Urbig, D., & Procher, V.D.** (2017). The role of hybrid entrepreneurship in explaining multiple job holders' earnings structure. *Journal of Business Venturing Insights*, 7, 9-14.
- Steinberg, P.J., Procher, V.D., & Urbig, D.** (2017). Too much or too little of R&D offshoring: The impact of captive offshoring and contract offshoring on innovation performance. *Research Policy*, 46(10), 1810-1823.
- Volkman, C.K., Bischoff, K., & Grünhagen, M.** (2017). Insights for Entrepreneurship Educators, Education Managers, and University Leaders, in: Volkman, C. K., Audretsch, D. B. (eds.), *Entrepreneurship Education at Universities - Learning from Twenty European Cases*, 655-666. Berlin: Springer.
- Volkman, C.K., & Audretsch, D.B.** (2017). *Entrepreneurship Education at Universities - Learning from Twenty European Cases*, Berlin: Springer, 1-10.
- Volkman, C.K., Tokarski, K.O., & Ernst, K.** (2017). *Social Entrepreneurship and Social Business. An Introduction and Discussion with Case Studies, Chinese Edition*. Berlin: Springer.
- Wirtz, M., & Volkman, C.K.** (2017). Social business joint ventures: opportunities, challenges and risks of new hybrids at the bottom of the pyramid. *International Journal of Social Business*, 1(1).

Acknowledging the

Dr. Werner Jackstädt-Stiftung

Publications of the Jackstädt Center include references to Dr. Werner Jackstädt both through the Jackstädt Center being listed as the authors' institutional address as well as, in many cases, an explicit reference to funding provided by the Dr. Werner Jackstädt-Stiftung.



"Diemo Urbig is very grateful for the generous financial support from the Dr. Werner Jackstädt-Stiftung through the Jackstädt Center of Entrepreneurship and Innovation Research."

Entrepreneurship Theory & Practice

"Diemo Urbig also acknowledges financial support from the Dr. Werner Jackstädt Foundation."

Entrepreneurship Theory & Practice



"Additionally, D. Urbig gratefully acknowledges the financial support from the Dr. Werner Jackstädt-Stiftung."

Schmalenbach Business Review



"We are grateful for the financial support from the Dr. Werner Jackstädt-Stiftung through the Jackstädt Center of Entrepreneurship and Innovation Research."

Research Policy



"Furthermore, we are very grateful for the generous financial support from the Dr. Werner Jackstädt-Stiftung."

Journal of Business Venturing Insights

Presentations

January

Bönte, W., Lombardo, S. & Urbig, D., Economics meets psychology: Experimental and self-reported measures of individual competitiveness.

EIC JER Seminar, Friedrich Schiller University Jena, Germany, January 4, 2017.

Meuer, J. & Rupietta, C., Performance dynamics and changes of organizational configurations.

Business Research Seminar, University of Padova, January 26, 2017.

April

Schulz, M., Implications of hybrid entrepreneurship. **MSI Seminar**, KU Leuven, April 20, 2017.

Procher, V.D., Malik, F. & Bönte, W., The impact of terrorist attacks on the export performance of firms in emerging economies – Empirical evidence from Pakistan. **Nachwuchsworkshop der WK INT 2017**, Kiel, April 26-27, 2017.

Procher, V.D., Urbig, D. & Steinberg, P.J. R&D Offshoring strategies, R&D intensity and innovation performance.

Jahrestagung der Wissenschaftlichen Kommission Internationales Management (WK INT 2017), Kiel, April 28-29, 2017.

June

Schulze, A. & Rupietta, C., Employees' motivation to engage in entrepreneurial behavior.

Strategic Management Society Special Conference "Transforming Entrepreneurial Thinking into Dynamic Capabilities", Banff, Canada, June 3, 2017.

July

Rupietta, C., Meier, J. & Pfeifer, H., Backes-Gellner, U., The Effect of firms' training investments on innovation: An empirical analysis.

Annual Meeting of the Society for the Advancement of Socio-Economics, Lyon, June 29 - July 1, 2017.

Steinberg, P.J., Procher, V.D. & Urbig, D., R&D offshoring strategies, R&D intensity and innovation performance. **Academy of International Business 2017 Annual Meeting**, Dubai, July 2-5, 2017.

Steinberg, P.J., Urbig, D., Procher, V.D. & Dana, L.P., The role of language in the selection of entrepreneurial opportunities for societal support. **Academy of International Business 2017 Annual Meeting**, Dubai, July 2-5, 2017.

Steinberg, P.J., Procher, V.D., Urbig, D. & Volkmann, C., Global R&D strategies and knowledge transfer in multinational enterprises from emerging versus advanced economies.

Innovation in Emerging Economies Workshop, Berlin, July 13-14, 2017.

August

Bühren, C. & Steinberg, P.J., The impact of psychological traits on performance in sequential tournaments: A field experiment. **77th Annual Meeting of the Academy of Management**, Atlanta, August 4-8, 2017.

Schulze, A. & Rupietta, C., Employees' motivation to engage in entrepreneurial behavior. **77th Annual Meeting of the Academy of Management**, Atlanta, August 4-8, 2017.

Schulz, M., Hybrid entrepreneurship as experimentation with innovative business ideas. **77th Annual Meeting of the Academy of Management**, Atlanta, August 4-8, 2017.

Steinberg, P.J., Urbig, D., Procher, V.D. & Dana, L.-P., The role of language in the selection of entrepreneurial opportunities for societal support. **77th Annual Meeting of the Academy of Management**, Atlanta, August 4-8, 2017.

Urbig, D., Stöckmann, C., Bönte, W., Gottschalk, S. & Procher, V.D., Entrepreneurial orientation and new venture closure: The dimensions' distinct effects. **77th Annual Meeting of the Academy of Management**, Atlanta, August 4-8, 2017.

September

Steinberg, P.J., Urbig, D., Procher, V.D. & Dana, L.-P., The role of language in the selection of products for societal support. **Jahrestagung der Wissenschaftlichen Kommission Technologie, Innovation und Entrepreneurship (WK TIE 2017)**, Koblenz, September 21-22, 2017.

Urbig, D., Stöckmann, C., Bönte, W., Gottschalk, S. & Procher, V.D., Entrepreneurial orientation and new venture closure: The distinct effects of innovativeness, risk-taking, and proactiveness. **Jahrestagung der Wissenschaftlichen**

Kommission Technologie, Innovation und Entrepreneurship (WK TIE 2017), Koblenz, September 21-22, 2017.

October

Procher, V.D., Rabenau, T., Steinberg, P.J. & Urbig, D., R&D intensity and R&D internationalization of founder and family firms. **21. G-Forum - Interdisziplinäre Jahreskonferenz zur Gründungsforschung**, Wuppertal, October 5-6, 2017.

Steinberg, P.J., Procher, V.D. & Urbig, D., R&D offshoring strategies, R&D intensity and innovation performance. **21. G-Forum - Interdisziplinäre Jahreskonferenz zur Gründungsforschung**, Wuppertal, October 5-6, 2017.

Urbig, D., Ackerman, E. & Bürger, R., Crowdfunding run for small-scale socio-political influence: A case study on dollar votes as credible signals of community support. **21. G-Forum - Interdisziplinäre Jahreskonferenz zur Gründungsforschung**, Wuppertal, October 5-6, 2017.

Peeters, T., Steinberg, P.J., Procher, V.D. & Urbig, D., More than quid pro quo? Performing R&D for third parties and firms' own innovation performance. **Strategic Management Society 37th Annual Conference**, Houston, October 28-31, 2017.

December

Procher, V.D. & Engel, D., The investment-divestment relationship: Resource shifts and intersubsidiary competition within MNEs.

43rd European International Business Conference (EIBA), Milano, Italy, December 14-16, 2017.



03

National & International Scientific Involvement

In the context of their scientific activities, not only are members of the Jackstädt Center embedded in research collaborations, but they also hold positions of responsibility within national and international research networks.

National Scientific Involvement

Selected National Cooperation Partners:



Jackstädt Fellow Meeting 2017

Since 2011, the Dr. Werner Jackstädt-Stiftung has generously supported the Jackstädt Center for Entrepreneurship and Innovation Research at the University of Wuppertal. In addition, the Dr. Werner Jackstädt-Stiftung also provides research stipends to young professors, so-called Jackstädt Fellows Grants enable them to conduct specific research projects and to develop a unique profile. To foster a better exchange between the researchers funded by the Dr. Werner Jackstädt-Stiftung, they invite all beneficiaries to an annual meeting. After previous fellows meetings in Duisburg, Dortmund, und Düsseldorf, in 2017 they met in Münster for a 2-day event, organized by Prof. Dr. Wolfgang Berens.

All Jackstädt fellows and the Jackstädt Center, represented by Vivien Procher, presented their current research projects and engaged in a vivid exchange of ideas and comments. The topics ranged from foreign language effects on firm organization and innovation over tax evasion behavior to how hospital organizations can learn from errors and incidents. The very research-oriented first day ended with a dinner in a traditional Münster brewhouse, where local food specialties were sampled. The Jackstädt Fellow Meeting ended with a networking breakfast the next morning.

(Left to right) Jun.-Prof. Dr. Vivien Procher, Prof. Dr. Katrin Muehlfeld and Dr. Marc Kanzler



Research Retreat

at Nordhelle

The Chair of Industrial Organization and Innovation of Werner Bönte and the Jackstädt Center invited professors and doctoral students to attend a research retreat from July 20 to 22, 2017, at Nordhelle in Meinerzhagen. The goal of this retreat was to provide attendees an opportunity to collaborate with colleagues, exchanging ideas and presenting their current research topics within an informal and congenial atmosphere. The presentations were organized in sessions in which all attendees were given proper time to talk about their projects. The presented research topics included, inter alia, the relation between competitiveness and entrepreneurship, global R&D strategies, and knowledge transfer in multinational enterprises from emerging versus advanced economies.

Such faculty retreats are a very meaningful and constructive way to promote a lively research culture. The comments and questions received at the retreat helped attendees improve their current research projects. Not only was the retreat intellectually challenging, it enhanced collegial spirit among faculty members who seldom encounter one another during the busy academic year. In addition to fruitful research discussions, the participants visited the famous stalactite cave “Atta-Höhle” and sailed on nearby Biggesee lake. The evening ended with a delightful barbecue and sports competition at Nordhelle. This retreat will long be remembered as a pleasant and thought-provoking experience!

Team members of the Jackstädt Center and the Chair of Industrial Organization and Innovation. (Left to right): Dr. Philip Steinberg, Sandro Lombardo, Dr. Matthias Schulz, Prof. Dr. Werner Bönte, Jun.-Prof. Dr. Diemo Urbig, Niyaz Valitov, Faisal Saeed Malik and Jun.-Prof. Dr. Vivien Procher.



Functions and Memberships

Christine Volkmann

- ▶ Chairwoman of the jury Gründerpreis NRW (Entrepreneurship award of the State of North Rhine-Westphalia).
- ▶ Chairwoman of the Center for Transformation Research and Sustainability (TransZent) of the University of Wuppertal.
- ▶ Jury member of the EY (Ernst & Young) "Entrepreneur of the Year" Award
- ▶ Member of the selection committee of the Hans-Weisser program by the German Economy Foundation (Stiftung der Deutschen Wirtschaft) in cooperation with the Hans-Weisser-Foundation.
- ▶ Member of the Board of Trustees of the Diligentia Foundation.

Werner Bönte

- ▶ Editor of Small Business Economics Journal.
- ▶ Research fellow at the School of Public and Environmental Affairs at the Indiana University Bloomington, USA.

Peter Witt

- ▶ Chairman of the scientific commission of the Erich Gutenberg Arbeitsgemeinschaft, which aims to maintain relationships between science and entrepreneurial reality in the field of business administration.
- ▶ Department editor for the fields of entrepreneurship and innovation management of the Journal of Business Economics.
- ▶ Adjunct professor at the WHU-Otto Beisheim School of Management.
- ▶ Member of the Schumpeter School foundation's board of trustees.

Vivien Procher

- ▶ Member of the Editorial Review Board of Small Business Economics Journal.
- ▶ Member of the scientific advisory board for the "Erhebung zur Forschung und Entwicklung" of the Stifterverband Wissenschaftsstatistik

Diemo Urbig

- ▶ Editor of Small Business Economics Journal.
- ▶ Member of the Editorial Review Board of the Journal of Business Venturing.
- ▶ Member of the Editorial Review Board of the Academy of Management Perspectives Journal.
- ▶ Research fellow at the School of Public and Environmental Affairs at the Indiana University Bloomington, USA.

Prof. Dr. Christine Volkmann at the EY (Ernst & Young) "Entrepreneur of the Year Award".



International Scientific Involvement

Selected International Cooperation Partners:





Personnel, Education, and Innovation Economists Network Meeting

The Jackstädt Center organized, in cooperation with the University of Zurich, the Personnel, Education, and Innovation Economists Network Meeting in Wuppertal, held November 9-10. The Personnel, Education, and Innovation Economists Network Meeting was initiated by Agnes Bäker (University of Zurich) and Christian Rupietta as an informal meeting for doctoral students, postdoctoral researchers, and junior faculty. The meeting provides a platform to present and discuss early stage research projects in a small group and to build a network among researchers who work on

topics in the areas of Personnel Economics, Education Economics, and Innovation Economics and the intersections thereof.

The workshop took place for one and a half days at the Design-Collection Schriefers at the University of Wuppertal. We had about 25 participants from Germany, Switzerland and Luxembourg. The meeting consisted of intensive discussions on the presentations and options for further network meetings. A follow-up event will take place at the University of Zurich in Fall 2018.

Participants of the Personnel, Education and Innovation Economists Network Meeting. Christian Rupietta (second from left) and Agnes Bäker (on the far right) organized the network meeting.



Indiana-Wuppertal Workshop

In March 2017, we continued a series of meetings between members of the Jackstädt Center and Indiana University. This year's workshop, the fourth one, took place at the newly founded Indiana University Gateway in Berlin as part of the "Entrepreneurship and Reigniting Growth in the European Union" workshop organized by various Indiana University institutes. In addition to participants from Wuppertal and Indiana, David Audretsch, the host, invited renowned scientists from his own research network, e. g. Prof. Dr. Roy Thurik from the Erasmus School of Economics in Rotterdam, Prof. Dr. Alexander Kritikos from the German Institute for Economic Research (DIW Berlin), and Prof. Dr. Erik Lehmann from the University of Augsburg, so that further national and international contacts could be established.

Presentations by participants from Wuppertal covered a wide range of research topics, ranging from the globalization of research and development as well as the motivation of employees to engage in entrepreneurial activities and individuals' tendencies to seek or avoid competition, to the reciprocal relationships between the various stakeholders in a sustainable ecosystem. Presentations by participants from the Indiana University dealt with, among other things, the transitions between employment and self-employment of artists and social entrepreneurship in Africa. Christine Volkmann and David Audretsch presented their book "Entrepreneurship Education at Universities. Learning from Twenty European Cases" published by Springer. Monika Herzig Ph.D., who is both assistant professor and professional musician, presented her advanced model of the Jazz

Jam Session as a model for team entrepreneurship. Max Keilbach, a former German economist and now an active serial entrepreneur and musician, expanded the discussion of the basic idea of transferring mechanisms and principles from music performance and creative art to entrepre-



Members of the Jackstädt Center and Indiana University meet in Berlin for the workshop on Entrepreneurship and Reigniting Growth in the European Union.

neurship. Further presentations addressed the effects of business cycles in various industries, subcultures, and entrepreneurship well as female immigrant entrepreneurship.

The workshop provided space for bilateral discussions. There was an intensive exchange about a number of different research topics. Further exchanges were planned for individual areas in order to evaluate opportunities for further joint research. The workshop ended with an evening event in the Braugasthaus Dolden Mädel. Some participants then accepted Monika Herzig's invitation to join one of her Jazz Jam Sessions in a Berlin Jazzclub.

In cooperation with:



A Fact-Finding Mission in Colombia

Cooperation between the University of Wuppertal and Universidad del Norte

At the end of May 2017, a delegation of members from the Schumpeter School of Business and Economics and the Jackstädt Center visited Colombia in the context of a fact-finding mission with the purpose of exploring new possibilities for cooperation with Colombian partners. The visit of Werner Bönte, Christine Volkmann, Vivien Procher, and Christian Rupietta was financially supported by the German Academic Exchange Service (DAAD).

The journey's first stop was in the capital city of

Bogotá, where they visited the Observatorio de Ciencia y Tecnología (OcyT) scientific institute. OcyT concerns itself with the scientific analysis of the Colombian innovation system and is directed by Prof. Dr. Clara Ines Pardo, who earned her doctorate from the Schumpeter School in 2010. Lectures about the Colombian innovation system as well as lectures by the Jackstädt Center delegation and subsequent discussions not only helped to improve understanding of the respective national innovation systems, but to form a bond.

As part of the DAAD funded fact-finding mission, a delegation from Colombia visited the University of Wuppertal at the end of June. (Left to right) Prof. Dr. Christine Volkmann, Prof. Dr. Jana Schmutzler de Uribe, Prof. Jaider Vega-Jurado, Jun.-Prof. Dr. Vivien Procher, Prof. Dr. Werner Bönte, Jun.-Prof. Diemo Urbig.



Afterwards, different organizations which, inter alia, support business start-ups were visited, including, among others, Colciencias, Impulsa, and Sena.

The second part of the journey was to visit the Universidad del Norte in Baranquilla, which is one of Colombia's most popular universities and the best-known university in the Caribbean. Prof. Dr. Jana Schmutzler de Uribe, who earned her doctorate at the Schumpeter School in 2016, organized the visit. The focus was on conversations with professors, doctoral students, and the international office of the Universidad del Norte with the aim to explore opportunities for cooperation in research and lecture. These conversations spurred numerous interesting projects for future joint research and teaching.

Following this, the delegation visited start-ups that had been founded in the Center for Entrepreneurship of the Universidad del Norte. For example, one of these companies manufactures front doors made of fiber glass as other materials are decomposed by weather and termites. Through these conversations, the delegation members got to know the ecosystem and reality

of business formation in Colombia. These circumstances are, to some extent, comparable to those in Germany.

The return visit of Prof. Jana Schmutzler de Uribe and Prof. Jaider Vega-Jurado took place in June 2017. In addition to conversations with members of the Schumpeter School, the Barranquillian delegation was present for the award ceremony of the Schumpeter School Award to Prof. Eric von Hippel. The program also included scientific interchange and interchange with practitioners. Together with members of the Schumpeter School and the Jackstädt Center, the delegation from Baranquilla visited W-tec and had conversations with start-ups that had been founded within the University of Wuppertal sphere. Thus, the delegation from Baranquilla gained interesting insights into the practical aspects of business formation in Germany.

The reciprocal visits made clear that the Universidad del Norte's strong emphasis on entrepreneurship and innovation is comparable to that at the University of Wuppertal. Therefore, both delegations drew a very positive result regarding future cooperation for lectures and research.

At the end of the year, a general cooperation agreement and a student exchange agreement between the Universidad del Norte and the University of Wuppertal were signed. In summer 2018, the first cohort of five students from the University of Wuppertal will go to the Universidad del Norte for a study term. The return visit of Colombian students to Germany will take place in the summer of 2019. Hence, the fact-finding mission was a complete success, leading to the initiation of a promising cooperation in research, teaching, and transfer.

In cooperation with:



Markus Thomanek, Laura Luchtenberg, Adrian Bepierszcz and Peter Lars Fischer will visit Colombia in summer 2018 as part of the exchange between the University of Wuppertal and Universidad del Norte.

Qualitative Comparative

Analysis Workshops in Zürich

This year the Jackstädt Center co-organized the International QCA Young Researcher Workshop and the 5th International QCA Expert Workshop together with researchers from three Swiss partner institutions: ETH Zurich, WSL, and EAWAG. The workshops received support from the Society for the Advancement of Management Studies, the Swiss National Science Foundation, and COMPASSS, an international network of researchers interested in comparative case analysis. Both workshops took place in Zurich and focused on the development and application of Qualitative Comparative Analysis (QCA) in research projects and evaluation studies. In management, QCA is a relatively young method that scholars have used for more than 20 years for the analysis of complex phenomena like Human Resource Manage-

ment system, Innovation systems, and organizational forms.

The International QCA Young Researchers Workshop 2017, on December 12, provided a unique platform for young researchers using QCA to meet QCA experts, get feedback on their on-going research, and to learn about the latest QCA methodological developments. The workshop was interdisciplinary, connecting about 35 early career scholars from political science, sociology, and management with QCA experts from a variety of fields. The format of the workshop was highly interactive and complemented plenary sessions with round table sessions and “meet the expert corners.” The workshop included special topic sessions, including a session on latest soft-

Impressions from a round table session where young researchers got feedback from QCA experts.



ware developments, the use of QCA in evaluation and consulting projects, as well as a plenary session on publishing QCA papers. The workshop participants especially valued the intense interaction with leading experts in their fields and the detailed feedback they received on their research projects.

The 5th International QCA Expert Workshop, held December 13 and 14, provided a venue for experienced QCA researchers to discuss the latest and most important developments around QCA. The workshop focused exclusively on the methodological and conceptual advances around QCA, not on applications of QCA in empirical research. Like the International Young Research Workshop, this workshop was interdisciplinary, providing a platform for about 30 experienced researchers from various disciplines to discuss methodological developments. One focus of this workshop was on the application of QCA in practice-oriented evaluation and consulting projects. We discussed ways to make QCA and results from

QCA more accessible to practitioners, options to visualize QCA results, and shared experiences in evaluation and consulting projects.

In response to the positive feedback we received from both workshops, the Jackstädt Center, in cooperation with ETH Zurich, is organizing the International QCA Summer Workshop in Wuppertal to be held May 28-30, 2018.

In cooperation with:

ETH zürich



eawag
aquatic research ooo

Young researchers learn about publishing a QCA paper.

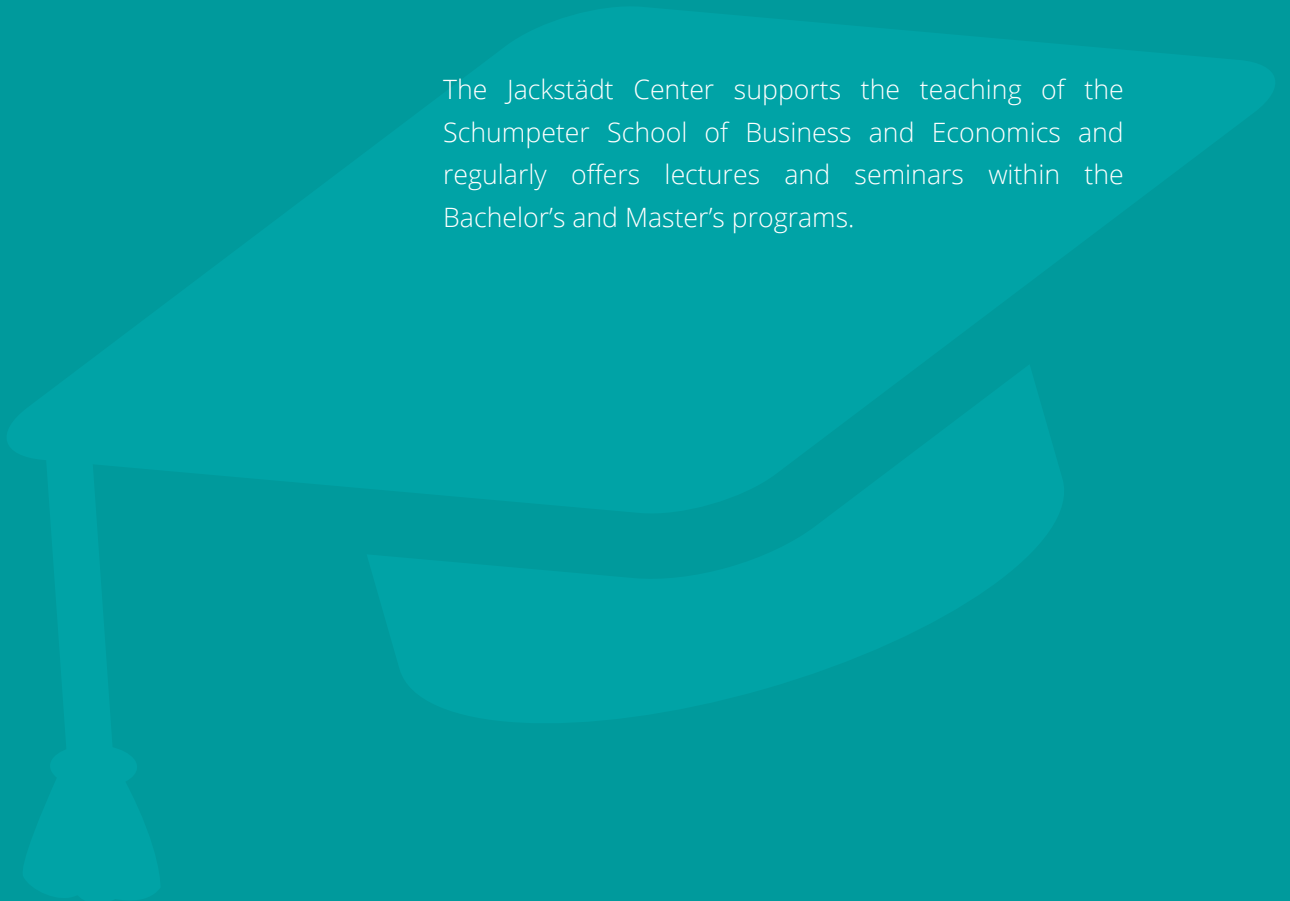




04

Teaching

The Jackstädt Center supports the teaching of the Schumpeter School of Business and Economics and regularly offers lectures and seminars within the Bachelor's and Master's programs.



Courses

The Jackstädt Center mainly offers research-based seminars. These give students the opportunity to apply their methodological knowledge, to collect data independently, and to create their own empirical work. Moreover, since the winter term 2013/2014, the Schumpeter School of Business and Economics offers a specialized master program in "Entrepreneurship and Innovation." The directors of the Jackstädt Center offer several modules, lectures, and seminars in this and relat-

ed Master's programs. For example, "Economics of Innovation" is held by Werner Bönte, "Innovation and Technology Management" by Peter Witt, "Human Resource Management" by Michael Fallgatter, and "Basics of Start-Up Management" by Christine Volkmann. Thus, the large variety of courses taught in the area of "Entrepreneurship and Innovation" strengthens and complements the research orientation of the Jackstädt Center.

Lectures and Seminars

Business Creation and Development in the "Bergisches Land" region (Entrepreneurial Locations in the Light of Structural Change), seminar in the Bachelor's course "Business Administration and Economics" from the Chair of Entrepreneurship and Economic Development.

Business Model Development for Growth-Oriented Start-Ups, seminar in the Master's course "Business Administration and Economics" from the Chair of Entrepreneurship and Economic Development.

Business Plans, seminar in the Bachelor's course "Business Administration and Economics" from the Chair of Technology and Innovation Management.

Business Planning for Growth-Oriented Start-Ups, seminar in the Bachelor's course "Business Administration and Economics" from the Chair of Entrepreneurship and Economic Development.

Business Planning for Growth-Oriented Start-Ups/Business Model Development for Innovative Start-Up Projects, seminar in the Master's course "Business Administration and Economics" from the Chair of Entrepreneurship and Economic Development.

Corporate and Employment Laws for Start-Ups, lecture in the Bachelor's course "Business Administration and Economics" from the Chair of Entrepreneurship and Economic Development.

Cultural Entrepreneurship, seminar in the Bachelor's course "Business Administration and Economics" from the Chair of Entrepreneurship and Economic Development.

Current Topics in Economics of Innovation and Education, seminar in the Master's course "Business Administration and Economics" from the Jackstädt Center.

Design Thinking – The Visual Creative Approach for the Development of Innovative Business Ideas, seminar in the Bachelor's course "Business Administration and Economics" from the Chair of Entrepreneurship and Economic Development.

Digitization (Industry 4.0), seminar in the Master's course "Business Administration and Economics" from the Chair of Technology and Innovation Management.

Economics and Management of Innovation, seminar in the Master's course "Business Administration and Economics" from the Jackstädt Center.

Economics of Innovation, lecture in the Master's course "Business Administration and Economics" from the Chair of Industrial Organization and Innovation.

Economic Policy, lecture in the Bachelor's course "Business Administration and Economics" from the Chair of Industrial Organization and Innovation.

Empirical Methods of Innovation and Start-Up Research, doctoral seminar from the Chair of Technology and Innovation Management.

Empirical Studies in Entrepreneurship and Innovation Research, seminar in the Master's course "Business Administration and Economics" from the Jackstädt Center and the Chair of Industrial Organization and Innovation.

Energy and Project Management, lecture in the Master's course "Business Administration and Economics" from the Chair of Technology and Innovation Management.

Entrepreneurship, Business Formation and Growth, lecture in the Bachelor's course "Business Administration and Economics" from the Chair of Entrepreneurship and Economic Development.

Entrepreneurial Ecosystems, seminar in the Master's course "Business Administration and Economics" from the Chair of Entrepreneurship and Economic Development.

Entrepreneurship and Market Development, lecture in the Master's course "Business Administration and Economics" from the Chair of Entrepreneurship and Economic Development.

Entrepreneurship Research, seminar in the Master's course "Business Administration and Economics" from the Chair of Entrepreneurship and Economic Development.

Entrepreneurship: Start-up and Growth Management lecture in the Bachelor's course "Business Administration and Economics" from the Chair of Entrepreneurship and Economic Development.

Entrepreneurial Thinking, seminar in the Master's course "Business Administration and Economics" from the Chair of Entrepreneurship and Economic Development.

Globalization of Competition, lecture in the Master's course "Business Administration and Economics" from the Chair of Entrepreneurship and Economic Development.

Human Resource Management, lecture in the Master's course "Business Administration and Economics" from the Chair of Human Resource Management and Organization.

Industrial Economics, lecture in the Bachelor's course "Business Administration and Economics" from the Chair of Industrial Organization and Innovation.

Industrial Property Rights, lecture in the Bachelor's course "Business Administration and Economics" from the Chair of Entrepreneurship and Economic Development.

Innovation and Education Economics, seminar in the Master's course "Business Administration and Economics" from the Jackstädt Center.

Innovation Management/Entrepreneurship, seminar in the Master's course "Business Administration and Economics" from the Chair of Technology and Innovation Management.

Innovation and Technology Management, lecture in the Master's course "Business Administration and Economics" from the Chair of Technology and Innovation Management.

Innovation and Technology Management (in cooperation with Entrance GmbH), seminar in the Master's course "Business Administration and Economics" from the Chair of Technology and Innovation Management.

Introduction to Business Administration and Economics, lecture in the Bachelor's course "Business Administration and Economics" from the Chair of Technology and Innovation Management.

Labor and Company Law for Founder, lecture in the Bachelor's course "Business Administration and Economics" from the Chair of Entrepreneurship and Economic Development.

Organization, lecture in the Bachelor's course "Business Administration and Economics" from the Chair of Human Resource Management and Organization.

Organization and Business Management, lecture in the Bachelor's course "Business Administration and Economics" from the Chair of Human Resource Management and Organization.

Principles for Entrepreneurial Location Decisions, seminar in the Bachelor's course "Business Administration and Economics" from the Chair of Entrepreneurship and Economic Development.

Project Management, seminar in the Master's course "Business Administration and Economics" from the Chair of Technology and Innovation Management.

Project Management in Energy Industry and Information Technology, seminar in the Bachelor's course "Business Administration and Electrical Engineering" from the Jackstädt Center.

Social Entrepreneurship and Social Business, seminar in the Bachelor's course "Business Administration and Economics" from the Chair of Entrepreneurship and Economic Development.

Specific Aspects of Start-Up Management, lecture in the Bachelor's course "Business Administration and Economics" from the Chair of Entrepreneurship and Economic Development.

Succession and Leadership in Medium-Sized Companies, seminar in the Master's course "Business Administration and Economics" from the Chair of Human Resource Management and Organization.

Sustainable Entrepreneurship, seminar in the Master's course "Business Administration and Economics" from the Chair of Entrepreneurship and Economic Development.

Taxes of Entrepreneurs, seminar in the Bachelor's course "Business Administration and Economics" from the Chair of Entrepreneurship and Economic Development.



Seminars

Empirical Studies in Entrepreneurship and Innovation Research

Every semester, the Jackstädt Center offers a seminar dedicated to collecting primary data on topics related to phenomena studied in entrepreneurship and innovation research. Primary data can refer to experiments in the classroom, in a laboratory, or in the field, as well as to surveys of students, employees, or firm managers, or even qualitative data collection in the form of interviews. Depending on the specific lecturers and available opportunities, the focus of the seminar changes from semester to semester. The linking theme is, however, that students will collect and analyze primary data. The seminar typically addresses master students and (advanced) bachelor students.

In the winter semester of 2017/18, we implemented a lab-in-the-field experiment in the local shopping mall, City Arkaden Wuppertal. On November 2-4 students and members of the Jackstädt Center ran experiments on individual decision-making. Each experiment lasted about 15 minutes. The results of these experiments contribute to a larger research project on individuals' selection into competition.

In cooperation with:



Students carry out experiments with passersby at the City Arkaden Wuppertal.



Entrepreneurial Ecosystems: Entrepreneurs, Managers and Students Travel to Berlin and Hamburg

"One must travel to learn." (Mark Twain)

In the winter 2016/17 semester, students from a Master's seminar on "Entrepreneurial Ecosystems" by Christine Volkmann, young entrepreneurs, as well as managers from established companies were invited to learn first-hand about Berlin's start-up activities. During a first trip to Berlin in January, they visited EY (Ernst&Young), the Social Impact Lab, and the well-known co-working spaces "betahaus" and "Factory Berlin." Following the very positive feedback from the students and entrepreneurs, another excursion took place in November, this time to "Hamburg SmartCity," which aims at digitally enhancing the habitat "City" in

Hamburg, while ensuring the sustainability, quality of life, and economic growth.

The interaction between students and companies is an important part of the concept. Students work on case studies that are directly posed by entrepreneurs from the Wuppertal-Solingen-Remscheid (Bergisches Land) region. This ensures an intensive exchange even after the journey and facilitates the transfer of knowledge in a way that benefits both sides. Christine Volkmann, in cooperation with the Neue Effizienz, plans to continue these "Ecosystem Expeditions" in the upcoming semesters.

The group on the roof terrace of Hanse Ventures, a local business incubator.



Bachelor's and Master's Theses

A selection of theses is presented, highlighting the range of topics supervised by the directors and assistant professors at the Jackstädt Center.

Christine Volkmann

- ▶ Crowdfunding als Alternative für junge Unternehmen im Vergleich zu Business Angels und Venture Capital
- ▶ Digitale Geschäftsmodellentwicklung für die Service-Plattform WAYFIT
- ▶ Einfluss unterschiedlicher Signale auf den Erfolg von Crowdfunding-Kampagnen am Beispiel der Plattform Companisto
- ▶ Entrepreneurial Ecosystem - Ausprägungen des Standorts Wuppertal und die Bedeutung für junge Unternehmen
- ▶ Entwicklung von Service-Geschäftsmodellen in der deutschen Gesundheitsbranche
- ▶ Generationsübergreifende Einflussfaktoren auf Karriereentscheidungen – Eine empirische Vergleichsstudie der Generationen X und Y
- ▶ Innovationsorte für Entrepreneure - Welche Anforderungen müssen an Innovationsorte gestellt werden, damit für Entrepreneure ein effektives Arbeitsumfeld (Ecosystem) entsteht?
- ▶ Marketing-Instrumente universitärer Ausgründungen
- ▶ Migration-Entrepreneurship: Eine Evaluation der Gründungsförderungsprogramme für Migranten und Migrantinnen in Deutschland

Werner Bönte

- ▶ Competitive perceptions and preferences across contexts: Exploring the role of language categorization and construal theory
- ▶ Der Bitcoin-Preis im internationalen Vergleich
- ▶ Entrepreneurship-Förderung an Hochschulen – Volkswirtschaftliche Legitimation und Probleme der Evaluation
- ▶ Individual competitiveness and entrepreneurship – Empirical analysis at individual and country level
- ▶ Individuelles Verständnis von Wettbewerbssituationen und Wahrnehmung von Wettbewerb: Eine explorative Fallstudie Ökonomische Analyse von Kartellen

Michael Fallgatter

- ▶ Dark Leadership Auswirkungen auf die Wahrnehmung von Integrität und Compliance in einem Unternehmen
- ▶ Der Einfluss von Commitment auf Präsentismus – Eine empirische Analyse unter Berücksichtigung arbeitsplatzrelevanter Faktoren und der Persönlichkeit
- ▶ Erfolgreiche Implementierung von Corporate Social Responsibility
- ▶ Master Einführung von Mitarbeiterbeurteilungen in der Hilfsorganisation CARE Deutschland-Luxemburg e.V.
- ▶ „New Work“ bei den WSW Wuppertaler Stadtwerken – Signale und Signalwirkungen
- ▶ Signale des Arbeitgebers zur Steigerung der Arbeitgeberattraktivität
- ▶ Zur Intentionsbildung der nächsten Generation in Familienunternehmen

Peter Witt

- ▶ Die Bedeutung des Gründerteams für den Aufbau der Unternehmenskultur in Start-ups
- ▶ Die Gültigkeit des Solow-Modells im Zusammenhang mit Digitalisierung, Internet of Things und Industrie 4.0
- ▶ Einsatzmöglichkeiten von Big Data im Dialogmarketing
- ▶ Geeignete Vermarktung von innovativen Produkten
- ▶ Innovationsförderliche Unternehmenskultur - Ein interkultureller Vergleich zwischen Deutschland und Japan
- ▶ Intrapreneurship - Internes Unternehmertum als zentraler Bestandteil einer innovativen Unternehmenskultur
- ▶ Konzeption zur Existenzgründung im E-Commerce
- ▶ Open Innovation: Die Einbindung von Kunden in die Neuproduktentwicklung im Web 2.0

Vivien Procher and Diemo Urbig

- ▶ Theorie und Praxis der Bestimmung des Reservationspreises für innovative Konsumgüter
- ▶ Hybrid Entrepreneurship: Eine qualitative Analyse der Motive bei Nebenerwerbsgründungen
- ▶ Entrepreneurial Orientation: Welche Faktoren fördern oder hemmen das Herausbilden von Innovativität, Risikobereitschaft und Proaktivität in Unternehmen? - Eine empirische Analyse
- ▶ Bedeutung von institutionellen Investoren für die 100 größten deutschen Unternehmen
- ▶ International R&D in family firms
- ▶ Bedeutung von strategischen Faktoren bei Desinvestitionen der DAX 30 Unternehmen

Theses in Cooperation

with Companies

Below is a selection of theses written in collaboration with regional, national and international companies, supervised by directors of the Jackstädt Center.

Peter Witt

- ▶ Aktualisierung der Dokumentation der DIN EN ISO 50.001, Nestlé Deutschland AG
- ▶ Bewertung des Innovationscharakters und des Vermarktungspotenzials von Blei-Hybrid-Batterien, Hoppecke Batterien GmbH & Co. KG
- ▶ Das Lithium-Ionen-Batteriesystem für die Elektromobilität der Zukunft, P3 Automotive GmbH
- ▶ Entwicklung eines Modellvorschlags zur effizienten Initiierung von Förderprojekten, DB Netz AG
- ▶ Erarbeitung eines für die Opel Automobile GmbH optimierten Konzeptes zur Zusammenarbeit mit Universitäten, Opel Automobile GmbH
- ▶ Kundenbindung in kleinen und mittleren eCommerce-Unternehmen, Springlane GmbH
- ▶ Lessons Learned im Projektmanagement eines Versicherungskonzerns, AXA Konzern AG
- ▶ Make-and-Buy: Ermittlung der optimalen Fertigungstiefe beim Technischen Service von Evonik Industries AG, Evonik Industries AG
- ▶ Markenbekanntheit einer Innovation, Vorwerk
- ▶ Potentiale von intelligenter Leistungselektronik auf PV-Moduleben, Vaillant Group
- ▶ Power-to-Chemicals - Chemische Industrie als Energiespeicher und Netzstabilisator, Vestolit GmbH
- ▶ Talentmanagement am Praxisbeispiel des Vereins nomiko e.V., Nomiko e.V.

Christine Volkmann

- ▶ Analyse der Erfolgsfaktoren von grünen Startups durch Förderprogramme von Inkubatoren im Bereich der Green Economy, Borderstep Institut
- ▶ Ansätze sozialer Wirkungsforschung kommunaler Quartiersarbeit, Stadt Remscheid
- ▶ Analyse des Fachkräftemangels für unternehmerische Innovationsvorhaben in der bergischen Region, Bergischen Struktur- und Wirtschaftsförderungsgesellschaft mbH
- ▶ Open Gouvernement und kommunale Wirtschaftsfreundlichkeit: Aktuelle Entwicklungen am Beispiel Wuppertals, Stadt Wuppertal, Wirtschaftsförderung Wuppertal, IHK Wuppertal, wuppertalaktiv e.V.



Nestlé



NETZE



HOPPECKE

POWER FROM INNOVATION



Wirtschaftsförderung
Wuppertal



Vaillant



VORWERK



EVONIK
POWER TO CREATE

Research Seminars

Brown Bag Seminar

The Brown Bag Seminar, initiated 2014 by the Jackstädt Center, is an informal research seminar on topics that span the whole range of research at the Schumpeter School of Business and Economics. Professors and doctoral students present and discuss their research projects in the seminars and, to further stimulate research

at the Schumpeter School, researchers from Germany and abroad are regularly invited to give guest lectures. In keeping with the original name “Brown Bag,” based on how Americans historically carried their lunch to work, a small lunch-time snack is also provided, sponsored by local companies.

Doctorial Seminar with Stuart Read

In June 2017, Stuart Read, Professor of Strategic Management at Willamette University in the State of Oregon, visited the Chair of Entrepreneurship and Economic Development and the Jackstädt Center. His research focuses on effectuation and is published in a wide range of disciplinary areas. He served as doctoral supervisor and in June he participated in the corresponding defense. He also gave an interactive seminar, “Article Critique Debrief,” for doctoral candidates of the Schumpeter School of Business and Economics. Stuart Read discussed one of his own papers, then the doctoral candidates not only had to identify ten additional weaknesses, but also come up with questions and comments that a reviewer might have raised about the paper. Afterwards, seminar participants discussed how to react to these

questions and comments. Finally, Stuart Read presented the responses from journal editors and reviewers that he received in response to versions of his manuscript, including those from the Journal of Marketing, which eventually published his work. He explained how he and his co-author worked on the feedback for three years, collecting more data, analyzing them, and improving the paper until it was finally accepted. The seminar illustrated that even in well-published papers there are often opportunities for improvement and that reviewers can always find reasons to recommend rejecting a paper. Nevertheless, it is important to learn from the comments of editors and reviewers, to reduce the number of mistakes, and to try avoiding them the next time.



Prof. Stuart Read and Prof. Christine Volkmann.



Participants discuss the paper of Prof. Stuart Read.

Junior University

In 2017 Professor Christine Volkmann, Tobias Bürger, and Kathrin Bischoff introduced and taught a course on entrepreneurship for high school students at Junior Uni in Wuppertal. The Junior Uni is an institution that introduces primary and secondary students to universities and possible areas of study at an early age. In the course "Unternehmensgründung – von der Idee zur Umsetzung" (Entrepreneurship – from the idea to implementation), 20 junior university students, aged between 14 and 20, dealt with typical entrepreneurial topics. They discussed possible ways of creating business ideas and considered how to develop them further and how to turn them into a concrete business model. Christine Volkmann and her team focused their teaching on techniques for finding, evaluating and implementing business ideas. In addition, the different roles within a team of founders were analyzed and various creativity techniques applied. The development of the business models was based on

the Business Model Canvas concept. As part of a practical workshop, the junior university students also had the opportunity to engage in a direct exchange with founders and experts from the start-up scene. At the end of the course, the students pitched their ideas and received valuable feedback, which helped them to optimize their business models.

The feedback from students who attended the course was extremely positive. They felt that the course had aroused a spirit of discovery and creativity in them. They also pointed out that entrepreneurship is a true alternative to regular employment.

In cooperation with:



Prof. Christine Volkmann talks about entrepreneurship in front of the Junior University students.



05

Transfer

The transfer between science and the local economy in Bergisches Land is one central issue of the Jackstädt Center. Beside the cooperation with companies within the scope of research cooperation and common events, the Jackstädt Center's directors aim to actively bring students from the University of Wuppertal and regional companies together. This is done as part of guest lectures by practitioners at the University of Wuppertal as well as lectures by members of the Jackstädt Center, but also through cooperation in the context of seminar and theses.

G-Forum



G-Forum

The G-Forum is the first and largest entrepreneurship and innovation conference in Germany, Austria, and Switzerland. In 2017, over 400 participants from 22 countries attended the conference to present their research in various sessions. The conference offers unique opportunities to meet other scholars in the field and to build up collaborations.

More information online:
www.fgf-ev.de/en

Entrepreneurship and Innovation Conference in Wuppertal

From October 4 to 6, the 21th Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum) was held in Wuppertal. The conference, which took place in Wuppertal's Historische Stadthalle, was organized by the Chair of Entrepreneurship and Economic Development, the UNESCO-Chair of Entrepreneurship and Intercultural Management, and the Jackstädt Center. The theme of this year's conference was "Sustainable Entrepreneurial Ecosystems."

The G-Forum started on Wednesday with a doctoral colloquium where PhD students presented their ongoing research projects in a workshop atmosphere and discussed their projects with senior researchers. The welcome drinks and dinner took place in the Uni-Kneipe, providing an opportunity for participants to get to know each other. On Thursday morning, the conference was opened by Congress President Christine Volkmann and Prof. Dr. Lambert T. Koch, President of the University of Wuppertal, followed by Prof. David B. Audretsch's, Ph.D. and Prof. Dr. Ann-Kristin Achleitner's keynote speeches. The keynotes, entitled "Entrepreneurial Ecosystems: The Role



Prof Lambert T. Koch, President of the University of Wuppertal welcomes the conference participants.

of Culture" and "Entrepreneurial Ecosystems: A European Perspective," respectively, emphasized

the importance of entrepreneurial ecosystems for economic development. Afterwards, the conference participants joined different sessions to present and discuss their research on topics like entrepreneurship education, sustainable entrepreneurship, and innovation and technology.



Panel discussion on growth financing. (From left to right): Frauke Stars, Gunther Wölfiges, Mirko Novakovic, Britta Becker, Dr. Alex von Frankenberg

A conference highlight was the practice-oriented panel discussion on growth financing of small and medium enterprises, moderated by Prof. Dr. André Betzer, which specifically addressed the needs of local entrepreneurs. For this purpose, Hauke Stars, member of the board of Deutschen Börse AG, Britta Becker, partner at EY (Ernst&Young), Mirko Novakovic, founder of codecentric AG, Dr. Alex von Frankenberg, managing director of High-Tech Gründerfonds, and Gunther Wölfiges, president of the board of Stadtparkasse Wuppertal, joined the panel to share their expertise.

In the evening, participants met for dinner in the splendid ballroom of the Historische Stadthalle. In a relaxed atmosphere, there was ample room for conversations and networking. Several awards were presented for the best contributions of the conference.



Prof. Dr. Christine Volkmann and Prof. Dr. André Betzer receive the Family Business and Mittelstand Award funded by the EQUA-Stiftung and the Förderkreis Gründungs-Forschung e.V.



Michael Klaholz, Stadtparkasse Wuppertal (left) and Peter Rosenthal, member of the board of the Jackstädt-Stiftung (right) enjoy the panel discussion on growth financing.

Minister Prof. Dr. Andreas Pinkwart speaks about requirements for entrepreneurship research from a policy perspective.





Dr. Marc Kanzler, member of the advisory board of the Jackstädt-Center meets Prof. Dr. Andreas Pinkwart and Prof. Dr. Ann-Kristin Achleitner.



Prof. Dr. Andreas Pinkwart, Prof. Dr. Christine Volkmann, and Prof. Dr. Ann-Kristin Achleitner have a conversation before the opening ceremony on Friday morning.

For their work on managers overconfidence when making investment decisions, André Betzer, Christine Volkmann, Inga van den Bongard, and Erik Theissen received the Family Business and Mittelstand Research Award.

After a short welcome address by Christine Volkmann and Prof. Dr. Jörn Block, the conference continued on Friday morning with a keynote by Prof. Dr. Andreas Pinkwart, Minister for Economic Affairs, Digitalization, Innovation and Energy of the Federal State of North Rhine-Westphalia. In his keynote address, Andreas Pinkwart focused on requirements for entrepreneurship research from a policy perspective. In a second keynote, Prof. Simon C. Parker, Ph.D., gave an overview on the field of entrepreneurship research, emphasizing current developments and future prospects.

Throughout the day, another 21 sessions with 103 presentations were held in up to 6 parallel sessions. A workshop on digital and sustainable living complemented the day's schedule. During the workshop, Melanie Kubin Hardewig, Vice President Group Sustainability Management of Deutsche Telekom AG, and Michael Kuhndt, Executive Director of the Collaborating Center on Sustainable Consumption and Production, pointed out the opportunities and implications of digitali-

The 2017 G-Forum in Wuppertal sets a new record. In 58 sessions over 240 presentations were given by researchers and practitioners. The photo below shows a session on entrepreneurship education.



zation for innovation, entrepreneurship, and sustainability. Thereafter, Patrick Bottermann, Project Manager at Collaborating Center on Sustainable Consumption and Production, led a working session on how to develop innovative ideas in a sustainable context. The workshop was received with great enthusiasm by the participants from science and practice alike.

In cooperation with:



Drivers of and Barriers to Firm Formation

On August 15, Prof. Dr. Andreas Pinkwart, Minister for Economic Affairs, Digitalization, Innovation and Energy of the State of North Rhine-Westphalia visited the University of Wuppertal to participate in a discussion with local entrepreneurs and supporters of the local entrepreneurial ecosystem on the drivers and barriers for local startups. The discussion with 50 guests was hosted by the Chair of Entrepreneurship and Economic Development and the Jackstädt Center.

In her opening note, Christine Volkmann emphasized the high entrepreneurial potential of the local entrepreneurial ecosystem, which has

"Neue Gründerzeit NRW"

In summer 2017, the Ministry for Economic Affairs, Digitalization, Innovation and Energy of the state of North Rhine-Westphalia organized a tour for Minister Prof. Dr. Andreas Pinkwart, to promote a founder-friendly environment. The minister visited several universities, startups, and research laboratories to identify problems and opportunities.

More information online:

www.wirtschaft.nrw/gruenderzeit

Local startups meet Andreas Pinkwart at the University of Wuppertal.





Selly Wane (first left), founder of SWANE-Café talks to Andreas Pinkwart (third to left).



Andreas Pinkwart and Christine Volkmann listen to the experiences of Hannah Jensen, co-founder of sigo GmbH.

already facilitated several technology-based and sustainable startups. She identified the bizeps network as a unique driver for local startups but also mentioned barriers to firm formation, like the absence of a space for students to create and develop new ideas.

Among the guests were representatives of established enterprises, like Vok Dams and CSCP, as well as representatives from local startups, like Talention, IQZ, and Wjild. The participants used the discussion to talk about their own start-up experiences and the perceived barriers to business creation.

Hannah Jensen, co-founder of sigo GmbH, a start-up that offers an E-bike sharing service, for instance, noticed substantial constraints in access to public funding. Andreas Pinkwart appreciated the suggestions from the audience and promised to address the mentioned barriers.

Initiated by:

Ministerium für Wirtschaft, Innovation,
Digitalisierung und Energie
des Landes Nordrhein-Westfalen



Strengthening the Local Entrepreneurial Ecosystem

Gründerstammtisch – a Regular Meeting of Local Founders



A monthly entrepreneurship meeting called “Gründerstammtisch Wuppertal” was introduced in 2016 as a platform for entrepreneurs, students, start-ups, business angels, and those interested in entrepreneurship to meet. The meetings typically attract about 45 people from across the region. Each meeting has a specific theme, e.g. “social entrepreneurs”, “tech start-ups” and “start-up financing.”

In line with the theme, two or three entrepreneurs or invited experts give a presentation followed by a discussion. Participants can also present their ideas in form of a pitch. The locations for the meetings vary; in 2017, for instance,

Students who are interested in starting a business get in touch with experienced founders like Timo Beelow (left), founder of Wijld and Crossboccia.



Bizeps

Bizeps offers start-up consultancy to scientists, students, and graduates. It was initiated in 1998 and is financed by the University of Wuppertal and local stakeholders. Bizeps also organizes networking events and seminars.

Homepage of bizeps:
www.bizeps.de

Mercedes-Benz in Wuppertal hosted a meeting that focused on collaboration between large companies and startups. Overall, the Gründerstammtisch has proven to be an excellent platform to facilitate entrepreneurs' networking.

The Gründerstammtisch audience listens to Stefan Gärtner, founder of “kinderfee” who talks about the lessons he learned in the Silicon Valley.



Bizeps Startup Academy



The Bizeps Startup Academy was launched in the winter semester 2017/18 and offers three-month workshop that supports startup-interested participants with eight consecutive workshops to form and develop their teams, develop ideas, improve the presentation of the business idea both in terms of content and in terms of body language, and, ultimately, to launch their startups.

Over these three months, industry experts expose participants to, and coach them in using, best practices and methods to continuously develop their business ideas. This includes tools like Design Thinking, the Business Model Canvas,

prototyping, and the concept of the Minimum Viable Product.

Experts from local banks and local private investors, e.g. Markus von Blomberg, managing partner of the Mello GmbH and member of the Jackstädt Center's advisory board, help participating teams to develop the presentation of their start-ups in order to be able to attract additional funding. During and after the academy, free consulting services of the bizeps network (e.g. W-tec's start-up consulting) are available for participating teams. With this support, the teams can continue to further develop their start-up plans.

Markus Thomanek, team member of Meetspire, presents his business idea at the final pitching event of the bizeps Startup Academy.



Gründerpreis NRW



Each year the Gründerpreis NRW (the Entrepreneurship award of the State of North Rhine-Westphalia) honors the most creative and successful business ideas in NRW. The winners are rewarded with a cash prize of 60,000 Euros (in total) and are selected by a jury of experts. In 2017 Christine Volkmann was chairwoman of this jury. As part of her role, she was in charge of developing the selection criteria and presenting the criteria to the audience at the awards ceremony. Afterwards, Prof. Dr. Andreas Pinkwart, Minister for Economic

Affairs, Digitization, Innovation and Energy of the Federal State of North Rhine-Westphalia presented the awards to the winners. The first place was awarded to IOX LAB, a company that develops and builds prototypes for other companies within just 30 days.



Christine Volkmann (right) talking about the selection criteria of the Gründerpreis NRW.

EY Entrepreneur of the Year Award



For 30 years, EY (Ernst&Young) has awarded selected entrepreneurs for their outstanding achievements. This year's prize ceremony took place in Berlin in November. Christine Volkmann was member of the jury evaluating the nominees. Assessment criteria were based on growth, future potential, innovativeness, employee management, and social responsibility of the business. Prof. Volkmann presented the special award in the category family businesses to Dr. Andreas und Daniel Sennheiser from Sennheiser Electronic.



Christine Volkmann (first left) presents the family business award to Andreas Sennheiser (second to left) und Daniel Sennheiser (third to left)



Enactus is a worldwide student organization that aims to enable progress through entrepreneurial action by working on social and ecological projects. Last summer, the team at the University of Wuppertal consisted of only five students. Now, following a lot of effort and new ideas, the team was rebuilt and consists of 20 active students led by Anna Kilanowski, a former research assistant at the Jackstädt Center, and Anne Etteldorf. They are supported and guided by the Chair of Christine Volkmann.

One of their projects, "Kleine Lichter," was recently nominated as a German finalist of the "Ford College Community Challenge," winning 5,000 Euros. The project team developed a mobile light for young children making their way to

school or kindergarten safer. The nomination was a huge success for the project as well as the Enactus team at Wuppertal, thus motivating future participation in the program.

The team successfully participated in the annual national competitions in 2015, 2016, and 2017. In 2016 the national cup was held in Wuppertal at the historic City Hall. We are honored to host the competition again in 2018, with the Wuppertal team and the Chair of Christine Volkmann co-organizing the event.

Homepage of the Enactus team Wuppertal:
www.wuppertal.enactus.de

The members of the Enactus team Wuppertal work on social and ecological projects.



Schumpeter School

Award 2017

On June 29 and 30, the Schumpeter School of Business and Economics hosted the fourth Schumpeter School Award, honoring outstanding entrepreneurship and innovation researchers. 2017's winner was Prof. Eric von Hippel, Ph.D., Professor of Innovation Management at the MIT Sloan School of Management (Cambridge, Massachusetts), who was recognized for his research in the area of user-generated innovation.

On June 29, the award ceremony started with a workshop in which Eric von Hippel gave young scientists advice on how to conduct successful research, followed by dinner reception at Stadtparkasse Wuppertal. Then, on June 30, a workshop on open innovation took place at the Freudenberg Campus of the University of Wuppertal with presentations by members of the Jackstädt Center. Here, leading researchers in German start-up and innovation research presented and discussed their current research that is thematically related to the research of the laureate.

Subsequently, the official award ceremony took place with greetings by Lambert T. Koch, president of the University of Wuppertal, Nils Crasselt, Dean of the Schumpeter School, Norbert Koubek, spokesman of the board of the Schumpeter School Foundation, and Jürgen Büssow, former district president in Düsseldorf. The laudatory speech was given by Peter Witt, who praised the consistently high quality of Hippel's research contributions in top management journals as well as his strong influence on the field of innovation



(Left to right): Prof. Dr. Peter Witt, award-winner Prof. Eric von Hippel, Ph.D., Prof. Dr. Nils Crasselt, Prof. Dr. Lambert T. Koch and Prof. Dr. Norbert Koubek.

management, describing Eric von Hippel as the "ideal candidate" for the Schumpeter Prize. The reception, which followed the award ceremony, allowed the guests from science, industry, and politics to engage in deeper exchanges with Eric von Hippel and each other.

Schumpeter School Award

The Prize is awarded every two years, starting in 2011. The prize of € 10,000 is intended to recognize outstanding scientific achievements in Schumpeter's economic and innovation research. The prize, funded by Stadtparkasse Wuppertal and awarded by the Schumpeter School of Business and Economics, goes back to Joseph A. Schumpeter, one of the most important economic researchers of the 20th century. Not only did Schumpeter teach and conducted research in Austria, Germany, and the United States, he was also engaged in practical economic policy. His work on entrepreneurship and innovation is recognized around the world and still influences modern research.

Homepage of the award:
www.award.wiwi.uni-wuppertal.de

06

Financial Sustainability

In order to ensure the Jackstädt Center's financial viability in a sustainable way, raising external funding remains a continual concern. By financing an additional assistant professorship, the University of Wuppertal has contributed significantly to the center's sustainability. In the following section, fund-raising activities that provide an insight into the successful work of the last year are highlighted.

G-Forum

Christine Volkmann acquired funds of about 50,000 Euros with support from Wolfgang Kuhn and Mirjam Ballin for the G-Forum. The organizers of the conference are grateful for the financial support of the business community and other local institutions. Our special thanks go to the Dr. Werner Jackstädt Foundation, which generously supported the G-Forum with 10,000 Euros. Additionally, we thank all of our other financial supporters shown below. Moreover, the German National Science Foundation (DFG) approved a grant application by Diemo Urbig, Vivien Procher, and Christian Rupietta for 4,500 Euros to support travel for the G-Forum keynote speakers.



Festive dinner in the Historische Stadthalle Wuppertal.

We would like to thank our sponsors:



Szyperski Stiftung



Travel Stipends

Members of the Jackstädt Center were very successful in obtaining numerous travel stipends to participate in international conferences and workshops. This year, the German Academic Exchange Service (DAAD) also supported three members of the Jackstädt Center. Diemo Urbig was supported with 2,200 Euros, while Philip Steinberg and Matthias Schulz each received 1,700 Euros. Furthermore, Philip Steinberg also received 2,600 Euros from the Eberhard-Robke-Fonds, which enabled him to participate in the Strategic Management Society's annual meeting in Houston, USA. The Eberhard-Robke-Fonds, endowed by Eberhard Robke, seeks to help young

scientists to become better embedded within the international research community. The Sheth Foundation supported Philip Steinberg's participation in the annual meeting of the Academy of International Business with 900 Euro.s The Sheth Foundation is a not-for-profit organization whose mission is to develop and recognize scholars and scholarship in marketing globally and to further the development of marketing thought. For his participation in the doctoral consortium, Matthias Schulz received an additional 600 Euros as support from the entrepreneurship division of the Academy of Management.

We would like to thank our supporters:



Eberhard-Robke-Fonds



SHETH
FOUNDATION



Scholarships

Hannessschläger Stiftungsfonds

Patrick Kletzka and Dana Denzer, both external doctoral students under the supervision of Christine Volkmann, were granted scholarships by the Dorothee Hannessschläger Stiftungsfonds. The scholarship is endowed with 18,000 Euros per student and year. Patrick Kletzka will examine the United Nations' inclusive business agenda from a socioeconomic perspective. In this context, his research exemplarily refers to the inclusive business model of micro-franchising. Applying dialectical and experimental methods, he questions

the paradigmatic bias behind micro-franchise theory in order to shift the operational mode of micro-franchise practice. Dana Denzer will investigate heritage entrepreneurship in theory and practice by conducting an international study (cross-national study) of selected UNESCO World Heritage Sites (WHs) embracing the relevance of heritage entrepreneurship for generating socio-economic impacts in its outreach.

External Funds by the European Union

Project Proposal on Peer-Learning Activities in Entrepreneurship Education and in Women Entrepreneurship

In October 2017, the European Commission and the EU Program for Competitiveness of Enterprises and SMEs (COSME) published a call aiming to organize Peer-Learning Workshops for public administrations, key public stakeholders, and key private stakeholders in the field of entrepreneurship policy, with a particular focus on entrepreneurship education and on women entrepreneurship. The overall objective is the cross-European dissemination and transfer of best practices in developing national and regional strategies and actions to offer young people effective education in entrepreneurship, as well as to support women entrepreneurs. This initiative will contribute to accelerating and deepening the introduction of entrepreneurship education

in schools and universities by enhancing cooperation between national authorities and all relevant stakeholders. We are developing the overall concept, program schemes, and methods for the workshops, as well as identifying and selecting participants for the workshops and conducting literature research. Moreover, we are engaged in preparing and organizing the workshops.

For this proposal, we teamed up with EY Special Business Service, Junior Achievement Europe, EUN Partnership AISBL, and the European Centre for Women and Technology under the lead of empirica GmbH. The total budget for this initiative is 1,400,000 Euros. The proposal is currently under review at the European Commission.

In cooperation with:



Project Proposal on Training Higher Education Teachers in Entrepreneurship

This is another call by the European Commission and the EU program for Competitiveness of Enterprises and SMEs (COSME) that has, however, not yet been published by the commission (scheduled for Q1/2018). The commission wants to strengthen the teaching of entrepreneurship and institutional support through a train-the-teachers concept, in particular in non-business faculties of higher education institutions, including a social entrepreneurship focus. Within this initiative, best-practice training courses on general and social entrepreneurship will be identified and amalgamated. A comprehensive model entrepreneurship program will be composed, tested, refined, and distributed to European higher education institutions.

In cooperation with:

empirica

Forschung und Beratung

Our specific role in the project could be in evaluating existing as well as developing and testing novel components of entrepreneurial education programs. Therefore, the chair of Christine Volkmann plans to team up in a consortium led by empirica GmbH. Currently, the potential bidders are discussing suitable project partners, both for conferring the envisioned EU labels as well as for developing and testing entrepreneurship education programs on a European scale. The tender call for this project is to be opened and awarded some time in 2018. The European Commission plans a total budget for this initiative of 400,000 Euros.

Project Proposal for SMART-START Erasmus+

The aim of the planned project is the development of an e-learning platform that enables partner universities to provide entrepreneurship education to an interdisciplinary and multinational target audience. The program will offer education to young people from different European countries and diverse academic fields, as well as to professionals with founding experience. Thereby, the program contributes to the goal of the European Union to foster entrepreneurship education. The SMART-START project will foster an innovative culture and entrepreneurial spirit, thus encouraging young people to act responsibly and entrepreneurially.

In cooperation with:



Funds by the German Academic Exchange Service

Cooperation between the University of Wuppertal and the Universidad del Norte

DAAD

Within the "Fact Finding Missions" program, the German Academic Exchange Service (DAAD) accepted an application, led by Werner Bönte, and financially supported the "Cooperation in research and teaching in the areas of entrepreneurship and innovation" project between the Schumpeter School of Business and Economics of the University of Wuppertal and the Escuela de Negocios, Faculty of Economics of Universidad del Norte (Barranquilla, Colombia) with 20,000 Euros.

A first visit of delegates from the Jackstädt Center, consisting of Christine Volkmann, Vivien Procher, Werner Bönte, and Christian Rupietta took place in May 2017. In June, Jana Schmutzler de Uribe and Jaider Manuel Vega-Jurado, delegates of the Universidad del Norte, visited Wuppertal. The fact finding mission was very successful and a "General International Cooperation Agreement" has already been signed by both universities. In addi-

tion, an "Academic Exchange Agreement" is promoting the regular exchange of students to study at the respective partner university. Furthermore, concrete research collaborations have already emerged between both partner universities.

In the context of the program "PPP - Programme des projektbezogenen Personenaustauschs" of the German Academic Exchange Service (DAAD), Werner Bönte successfully applied for financial support (13,500 Euros) of his project "External knowledge sourcing and firm performance: The role of management practices." This research project aims at contributing to a better and more detailed understanding of the antecedents and consequences of innovation activities of firms in emerging economies. The analyses combine existing data of manufacturing firms in Colombia from multiple sources (national innovation survey, national manufacturing survey, World Management Survey) with an own survey focusing on organizational structures and management practices related to innovation processes.

07

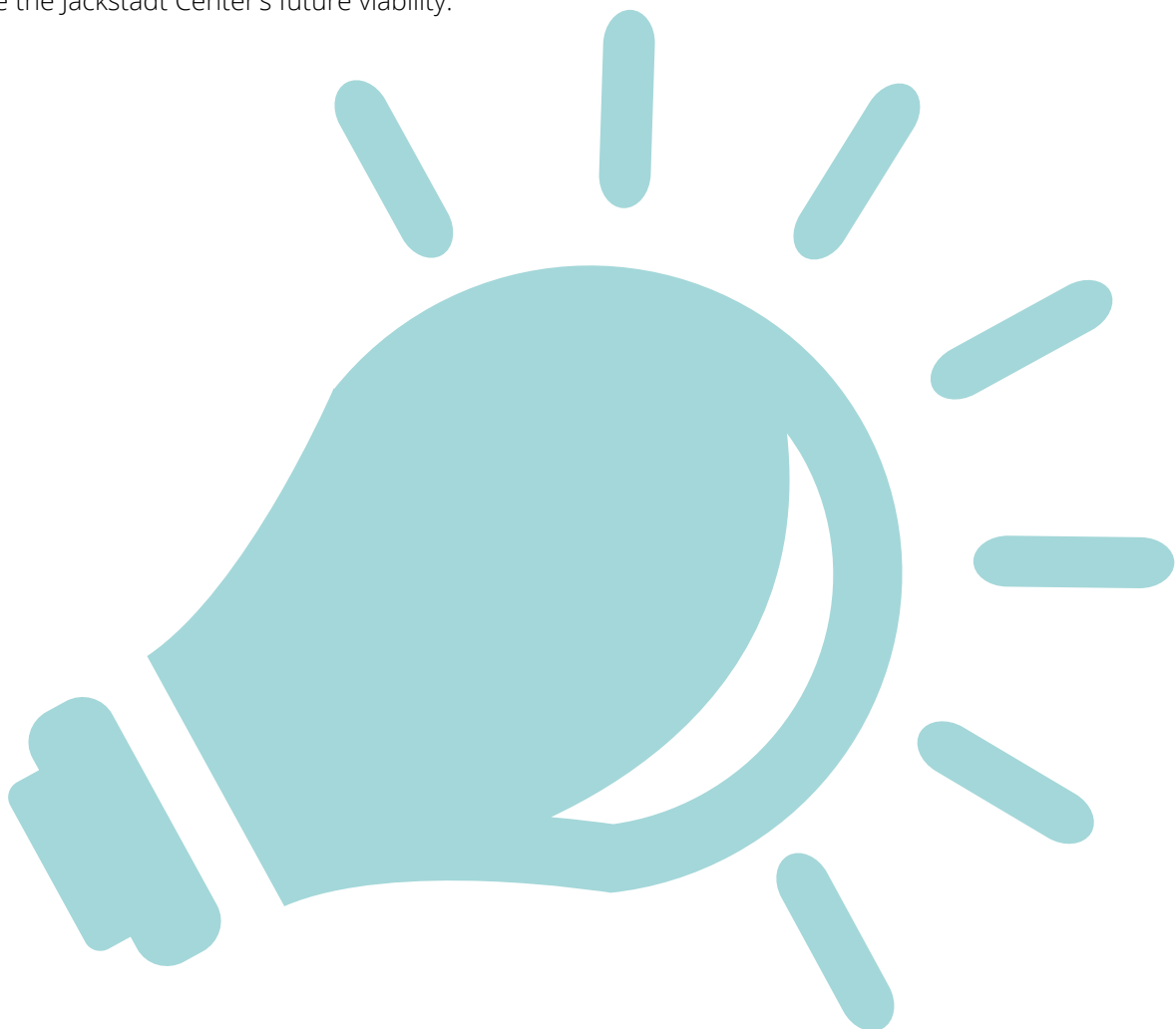
Outlook



Outlook

The Jackstädt Center conducted high-quality research last year, which resulted in a remarkable publication output. Thereby, the Center made its mark in entrepreneurship and innovation research both nationally and internationally, especially in the research fields outlined at the outset of this report. The success of the Jackstädt Center is also seen in the excellent promotion of young researchers. Matthias Schulz obtained a post-doc position at the chair of Prof. Dr. Christian Schwens at the Heinrich Heine University Düsseldorf. Vivien Procher will join the Grenoble École de Management (GEM) in France as associate professor and Philip Steinberg will take a job as an assistant professor at the University of Groningen (RUG) in the Netherlands.

Following the Center's achievements in 2017, the current focus on high-end research will be maintained. Additionally, it is our objective to assign greater importance to the transfer into the region in the future, predominantly with a view to the promotion of start-ups and the cooperation with local stakeholders. In this context, two third-party projects have recently been acquired that will ensure the Jackstädt Center's future viability.

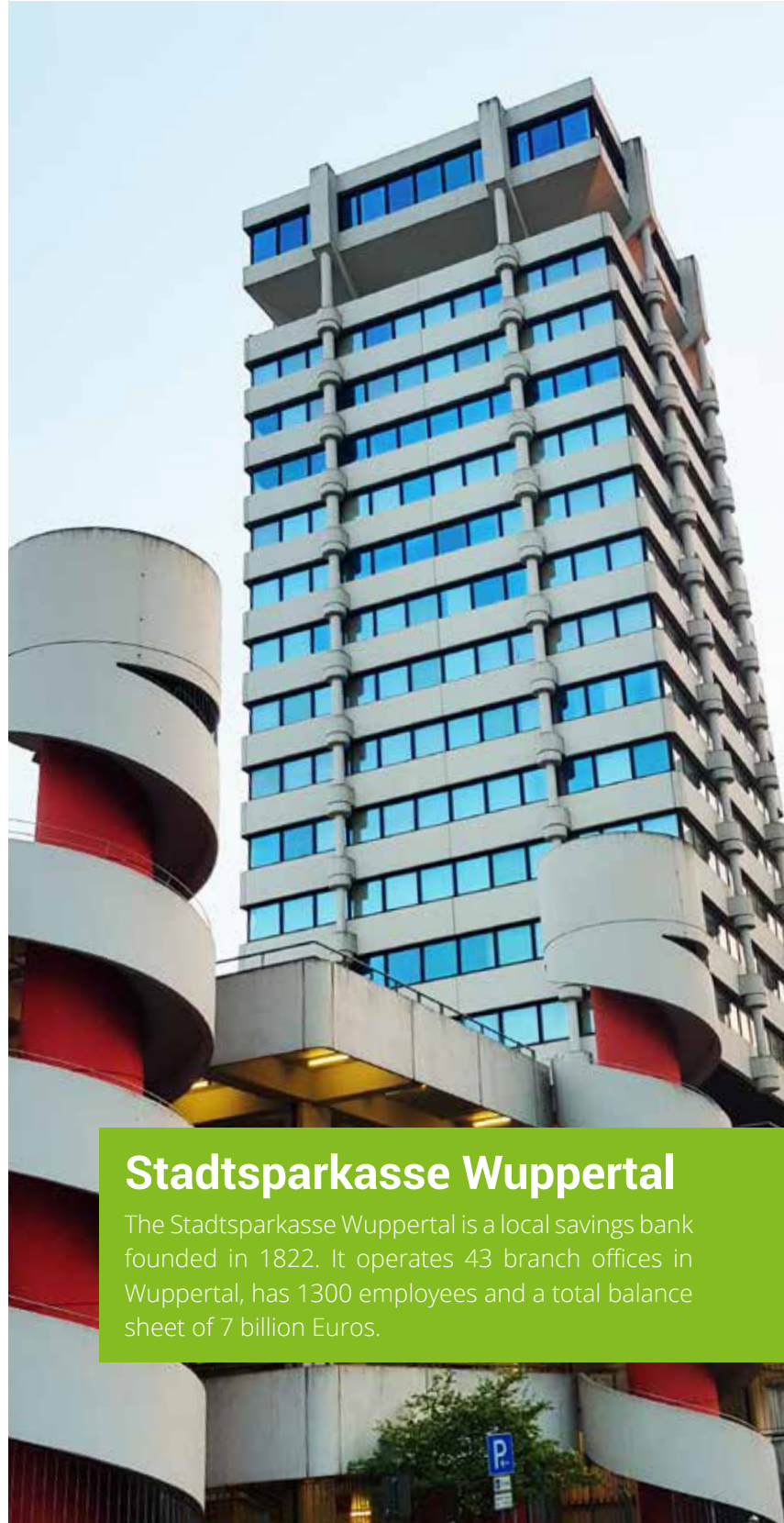


Project with the Stadtsparkasse Wuppertal

In 2017, Lambert T. Koch, Christine Volkmann, and Gunther Wölfes, CEO of the Stadtsparkasse Wuppertal, initialize a joint research project. The aim of the project is to investigate the effect of the Sparkasse as an institution on the development of the region since its foundation. Results of the project are going to be published in a book for the 200th anniversary of the Sparkasse Wuppertal in 2022.

To carry out the project, a new part-time position was created at the Jackstädt Center. The Stadtsparkasse Wuppertal will provide funding of up to 90,000 Euros, over a period of three years. Tobias Rabenau, a former research assistant at the Jackstädt Center, is in charge of the project.

In cooperation with:



Stadtsparkasse Wuppertal

The Stadtsparkasse Wuppertal is a local savings bank founded in 1822. It operates 43 branch offices in Wuppertal, has 1300 employees and a total balance sheet of 7 billion Euros.





The Innovation Lab will be located in the Alte Weberei in the Arrenberg district. The premises offer a fantastic view on the Wupper.

There is an increased need for inter- and trans-disciplinary working methods in the field of new business venturing. To address these issues and to strengthen the entrepreneurial ecosystem of Wuppertal and the Bergische Land, the Jackstädt Center is setting up an Innovation Lab. Christine Volkmann acquired funds by the Hanneschläger Stiftungsfonds. In total the foundation will provide 450,000 Euros for rental and furnishing over a period of five years. Our special thanks go to Paul Rath, the nephew of the founder, for his assistance in realizing the project.

The Lab will create a space where students from different disciplines, founders, and established companies can exchange and generate new ideas. It will be set up on approximately 400 square meters in the Alte Weberei in the Arrenberg district of Wuppertal. The premises will provide socializing, event, and workshop areas as well as an open working space. The concept of the Innovation Lab includes four modules: Workshop & Training, Matching, Events, and Open Working Space. Thereby, we especially want to address the topics of digitalization, sustainability, and social business.



Following the renovation, the Innovation Lab will offer space for workshops and workspace for interdisciplinary teams. The opening of the Innovation Lab is scheduled for the end of 2018.

To coach the students and external stakeholders, methodical workshops in Design Thinking and Business Model Canvas will be offered. There will be also open consulting hours to support teams in their project work (e.g., How to concretize ideas or build up a business). Matching between practice and science will be encouraged by organizing case studies where start-ups and SMEs can get in touch with students and work together to solve identified problems from practice. The Innovation Lab will connect people and form teams. Therefore, different networking events, like pitch contests and expert talks, will be organized where people come together in an informal atmosphere. Beyond its training and events, the Innovation Lab will provide a work space where teams can develop and work on their own businesses. The Open Working Space will be set up and individualized by the students in order to strengthen their internal motivation and engagement in the project.

To involve as many people as possible at an early stage, in May 2018 there will be an initial workshop bringing together various stakeholders to work on concepts and the design of the working space before the formal opening at the end of 2018.



Imprint

Publisher

Jackstädt Center of Entrepreneurship
and Innovation Research

University of Wuppertal
Gebäude P, Ebene 8, Raum 16-20

Gaußstraße 20
42119 Wuppertal
Germany

Phone: +49 202 439-3006 /-5012
Email: jackstaedt@wiwi.uni-wuppertal.de
Internet: www.jackstaedt.uni-wuppertal.de/en

Editors

Jun.-Prof. Dr. Vivien Procher
Jun.-Prof. Dr. Christian Rupietta
Jun.-Prof. Dr. Diemo Urbig

Language Editor

Adam Lederer

Layout

Tobias Rabenau M.Sc.

Print

Offsetdruckerei Figge GmbH

Photo Credits

Bergische Universität: Page 32
Bönte, Werner: Page 52
Colourbox.de: Illustrations on Page 1, 5, 6, 7, 9, 15, 19, 25,
33, 34, 38, 39, 47, 52, 59, 60, 64, 66, 70, 76,
77, 78, 79, 84
Engel, Uljana: Page 53, 64, 65, 66, 67, 80, 81
Foto Monhoff GmbH: Page 61, 62, 63, 72
Giesen, Ulla, Bergische Universität: Page 46, 51
Jarych, Sebastian, Bergische Universität: Page 2, 8
Jepp/Hänsel, Bergische Universität: Page 23
Kuhn, Wilfried, Junior Uni: Page 58
Lorenz, Sven: Page 12
Malik, Faisal Saeed: Page 36
Matzke, Kolja: Page 68 (Top)
Mutzberg, Michael: Page 70
Peters, Judith: Page 57
Procher, Vivien: Page 41, 42
Rabenau, Tobias: Page 60, 79
René Du Vinage, Redcarpetreports: Page 37, 68 (Bottom)
Reuß, Henner: Page 69
Riele, Thomas, Bergische Universität: Page 82
Rupietta, Christian: Page 44, 45
Steffen, Michaela: Page 35
Thomanek, Markus: Page 43
Vorpahl, Sabine: Page 4

Edition

1. Edition, 75 copies

The Jackstädt Center of Entrepreneurship and Innovation Research is funded and supported by:





jackstädt center

of entrepreneurship and
innovation research

University of Wuppertal
Gaußstraße 20
42119 Wuppertal
Germany

Tel.: +49 202 439-3006 /-5012

Email: jackstaedt@wiwi.uni-wuppertal.de
Internet: www.jackstaedt.uni-wuppertal.de/en

