



ANNUAL REPORT JACKSTÄDT CENTER 2018

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 on 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.

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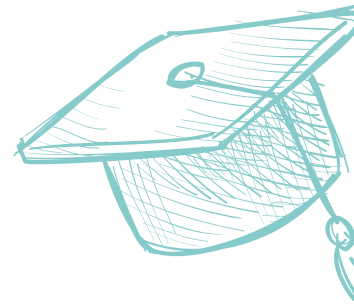
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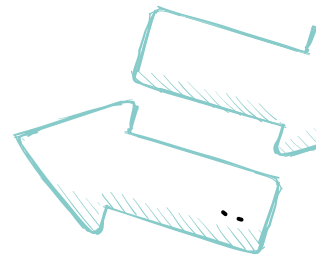
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EXECUTIVE SUMMARY

Dear Readers,

Since its foundation in 2011, the Jackstädt Center of Entrepreneurship and Innovation Research has become a successful research center at the University of Wuppertal. The Jackstädt Center strives for research excellence in the fields of entrepreneurship and innovation and a productive knowledge transfer between science, economy and society. Thereby the Jackstädt Center aims at establishing itself as part of the entrepreneurial ecosystem of the Wuppertal region.

In addition to the focus on the continuation and expansion of research activities. In 2018 the Jackstädt Center put special emphasis on the establishment of practice and transfer related activities. A highlight of this year were the first events in the Freiraum, the newly opened innovation laboratory of the University of Wuppertal. Before its official opening in July 2019, the Freiraum hosted its first events in late 2018. One of these events, the Climathon 2018 – the first event of its kind in Wuppertal – had the goal to empower local economies and citizens to develop local solutions for climate-related issues. The very successful event was supported by local stakeholders who sponsored the event or provided ‘climate challenges’. Events like the Climathon illustrate the purpose of the innovation laboratory: to activate and empower students of the University of Wuppertal as well as citizens of the Wuppertal region, to connect them with relevant stakeholders and finally to support them in their founding aspirations. The Freiraum is supported by the Jackstädt Center and facilitates the bidirectional knowledge transfer between university and practice.

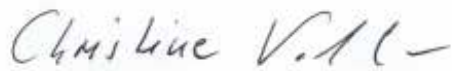
In 2018, the Jackstädt Center continued its highly successful research activities with publications in leading international

journals, participation in renowned national and international scientific conferences and workshops and organization of own scientific events. One example for the successful organization is the International QCA Summer Workshop in May 2018 that was organized by members of the Jackstädt Center in cooperation with the ETH Zurich and COMPASSp. The event received generous financial support from the German Research Foundation (DFG) and the Schumpeter School of Business and Economics at the University of Wuppertal. The workshop continued a series of workshops that originally took place at the ETH Zurich and the University of Zurich. The main focus of the workshops was the scientific exchange on methodological developments of Qualitative Comparative Analysis, a method that is especially suited for the analysis of complex systemic phenomena such as innovation systems, entrepreneurial ecosystems and organizations as a whole. Renowned keynote speakers and panelists included Prof. Dr. Bart Cambré, Prof. Dr. Adrian Duşa, Prof. Dr. Peer Fiss, Prof. Dr. Thomas Greckhamer, and Prof. Dr. Martin Schneider. Members of the Jackstädt Center also organized sessions and panels at international conferences such as the annual meetings of the Academy of Management in Chicago and the Society for the Advancement of Socio-Economics in Kyoto. Furthermore, the Jackstädt Center organized its cooperation workshop on innovation and entrepreneurship with the Indiana University Bloomington for the 5th time. Among the participants from the Indiana University were Prof. David Audretsch, Ph.D. and Prof. Don Kuratko, Ph.D. The workshop took place at the Indiana University gateway office in Berlin. The activities demonstrate that the Jackstädt Center is well integrated and highly engaged in the international

research community and that it contributes to the international visibility of the Center's research activities.

With this short summary of our diverse activities and engagement of the Jackstädt Center throughout the last year, we are pleased to present you our 2018 annual report. We wish you much pleasure and inspiration with this report.

Yours sincerely,

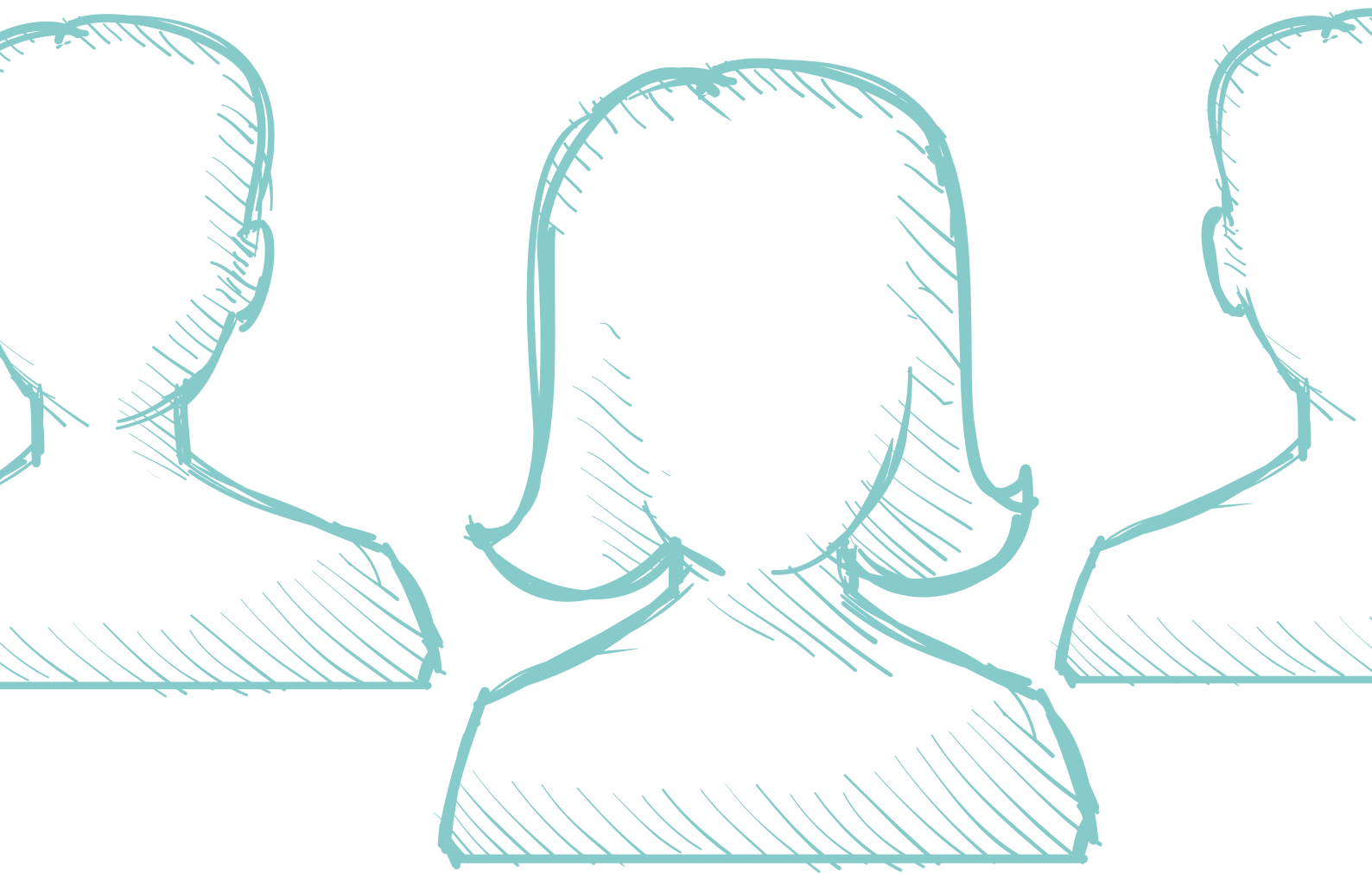


Prof. Dr. Christine Volkmann
Chairwoman of the Jackstädt Center



Team of the Jackstädt Center (left to right) Tobias Rabenau, Dr. Philip Steinberg Prof. Dr. Diemo Urbig, Julia Sträter, Prof. Dr. Vivien Procher, Prof. Dr. Christine Volkmann, Prof. Dr. Christian Rupietta, Kajatheepan Navanathan, Stefanie Selle, Faisal Saeed Malik, Ann-Katrin Ebbinghaus. Nicht zu sehen: Prof. Dr. Werner Bönte, Prof. Dr. Michael Fallgatter, Prof. Dr. Peter Witt, Dr. Matthias Schulz.







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 different 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.

The year 2018 marks a transitional phase, in which assistant professors and doctoral students have successfully transitioned into other positions and new members have taken over initiatives.

ADVISORY BOARD



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

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



Markus von Blomberg

Founder, business angel and managing director and owner of Mello GmbH Wuppertal



Dr. Marc Kanzler

Board member of the Dr. Werner Jackstädt Center Foundation



Prof. Dr. Dr. Holger Patzelt

Member of the Technical University of Munich and head of the Institute of Entrepreneurship Research



Prof. Dr. Andreas Pinkwart

State Minister for Economic Affairs, Digitization, Innovation and Energy of the Federal State of North Rhine-Westphalia, Dean of HHL Leipzig Graduate School of Management



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

President of the RWI – Leibniz Institute for Economic Research and holder of the chair of Economic Policy and Applied Econometrics at Ruhr-University Bochum

EXECUTIVE COMMITTEE



Prof. Dr. Christine Volkmann

Chairwoman of the Jackstädt Center

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



Prof. Dr. Michael Fallgatter

Director of the Jackstädt Center

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



Prof. Dr. Peter Witt

Director of the Jackstädt Center

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

ASSISTANT PROFESSORS



Prof. Dr. Christian Rupietta

Assistant Professor for Business Administration and Innovation
At the Jackstädt Center since August 2016

Current research topics:

Innovation and economics of education
Organizational innovation
Set-theoretic methods



Prof. Dr. Diemo Urbig

Assistant Professor for Entrepreneurship, Innovation and Corporate Change
At the Jackstädt Center from May 2012 until October 2019

Current research topics:

Innovation and Entrepreneurship
Economic and managerial/ entrepreneurial psychology
Organizational behaviour, Complex systems



Prof. Dr. Vivien Procher

Assistant Professor for Entrepreneurship, Innovation and Corporate Change
At the Jackstädt Center from July 2012 until April 2018

Current research topics:

International Business & Economics
Innovation Management
Entrepreneurship

RESEARCH ASSISTANTS



Faisal Saeed Malik, M.Sc.

Since October 2014 DAAD scholarship holder at the chair of Prof. Dr. Bönnte and at the Jackstädt Center

Current research topics:

Impact of terrorism on business performance in emerging markets



Philip Steinberg, Dipl.-Kfm.

At the Jackstädt Center from April 2013 until March 2018

Current research topics:

Global Innovation Strategies
Internalisation of research, development of innovation in companies
The globalized world of work and foreign language use
Behavioural psychology and strategy



Ann-Katrin Ebbinghaus, M.Sc.

At the Jackstädt Center from November 2017 until February 2018

Current research topics:

Hybrid Entrepreneurship



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 topics:

Research and Development in family business,
Entrepreneurial Ecosystems

STUDENT ASSISTANTS



Julia Sträter, B.Sc.

At the Jackstädt Center from January 2018 until May 2019

Course of studies:

Management and Marketing (M.Sc.)



Kajatheepan Navanathan, B.Sc.

At the Jackstädt Center from September 2017 until December 2018

Course of studies:

Finance, Accounting, Controlling and Taxation (M.Sc.)

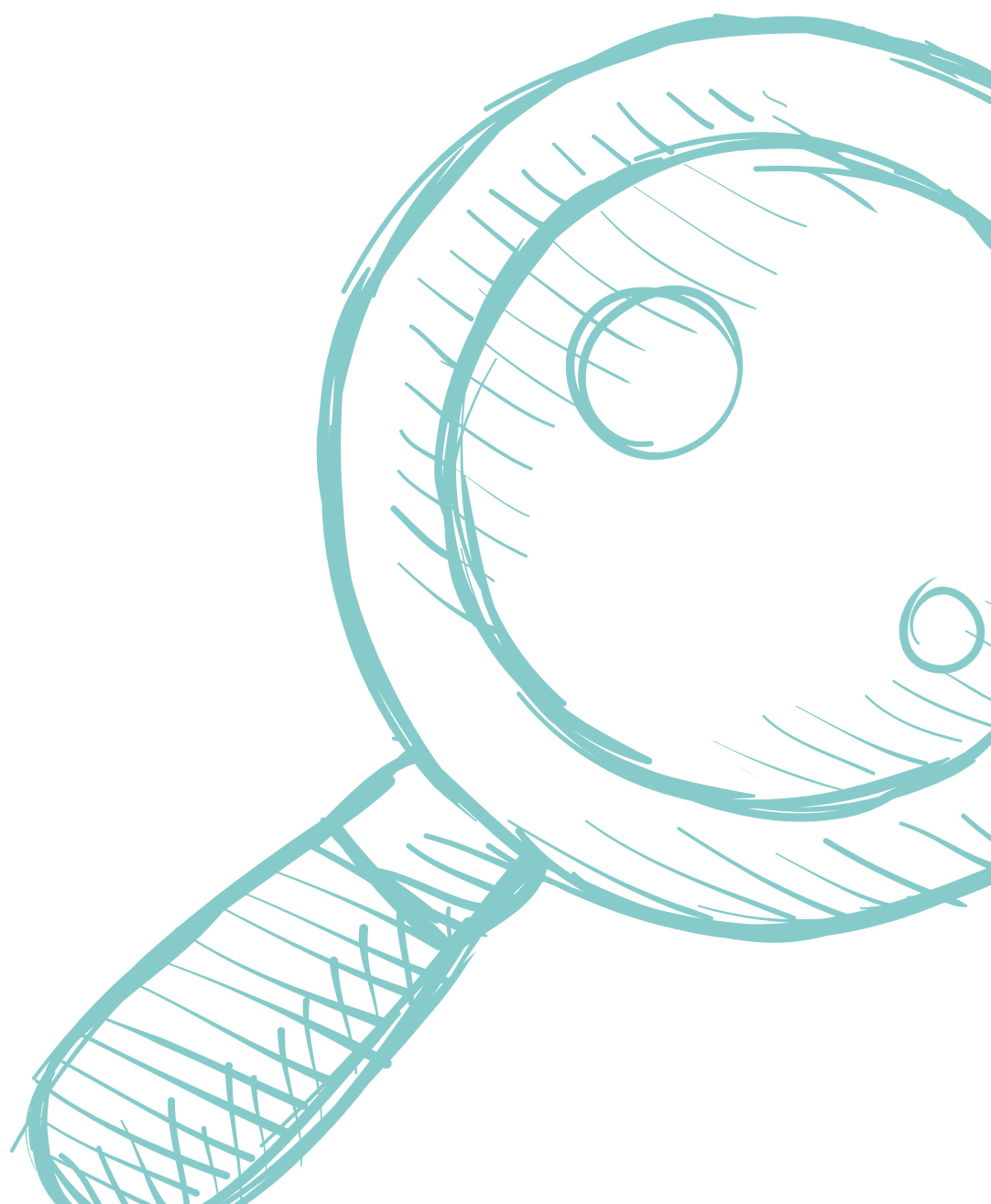


Stefanie Selle, B.Sc.

At the Jackstädt Center from May 2017 until January 2018

Course of studies:

Management and Marketing (M.Sc.)





02

RESEARCH

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

1. ENTREPRENEURS' PSYCHOLOGY AND DECISION MAKING

We investigate whether entrepreneurs differ from other people, either because specific people develop such careers, or because they become special through the experiences gained during their careers. We analyze personality traits, specific 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., & Urbig, D. (forthcoming), Entrepreneurs embrace competition: Evidence from a lab-in-the-field study. *Small Business Economics*.

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.

2. INTERNATIONALIZATION OF COMPANIES AND BUSINESS PROCESSES

Corporate change in our modern, global environment is frequently embedded in 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 together 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 cooperation 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. In 2018, we conducted three surveys in Germany and Pakistan that provided further insights into how companies deal with the threat of terrorism. Working papers that use this new data source are currently under progress and will be presented at national and international scientific conferences.

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, p., 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.

3. 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 the country boundaries to seek 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 per-

formance 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., 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.

4. 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 to the development of new and improved products and processes. However, certain kinds of vocational education, for example, vocational education and training (VET) in Germany and Switzerland, cover gener-

al knowledge and regularly include new technologies. This type of vocational education supports the generation of innovation in firms. The 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:

Rupietta, C., Meuer, J. & Backes-Gellner, U. (2018). How hybrid change agents moderate innovation complementarities. *Academy of Management Annual Meeting Proceedings*, 2018(1): 17394.

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

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.

5. INNOVATION STRATEGIES AND PRACTICES

The topic area “innovation strategies and innovation management practices” is under development and complements the research profile of the Jackstädt Center. This topic area will include projects that deal with the influence of innovation management practices on the innovative behavior of employees and the company's ability to innovate. For several years now, the company has been conducting innovation competitions in which groups of employees carry out an innovation project in one week and are then evaluated by the management. The research project analyses which types of motivation contribute to the constant participation of employees in the innovation competitions and thus contributes to the explanation of persistent, innovative behavior of employees. The first results of the project were presented at the Acade-

my of Management Meeting in 2017 and the submitted contribution was included in the proceedings of the Academy of Management (AOM) Meetings. In 2018, the data collected in 2017 was evaluated.

Further early-stage projects are currently in the development process, such as a project that analyzes innovation management practices in Colombia. This project receives financial support from the German Academic Exchange Service (DAAD). Research stays and data collection are planned for 2019.

This project area involves project partners from science and practice. We are currently collaborating with partners from the University of Zurich and the Universidad del Norte.

Selected Publications and Work in Progress:

Schulze, A. & Rupietta, C. (2017). What Motivates Employees to Engage in Entrepreneurial Behavior? A Set Theoretic Approach, *Academy of Management Annual Meeting Proceedings*, (1):17394.

6. 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 aims to guide 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 2019

Rupietta, C. & Backes-Gellner, U. (2019). Combining knowledge stock and knowledge flow to generate superior incremental innovation performance - Evidence from Swiss manufacturing. *Journal of Business Research*, 94,209-222

Williams, D. W., Wood, M. p., Mitchell, J. R., Urbig, D. (2019) Applying experimental methods to advance entrepreneurship research: On the need for and publication of experiments (editorial). *Journal of Business Venturing*.

Urbig, D., Bönte, W., Lombardo, p., Procher, V. D. (2019) Entrepreneurs embrace competition: Evidence from a lab-in-the-field study. *Small Business Economics*.

Rupietta, C. & Backes-Gellner, U. (forthcoming). How firms' participation in apprenticeship training fosters knowledge diffusion and innovation. *Journal of Business Economics*.

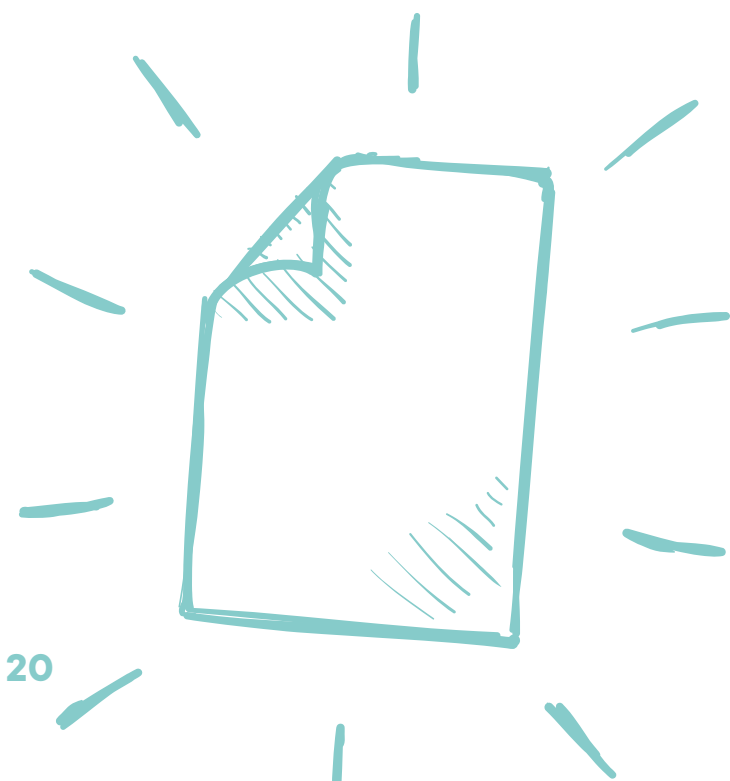
Published in 2018

Shephard, D., Ellersiek, A., Meuer, J. & Rupietta, C. (2018). Influencing Policy and Civic Space: A meta-review of Oxfam's Policy Influence, Citizen Voice and Good Governance Effectiveness Reviews, Oxford: Oxfam.

Procher, V. D., Engel, D. (2018) The investment-divestment relationship: Resource shifts and intersubsidiary competition within MNEs. *International Business Review*, 27(3), 528-542.

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

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



PRESENTATION

February

Bönte, W., Urbig, D., Lombardo, p., Procher, V., Entrepreneurship and Competition: Do Competitive Intensity and Individual Competitiveness Matter for Selection Into Entrepreneurship? Berlin Behavioral Economic Seminar, German Institute for Economic Research (DIW), Berlin, February 8th.

March

Bönte, W., Urbig, D., Born to compete. Catedra Europa, Universidad del Norte, Barranquilla, Colombia, March 16th.

May

Meuer, J., Rupiëtta, C., QCA in a mixed methods environment. International QCA Summer Workshop, Wuppertal, May 28th - 30th.

June

Steinberg, P. J., Procher, V. D., Urbig, D., Volkmann, C. K., Multinational companies' knowledge strategies in R&D internationalization: A comparison of emerging versus advanced economy multinationals. DRUID Conference, Copenhagen, Denmark, June 11th - 13th.

Urbig, D., Bönte, W., Gottschalk, p., Procher, V. D., Validating the measurement of entrepreneurial orientation in the IAB/ZEW start-up-Panel. 4th ZEW Conference on the Dynamics of Entrepreneurship (CODE), Mannheim, June 18th - 19th.

Urbig, D., Bönte, W., Procher, V. D., Lombardo, p., Competition, competitiveness, and eEntrepreneurship: Evidence from a lab-in-the-field experiment. 4th ZEW Conference on the Dynamics of Entrepreneurship (CODE), Mannheim, June 18th - 19th.

Rupiëtta, C., Meuer, J., Backes-Gellner, U., Does Vocational Education and Training (VET) Influence the Innovation Process of Domestic and Foreign Firms in the Same Way? 30th Annual Meeting of the Society for the Advancement of Socio-Economics (SASE), Kyoto, June 23th - 25th.

July

Bönte, W., Urbig, D., Procher, V., Lombardo, p., Does Entrepreneurship Attract People Because of its Competitive Intensity? 17th International Schumpeter Society (ISS) Conference, Seoul, Korea, July 2nd - 4th.

Rupiëtta, C., Meuer, J., Comparative process analysis. An new set-theoretic technique for longitudinal case analysis. 34th EGOS Colloquium, Tallinn, Estonia, July 5th - 7th.

Urbig, D., Damaged or gifted: On entrepreneurs' performance in the Iowa Gambling Task. Entrepreneurship & Biology Workshop, Warwick, U.K., July 16th - 18th.

August

Schulz, M., *Urbig, D.*, Procher, V. D., Continuation in hybrid entrepreneurship: Entrepreneurs responding to financial distress. 78th Annual Meeting of the Academy of Management, Chicago, August 10th - 14th.

Steinberg, P.J., Procher, V. D., *Urbig, D.*, Volkmann, C. K., Multinational companies' strategies for R&D internationalization: Emerging versus advanced economies. 78th Annual Meeting of the Academy of Management, Chicago, August 10th - 14th.

Rupietta, C., Meuer, J., Backes-Gellner, U., How hybrid change agents moderate innovation complementarities. 78th Annual Meeting of the Academy of Management, Chicago, August 10th - 14th.

September

Schulz, M., *Urbig, D.*, Procher, V. D., Continuation in hybrid entrepreneurship: Entrepreneurs entering paid employment while keeping their business. Rencontres de St-Gall 2018, St.Gallen, Switzerland, September 2nd - 5th.

Schulz, M., *Urbig, D.*, Procher, V., Continuation in hybrid entrepreneurship: Entrepreneurs entering paid employment while keeping their business. Jahrestagung der Wissenschaftlichen Kommission Technologie, Innovation und Entrepreneurship (TIE 2017), Hamburg, September 20th - 21st.

Urbig, D., Bönte, W., Procher, V. D., Lombardo, p., Entrepreneurs embrace competition: Evidence from a lab-in-the-field experiment. Jahrestagung der Wissenschaftlichen Kommission Technologie, Innovation und Entrepreneurship (TIE 2018), Hamburg, September 20th - 21st.

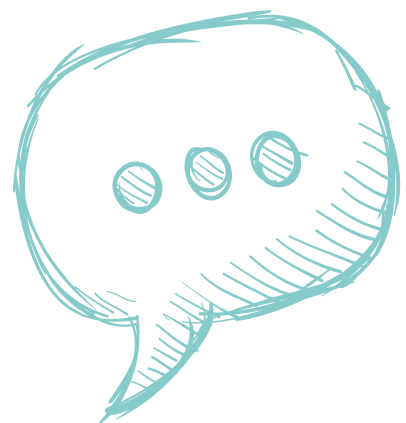
Steinberg P. J., Procher, V. D., *Urbig, D.*, Volkmann, C., Multinational companies' knowledge strategies in R&D internationalization: A comparison of emerging versus advanced economy multinationals. Jahrestagung der Wissenschaftlichen Kommission Technologie, Innovation und Entrepreneurship (TIE 2018), Hamburg, September 20th - 21st.

October

Schulz, M., *Urbig, D.*, Procher, V., Continuation in hybrid entrepreneurship: entrepreneurs entering paid employment while keeping their business. 22. G-Forum - Interdisziplinäre Jahreskonferenz zur Gründungsforschung, Stuttgart, October 11th - 12th.

Urbig, D., Bönte, W., Procher, V. D., Lombardo, p., Entrepreneurs embrace competition: Evidence from a lab-in-the-field experiment. 22. G-Forum - Interdisziplinäre Jahreskonferenz zur Gründungsforschung, Stuttgart, October 11th - 12th.

Steinberg, P. J., *Procher, V. D.*, *Urbig, D.*, Volkmann, C., Knowledge exploration and exploitation in R&D internationalization: A comparison of emerging versus advanced economy multinational companies. 22. G-Forum - Interdisziplinäre Jahreskonferenz zur Gründungsforschung, Stuttgart, October 11th - 12th.



November

Steinberg, P. J., Procher, V., Urbig, D., Too much or too little of R & D offshoring: The impact of captive offshoring, and contract offshoring on innovation performance. Presentation at the SITE Best Innovation Paper Award ceremony at the EBS, Wiesbaden, November 22th.

Urbig, D., Schulz, M., Procher V. D., Hybrid Entrepreneurship. Presentation at the Institut für Mittelstandsforschung (IfM) Bonn, November 22th.

December

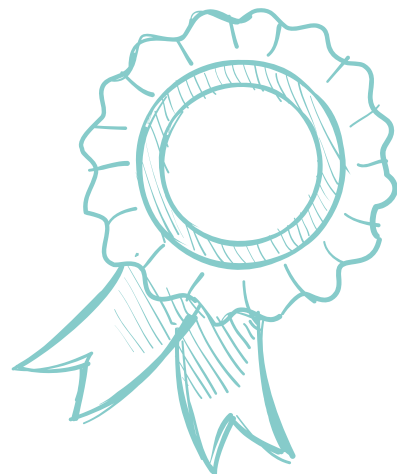
Steinberg, P. J., Procher, V. D., Urbig, D., Volkmann, C., Knowledge exploration and exploitation in R&D internationalization: A comparison of emerging versus advanced economy multinational companies. 44th European International Business Academy Conference, Poznań, Poland, December 13th.

Brunk, M., Burmeister-Lamp, K., Urbig, D., Why some Entrepreneurs Cannot Let Go: New Perspectives on Entrepreneur Delegation Behavior. AOM Specialized Conference: From Start-up to Scale-up, Tel Aviv, Israel, December 17th -19th.

SITE BEST-PAPER AWARD „INNOVATION MANAGEMENT“

On 22 November, the Strascheg Institute for Innovation, Transformation & Entrepreneurship (SITE) of the EBS Business School presented the Best Paper Award „Innovation Management“ to publications of scientific excellence and practical relevance in the field of innovation management

Philip Steinberg, Vivien D. Procher and Diemo Urbig received an award for their article „Too much or too little of R&D offshoring: The impact of captive offshoring and contract offshoring on innovation performance“, published in „Research Policy“.







03

NATIONAL & INTERNATIONAL SCIENTIFIC INVOLVEMENT

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

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 committee 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

Co-editor of a special issue of the Journal of Business Venturing

Member of the Editorial Review Boards of the Journal of Business Venturing and the Academy of Management Perspectives Journal.

Research fellow at the School of Public and Environmental Affairs at the Indiana University Bloomington, USA.

Christian Rupiotta

Member of the Advisory Board of COMPASS (Comparative Methods of Systematic Cross-Case Analysis)

Lecturer for Innovation management at the Swiss Distance University of Applied Sciences



JACKSTÄDT FELLOW MEETING 2018

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, Düsseldorf, and Münster, in 2018, they met in Bochum for a 2-day event, organized by Prof. Dr. Thorsten Knauer. All Jackstädt fellows and the Jackstädt

Center, represented by Diemo Urbig and Christian Rupietta, presented their current research projects and engaged in a vivid exchange of ideas and comments. The topics of the presentations range from single research projects to presentations of the research and transfer activities of the Jackstädt Centers. The day ended with a traditional dinner in a restaurant in Bochum. The Jackstädt-Fellow Meeting ended with a networking breakfast the next morning.



NATIONAL AND INTERNATIONAL COOPERATION PARTNERS

Copenhagen Business School
CVU Amsterdam
DIW Berlin
EBS Universität für Wirtschaft und Recht
ETH Zürich
Fachhochschule Stralsund
Frauenhofer-Zentrum für internationales
Management und Wissensökonomie
Grenoble Ecole de Management
HEC Paris
Heinrich-Heine-Universität Düsseldorf
Radboud University
RUG Groningen
RWI - Leibniz-Institut für Wirtschaftsforschung
Stifterverband für die Deutsche Wissenschaft e.V.
Technichal University of Kosice
Tilburg University
TU Denmark
TU Eindhoven
Universität Duisburg-Essen
Universität Kassel
Universität Köln
Universität Trier
University of Graz
University of Vienna
Zentrum für Europäische
Wirtschaftsforschung



5TH INDIANA-WUPPERTAL-FRIENDS WORKSHOP

In November 2018, we continued a series of meetings between the Jackstädt Center and the Indiana University. The workshop, the fifth of its kind, took place at the Indiana University Gateway in Berlin and was entitled “Entrepreneurship in Times of Increased Competition”. The host of the workshop, Prof. David Audretsch, Ph.D., invited several renowned scholars from Indiana University and his network to the meeting, such as Prof. Don Kuratko, Ph.D. (Indiana University), Prof. Dr. Alexander Kritikos (German Institute for Economic Research), Prof. Dr. Silvio Vismara (University of Bergamo), Prof. Dr. Christina Günther (WHU – Otto Beisheim School of Management) to enhance the establishment of new national and international contacts. Also, Alumni of the Jackstädt Center, Prof. Dr. Vivien Procher and Prof. Dr. Philip Steinberg, who left the Jackstädt Center in early 2018, participated in the meeting.

Presentations by the members of the Jackstädt Center covered a wide range of topics ranging from competitiveness and entrepreneurship, hybrid entrepreneurship to terroristic threats for the continuation of business operations. Jackstädt Alumnus, Philip Steinberg presented on R&D internationalization of Multinational Enterprises. Presentations by the participants from the Indiana University covered topics such as returns to entrepreneurship in India, and legitimization of new ventures. Further presentations addressed the perception of competitive pressure, knowledge spillovers, and innovation in the service sector. The workshop also contained sessions for group work and bilateral discussions. The workshop series will continue in 2019 at the University of Wuppertal.



2ND PERSONNEL, EDUCATION, AND INNOVATION ECONOMISTS NETWORK MEETING

The 2nd Personnel, Innovation and Education Network Meeting took place from 14-15 November at the University of Zurich. The meeting was held last year for the first time at the University of Wuppertal. The meeting aims to connect young scientists, who work on personnel, innovation and/or educational topics, and to promote scientific exchange.

This year's meeting was attended by about 15 young scientists from the University of St.Gallen, the University of Luxembourg, the University of Duisburg-Essen, Bournemouth University and the

Institute for Employment Research (IAB). This year, Prof. Dr. Dieter Sadowski (University of Trier), a renowned scientist, was invited as a discussant. The topics of the presentations this year had a focus on education economics, e.g., with presentations on the introduction of the minimum wage to the educational expectations of students.

This year the network meeting will be continued at the Institute for Labour Market and Occupational Research in Nuremberg from 21-22 November 2019.

INTERNATIONAL COOPERATION PARTNERS

American University Washington
George Washington University
Indiana University Bloomington
University of Connecticut
Universidad del Norte
University of Illinois



ACADEMY OF MANAGEMENT: PROFESSIONAL DEVELOPMENT WORKSHOP

At the 78th Annual Meeting of the Academy of Management (10-14.8.2018 in Chicago, USA) Prof. Dr. Diemo Urbig in cooperation with Prof. Dr. Magdalena Cholakova (Erasmus University Rotterdam), Prof. Dr. Dan Hsu (Appalachian State University), Prof. Dr. Daniel Lerner (University of Deusto), and Prof. Dr. Dan Mitchell (Colorado State University) organized the Professional Development Workshop (PDW) "Building an Interactive Community for Conducting Experiments to Advance Entrepreneurship Research." This 2-1/2-hour workshop focuses on best practices for designing and conducting experiments that can advance entrepreneurship research. The PDW fosters the actual use of experimental methods by entrepreneurship, innovation and managerial sciences scholars, with a hands-on workshop where participants

discuss how to address the challenges they face with experts who have published experiments in entrepreneurship. The workshop focused on engagement with those interested in doing experiments in entrepreneurship to enable the further building of a research community of individuals conducting experiments in entrepreneurship. This PDW continues a sequence of two successful PDWs from 2016 ("Publishing entrepreneurship research using experimental methods") and 2017 ("Are you experimented? Conducting experiments for advancing entrepreneurship research").



ANNUAL MEETING OF THE SOCIETY FOR THE ADVANCEMENT OF SOCIO-ECONOMICS

At the 30th Annual Meeting of the Society for the Advancement of Socio-Economics (23-25.6.2018 in Kyoto, Japan) Prof. Dr. Christian Rupietta in cooperation with Prof. Dr. Uschi Backes-Gellner, University of Zurich and Co-Director of the Swiss Leading House on Economics of Education, Firm Behaviour and Training Policies (<http://www.educationeconomics.uzh.ch/en.html>) organized and successfully conducted two sessions on the topic of vocational education and training. The sessions were part of the network: Labor Markets, Education and Human Resources.

The sessions on the topics „Linking Education and Employment: Labor Market Outcomes of Vocational Education and Training“ and „Vocational Education and Training (VET) and Foundations for Innovation and Productivity in Firms“ included work by vocational training researchers from Germany and Switzerland. The presented research projects analyzed VET and its effects from an individual, company and national perspective and revealed new mechanisms of impact on productivity, innovation and employment.

<http://www.educationeconomics.uzh.ch/en.html>



The picture shows the participants of the session together with Prof. Dr. David Marsden (London School of Economics), the organizer network: Labor Markets, Education and Human Resources.



QUALITATIVE COMPARATIVE ANALYSIS WORKSHOP IN WUPPERTAL

From 28 to 30 May 2018 the „International QCA Summer Workshop - Developing a mixed method, set-theoretic toolbox for impactful research in the social sciences“ took place at the University of Wuppertal. The workshop was supported by the German Research Foundation (DFG), the Schumpeter School of Business and Economics, the Jackstädtcenter for Entrepreneurship and Innovation Research, ETH Zurich and COMPASSS (an international social and economic research network). The workshop brought together scientists at different stages of their careers and with different experiences in the application and development of Set Theoretical Methods (STM) with some of the most important international scientists working with STM. STM such as Coincidence Analysis, Necessary Condition Analysis and Qualitative Comparative Analysis (QCA), the most prominent of the three approaches, are useful and powerful methods for the analysis of complex phenomena.

More than 30 years after its introduction, QCA has become an established method in political science, sociology and business administration and is still established in many other disciplines today. Researchers have used QCA for the analysis of complex and systemic phenomena and combined it with other methods. QCA can be placed by design between qualitative and quantitative research approaches and as such has the potential to become a platform for methodological combinations.

The first day of the workshop focused on the introduction of QCA as a platform for method combinations. A keynote lecture by Prof. Dr. Thomas Greckhamer (Louisiana State University, co-editor of the journal *Organizational Research Methods*) compared different quantitative and

quantitative methodological approaches and developed ways for methodological integrations.

In the following presentation with plenary discussion, the organizers presented an example for a combination of QCA and hierarchical linear modeling and showed different possibilities for the methodical combination based on this example. The focus was on comparing the parallel application of different research methods with the sequential application and how QCA can serve as a platform for the methodical combination in sequential mixed method designs.

The second workshop day focused on the application of QCA in mixed-method designs. The papers dealt with the connection between QCA and qualitative interviews, the analysis of multi-level organizational phenomena, the application of QCA in meta-analyses, and the use of QCA for the analysis of panel data. The second day of the workshop ended with a QCA-specific controversial debate on the interpretation and selection of different solution types in QCA and an overview of the latest software packages such as the Set Methods package, a package specifically designed for mixed-method designs.

The focus of the third day was on new developments of mixed-method designs and methodological developments of QCA. The contributions dealt with the development of new sequential mixed-method designs, the combination of QCA and social network analysis, and the development of new metrics for QCA studies based on large data sets. In the concluding debate, the influence of new disciplines and their methods, as well as new ways for methodological combinations with QCA, were opened.

ETH zürich

DFG Deutsche Forschungsgemeinschaft

Compass

SchumpeterSchool
of Business and Economics

The workshop thus gave an overview of mixed method designs with QCA in different disciplines. The workshop contributions showed different ways in which researchers can combine QCA with qualitative and quantitative methods to answer their research questions. The workshop highlighted promising ways for the development of mixed method designs with QCA. The workshop helped to get an overview of new methodological combinations with QCA, to analyze the suitability of QCA as a platform method and to identify further ways for research on mixed-method designs and QCA.

The workshop connected young German scientists with leading international experts and helped them to become part of an international network. The workshop also helped to identify new research approaches and collaborations.

The workshop offered several opportunities to discuss future collaborations. The theme of this workshop, the establishment of QCA as a platform for research on mixed-method designs, contains several sub-themes that will be further developed. Further workshops, also supported by COMPASSS, such as the International Summer Workshop in Wuppertal, took place in November 2018 at ETH Zurich. The series of events continues with the 2. International QCA Summer Workshops in Antwerp (May 2019) and the 7. International QCA Expert Workshop as well as the 3. International QCA Paper Development Workshop in Zurich (both in December 2019).

For more information please visit the website of the workshop series:
www.compassss.org/h/intlqca



QUALITATIVE COMPARATIVE ANALYSIS WORKSHOPS IN ZURICH

The Jackstädt Center co-organized the 2nd International QCA Paper Development Workshop and 6. International QCA Expert Workshop in Zurich, together with its cooperation partners, the ETH Zurich, The EAWAG and the University of Bamberg. The workshops received financial and/or administrative support from the Swiss National Science Foundation and COMPASSS, an international network of researchers working on comparative cross-case analysis. The interdisciplinary workshops focused on methodological developments, software developments and applications in various fields of research.

The 2. International QCA Paper Development Workshop took place on November 27, 2018, and connected early-career scholars and scholars with little experience in using QCA with international experts from different fields. More than 40 participants took part in these workshops and discussed their research projects in roundtables sessions with QCA experts. The workshops also contained presentations on guidelines for publishing QCA papers, an update on recent software developments and a panel discussion with Prof. Dr. Peer Fiss, Prof. Dr. Nadja Kunz, Prof. Dr. Bart Cambré, Prof. Dr. Valerie Pattyn, and Dr. Manuel Fischer on QCA and career considerations.

The workshop ended with a session on engaging in the scientific community around QCA and a workshop dinner.

The 6. International QCA Expert Workshop took place from November 28-29, 2018 and brought experienced QCA researchers together to discuss recent methodological development, advancement in software developments, and applications of QCA in research and practice, such as evaluation and consulting. The workshop also contained point-counterpoint-debate on the properties, interpretation and use of different solution types by Prof. Dr. Michael Baumgartner, Prof. Dr. Adrian Dusa, and Prof. Dr. Jiji Zhang. The workshop also contained presentations of novel applications from water resource engineering and law.

The workshops series will continue in 2019 with the 3. International QCA Paper Development Workshop from December 11-12, 2019 and with the 7th International QCA Expert Workshop from December 10-11, 2019. Both workshops will take place in Zurich and will be jointly organized by the ETH Zurich, the EAWAG, the University of Bamberg and the Jackstädt Centre of Entrepreneurship and Innovation Research.



ETH zürich

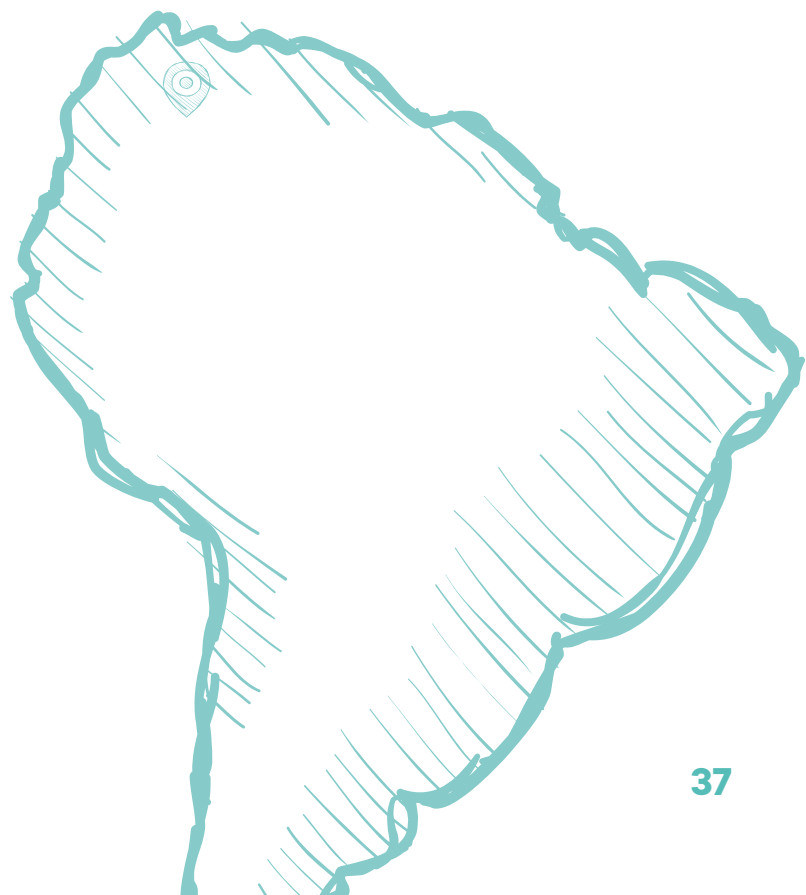
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aquatic research

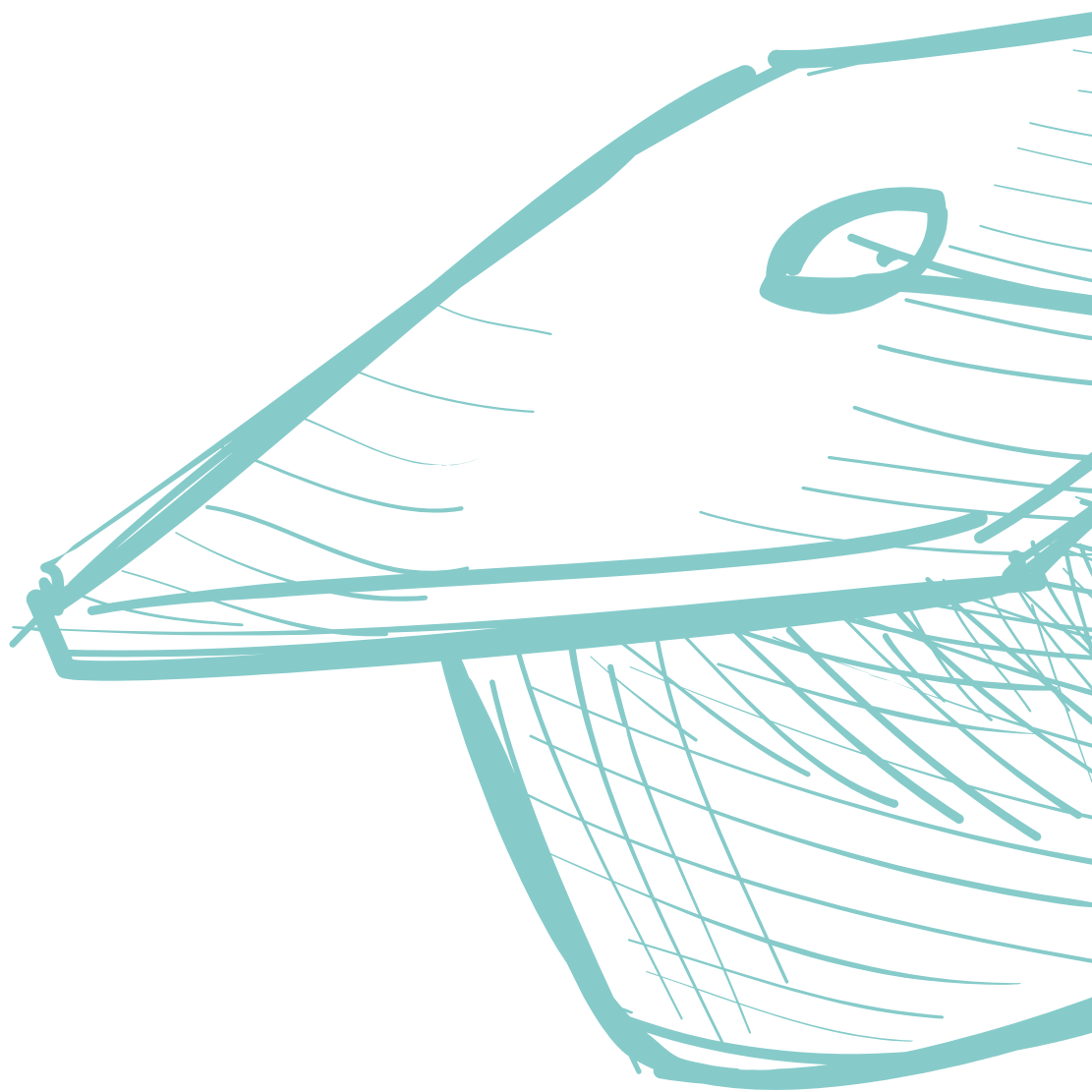


PROJECTS AND COLLABORATION WITH COLOMBIA

In May 2017, a delegation of members of the Schumpeter School explored cooperation opportunities with the Universidad del Norte in Barranquilla, Colombia. This Fact-Finding Mission was supported by the German Academic Exchange Service (DAAD). In 2018 members of the Jackstädt Center successfully started a research collaboration focusing on investigating the effects of external knowledge sources and management practices on the innovation performance in Colombian firms. This project receives financial support from Colciencias, the national science foundation in Colombia, as well as from the DAAD. One goal of this research project is the development of a questionnaire for innovation management practices to compare firms with respect to their innovation management practices and innovation performance. Prof. Dr. Diemo Urbig visited the Universidad del Norte in March 2018 and Prof. Dr. Werner Bönte in March and September 2018 to discuss and develop items for the measurement of innovation management practices and the design of qualitative interviews in collaboration with the Colombian partners. Prof. Dr. Jaider Manuel Vega Jurado and Pedrozo Luis Enrique Garcés, a doctoral student from the Universidad del Norte visited the University of Wuppertal in July 2018 to collaborate in the survey development. The research collaboration will continue in 2019 and qualitative interviews will be conducted in Colombia to develop further measurement tools on innovation management practices and the development of questionnaires will be further promoted.

Besides the research collaboration, the University of Wuppertal and the Universidad del Norte established a student exchange program in which cohorts of students from Wuppertal and Barranquilla study together for one semester at each of the two universities. Both universities signed official cooperation agreements under which students participating in an exchange will be exempted from tuition fees at the host institution. In 2018 the student exchange between both universities took place for the first time. Four students from the University of Wuppertal visited Barranquilla in 2018 and four students from Barranquilla will visit Wuppertal in 2019. A Master student from Wuppertal visited Colombia in October 2018 to work on his Master Thesis on innovation management practices. The student exchange will go into its second round in 2019 and will receive financial support from the DAAD program "International Study and Training Partnerships".

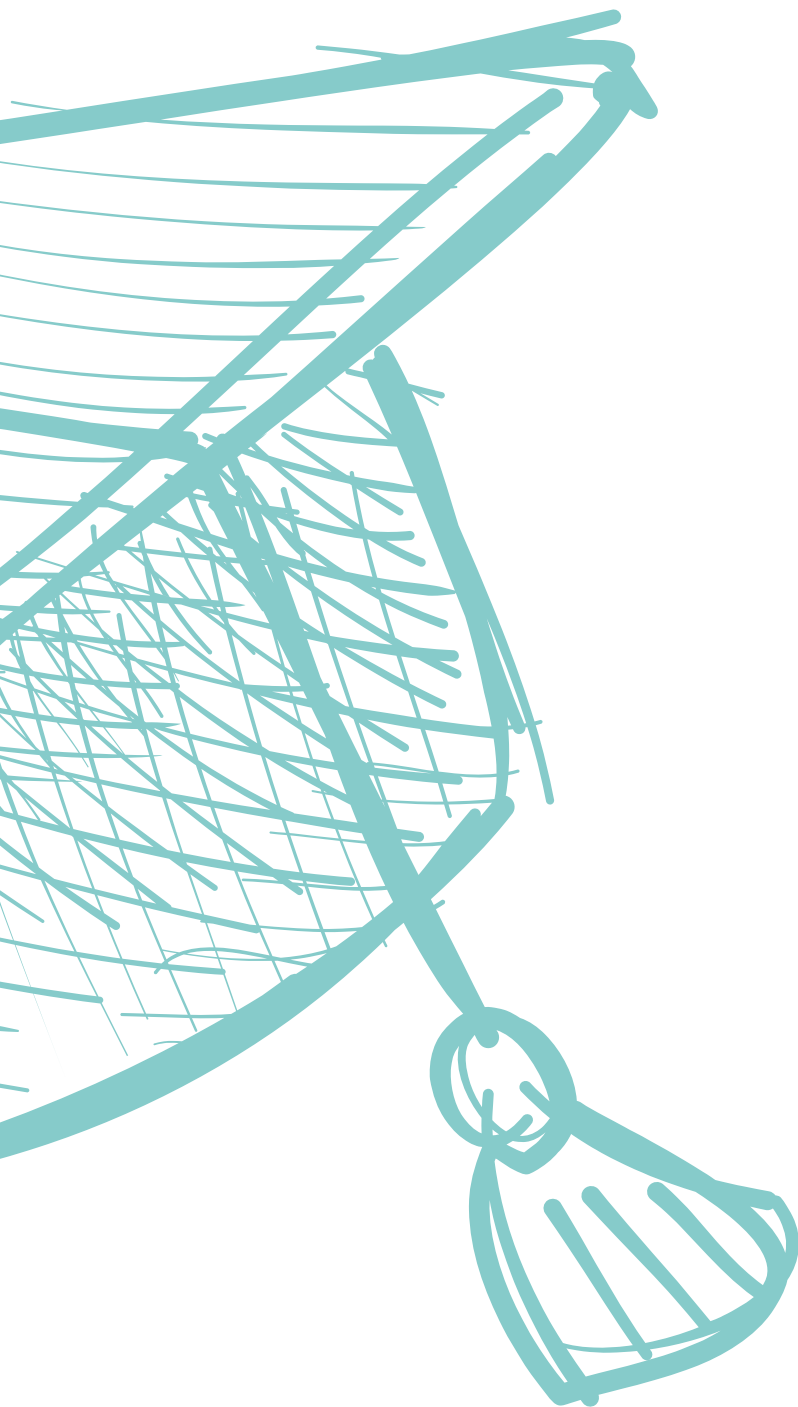




04

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 related 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

Bachelor

Introduction to Economics Policy
(Prof. Dr. Werner Bönte)

Introduction to Business Administration and Economics
(Prof. Dr. Peter Witt)

Entrepreneurship, Business Formation and Growth
(Prof. Dr. Christine Volkmann)

Start-Up Management and Company Development
(Chair Prof. Dr. Christine Volkmann)

Industrial Economics
(Prof. Dr. Werner Bönte)

Organization
(Prof. Dr. Michael Fallgatter)

Organization and Business Management
(Prof. Dr. Michael Fallgatter)

Legal Aspects of Business Formation
(Prof. Dr. Christine Volkmann)

Master

Economics of Innovation
(Prof. Dr. Werner Bönte)

Energy and Project Management
(Prof. Dr. Peter Witt)

Entrepreneurship and Market Development
(Prof. Dr. Christine Volkmann)

Globalization of Competition
(Prof. Dr. Christine Volkmann)

Innovation and Technology Management
(Prof. Dr. Peter Witt)

Human Resource Management
(Prof. Dr. Michael Fallgatter)

SEMINARS

Bachelor

Cultural Entrepreneurship
(Chair Prof. Dr. Christine Volkmann)

Business plan & Business plan innovation – theoretical principles and scientific developments
(Chair Prof. Dr. Christine Volkmann)

Principles for Entrepreneurial Location Decisions
(Chair Prof. Dr. Christine Volkmann)

Innovation Management
(Chair Prof. Dr. Peter Witt)

Project Management in Energy Industry and Information Technology
(Prof. Dr. Christian Rupietta)

Proseminar Entrepreneurial Ecosystems
(Chair Prof. Dr. Christine Volkmann)

Economics of Innovation and Education
(Prof. Dr. Christian Rupietta)

Social Entrepreneurship and Social Business
(Chair Prof. Dr. Christine Volkmann)

Sustainable Entrepreneurship
(Chair Prof. Dr. Christine Volkmann)

Tax Aspects of Entrepreneurship
(Chair Prof. Dr. Christine Volkmann)

Master

Applied Strategic Thinking: An Introduction to Game Theory
(Prof. Dr. Werner Bönte)

Business Planning for Growth-Oriented Start-Ups/Business Model Development for Innovative Start-Up Projects
(Christine Volkmann)

Current Topics in Economics of Innovation and Education
(Prof. Dr. Christian Rupietta)

Determinants and Effects of Digital Transformation
(Prof. Dr. Werner Bönte)

Digitalization (Industry 4.0)
(Chair Prof. Dr. Peter Witt)

Economics and Management of Innovation
(Prof. Dr. Christian Rupietta)

Entrepreneurial Ecosystems
(Prof. Dr. Christine Volkmann)



You will find further information on page 44.

Entrepreneurship Research
(Prof. Dr. Christine Volkmann)

Hybrid Entrepreneurship
(Prof. Dr. Diemo Urbig)

Innovation Management / Entrepreneurship
(Chair Prof. Dr. Peter Witt)

Social Entrepreneurship in South Africa
(Chair Prof. Dr. Christine Volkmann)



You will find further information on pages 42-43.

Sustainable Entrepreneurship
(Chair Prof. Dr. Christine Volkmann)

Knowledge and Technology Transfer at Universities
(Chair Prof. Dr. Peter Witt)

Doctorial Studies

Ideas and Methods Workshop for PhD Students in Management
(Prof. Dr. Michael Fallgatter)

Current developments in human resource management and organization research
(Prof. Dr. Michael Fallgatter)

An Introduction to Experiments in Business and Economics Research
(Prof. Dr. Diemo Urbig)

PhD seminar: Methods for empirical innovation and entrepreneurship research
(Prof. Dr. Peter Witt)

SOCIAL ENTREPRENEURSHIP SEMINAR: EXCURSION LEADS MASTER STUDENTS TO SOUTH AFRICA

24 master students of the University of Wuppertal traveled for three weeks to South Africa to support the non-profit organization etafeni in the design of their projects. This excursion was part of the seminar "Social Entrepreneurship in South Africa" offered by Prof. Dr. Christine Volkmann and Dr. Kathrin Bischoff, who explains the tasks of the students during their stay as follows:

„The task of the students was to develop income-generating strategies together with the management and project managers of etafeni. This means: Based on social entrepreneurial concepts, the students should develop approaches to make the individual projects financially more sustainable in the long term and more independent in the spirit of social entrepreneurship." The students presented the ideas and concepts they developed on site. An elaboration took place in the following seminar papers.

The excursion focused on five etafeni projects:

Income Generation: HIV-positive women are trained in sewing and pearl embroidery.

Fit for Life, Fit for Work: A training course to prepare participants for the application process and for entering the labor market.

Preschool Care: Within the framework of the project, a preschool for children founded by etafeni is being looked after.

Mobile VCT Unit: In this project, tests are carried out for diseases as well as preventive and aftercare health counseling for residents of the township.

Nutrition and Home Vegetable Gardens: Community gardens for families in Nyanga are initiated and supported.

etafeni



Both the insights into the projects and the cooperation within the team and with the non-profit organization were very well received by the students. „The time spent in Nyanga was intensive and extremely interesting,“ is how Felix Kamp concluded. „The positive attitude of the entire etafeni team towards all challenges was inspiring. In any case, I learned a lot and am grateful that I was so well welcomed“.

Dr. Kathrin Bischoff is also contented with the time in South Africa: „The students were highly motivated and did a great job. They liked the program we put together with Varkey George, the founder of the organization Multiple Income Generating Strategies for Non-Profits. They also liked the cultural activities and excursions that accompanied the seminar. We have the impression that we have created an added value both for the students and for our local project partners and are very happy to have offered this excursion“.

The successful pilot project is expected to be followed by another excursion in the winter semester of 2019/2020. In addition, the cooperation with etafeni for the realization of the first project ideas within the framework of the student organization Enactus Wuppertal will to be continued.



ENTREPRENEURIAL ECOSYSTEM SEMINAR

For the third time, the excursion took place as part of the master seminar „Entrepreneurial Ecosystems“ with students and company representatives of the Bergisches Städtedreieck. The destination of this year's excursion from 20-22 November 2018 was Berlin. The excursion enabled the exchange with Berlin Co-Working Spaces, Accelerators, founders and their startups around the topic of digitization. Besides the excursion students made contact with local companies, institutions and start-ups to talk about joint event formats, innovation projects or mentoring (BUCS IT, NRW Bank, Treasure Island, bergisch.io, Vaillant). In their seminar papers, students developed ideas to shape digitization and the ecosystem in the region of Wuppertal.

One of the seminar papers focused on the networking of start-up-promoting actors, as this is often decisive for the spin-off potential of a region. Based on interviews and literature analysis, the students developed a concept for an industry-specific incubator which, in addition to close links with the university, government and industrial actors, also includes a workshop, a virtual network, and housing for founders.

neue/effizienz



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.

Prof. Dr. Christine Volkmann

Die Einbindung interner und externer Ressourcen in den Innovationsprozess von deutschen Familienunternehmen

Die Bedeutung von Coworking-Spaces für den Aufbau von Netzwerken in einem Entrepreneurial Ecosystem

Investieren im digitalen Zeitalter: Eine empirische Untersuchung von Kommentaren als Erfolgsfaktor im Crowdfunding durch die Verringerung von Informationsasymmetrien

Die Relevanz von Humankapital zur Start-up Finanzierung im Crowdfunding

Equity Crowdfunding in Deutschland – der Einfluss der geographischen Distanz auf die Investmententscheidung

Prof. Dr. Werner Bönte

A firm's strategic orientation and its interaction with employees' psychological characteristics

Industrie 4.0 – Bestandsaufnahme und Entwicklung am Beispiel der TiO₂ Industrie

Eine empirische Analyse der Wahrnehmung von Ähnlichkeiten von Berufen und Wettbewerbsszenarien WW

Prof. Dr. Michael Fallgatter

Gesunde Führung – Wirkungen transformationaler Führung auf das Stresserleben der Mitarbeiter

Work-Life-Balance and Commitment der Generation Y

Effekte von Active Sourcing Strategien auf Arbeitgeberattraktivität und wahrgenommene org. Unterstützung

Die Integration privater Lebensinhalte in das Job Demands-Ressourcen Modell

Einflussfaktoren auf den Transfererfolg von Managerial Coaching Trainings

Führungsstil und Veränderungsbereitschaft

Der Einfluss flexibler Arbeitszeitmodelle auf Organizational Citizenship Behavior

Prof. Dr. Peter Witt

Chancen und Risiken der Kundenintegration in den verschiedenen Phasen des Innovationsprozesses

Start-ups in der Elektromobilität

Analyse des Potenzials von Carsharing als innovatives Mobilitätskonzept

Vergleich von Startup-Ökosystemen an dem Beispiel Kalifornien, Israel und Deutschland

Innovationsförderliche Führung - Der Einfluss von Führung auf die Innovativität von Unternehmen
Patente in kleinen und mittleren Unternehmen

Prof. Vivien Procher
Prof. Diemo Urbig
Prof. Christian Rupietta

Soll ich oder soll ich nicht? Eine empirische Analyse zu wahrgenommenen Barrieren für studentisches Unternehmertum

Social Value Orientation – Betrachtung der sozialen Wertorientierung von potentiellen Gründern

Welches unternehmerische Potenzial bergen Narzissten, Machiavellisten und Psychopathen? Eine empirische Untersuchung produktiver und destruktiver

Gründungsintentionen und Karrieremotive
Crowdfunding als innovatives Instrument zur politischen Einflussnahme – Eine explorative Studie

Hybrid'Entrepreneurship – wenn Mitarbeitern Flügel wachsen. Eine Vignettenstudie zu unterstützenden oder abwehrenden Verhaltensabsichten von Personalverantwortlichen gegenüber nebenberuflich selbständigen Mitarbeitern

Die Einstellung von Führungskräften gegenüber Nebenerwerbsgründungen: Welchen Einfluss hat die Entrepreneurial Orientation auf das Verhalten von Vorgesetzten?

Analyse von Chancen und Risiken digitaler Geschäftsmodelle im Personenverkehr

THESES IN COOPERATION WITH COMPANIES

Chair of Prof. Dr. Volkmann

Aktuelle Geschäftsmodellentwicklung: Chancen und Risiken einer Smartphone-App-Entwicklung zur Erhöhung der körperlichen Aktivität
App-Entwickler i.G.

Digitalisierung der Arbeitswelt: Auswirkungen auf die Work-Life-Balance. Eine empirische Studie am Beispiel Wuppertaler Gründungsunternehmen
W-tec und Wuppertaler Gründungsunternehmen

Übertragbarkeit von Blockchain-Technologie-Clustern auf den Standort Wuppertal. Potenziale und Barrieren
Zahlreiche regionale Experten aus Wirtschaft und Politik

Gewerbeflächenerschließung vs. Gewerbeflächenumnutzung am Beispiel Wuppertals: Was unterstützt Unternehmensneuan siedlungen?
Wuppertaler Wirtschaftsförderung und regionale Experten aus Wirtschaft und Politik

Lean Start-up: Eine Fallanalyse am Beispiel der polnischen Sprachschule "Integracja"
Sprachschule "Integracja"

Agiles Innovationsmanagement: Eine Analyse der internen Kollaboration in der Ideengenerierungsphase am Beispiel der Riedel Communications GmbH & Co. KG
Riedel Communications GmbH & Co. KG

Innovation durch Corporate Entrepreneurship – Die Erfolgsfaktoren des Intrapreneurship am Beispiel einer Case Study Analyse im DIY Einzelhandel
Open Innovation als Element einer digitalen Geschäftsplattform - Eine strategische SWOT-Analyse aus Sicht beteiligter Stakeholder

Übernahme eines Franchise-Partnerstandortes aus Sicht des Franchisenehmers – eine strategische Analyse am Beispiel der *Studienkreis Partnersysteme GmbH*

Die Digitalisierung juristischer Arbeitsprozesse durch Legal Technology – Eine Analyse möglicher Potenziale für Start-Ups am Beispiel von *Streetright24*

Erklärvideos und ihr Potenzial für das Marketing von Startups

Chair of xProf. Dr. Witt

Virtual Reality - Erfahrungen und Perspektiven in der Tourismusbranche

Zukunft der Elektromobilität für den öffentlichen Personennahverkehr und

deren privaten Finanzierungsalternativen

Kundenintegration im Innovationsprozess am Beispiel von *Vorwerk*

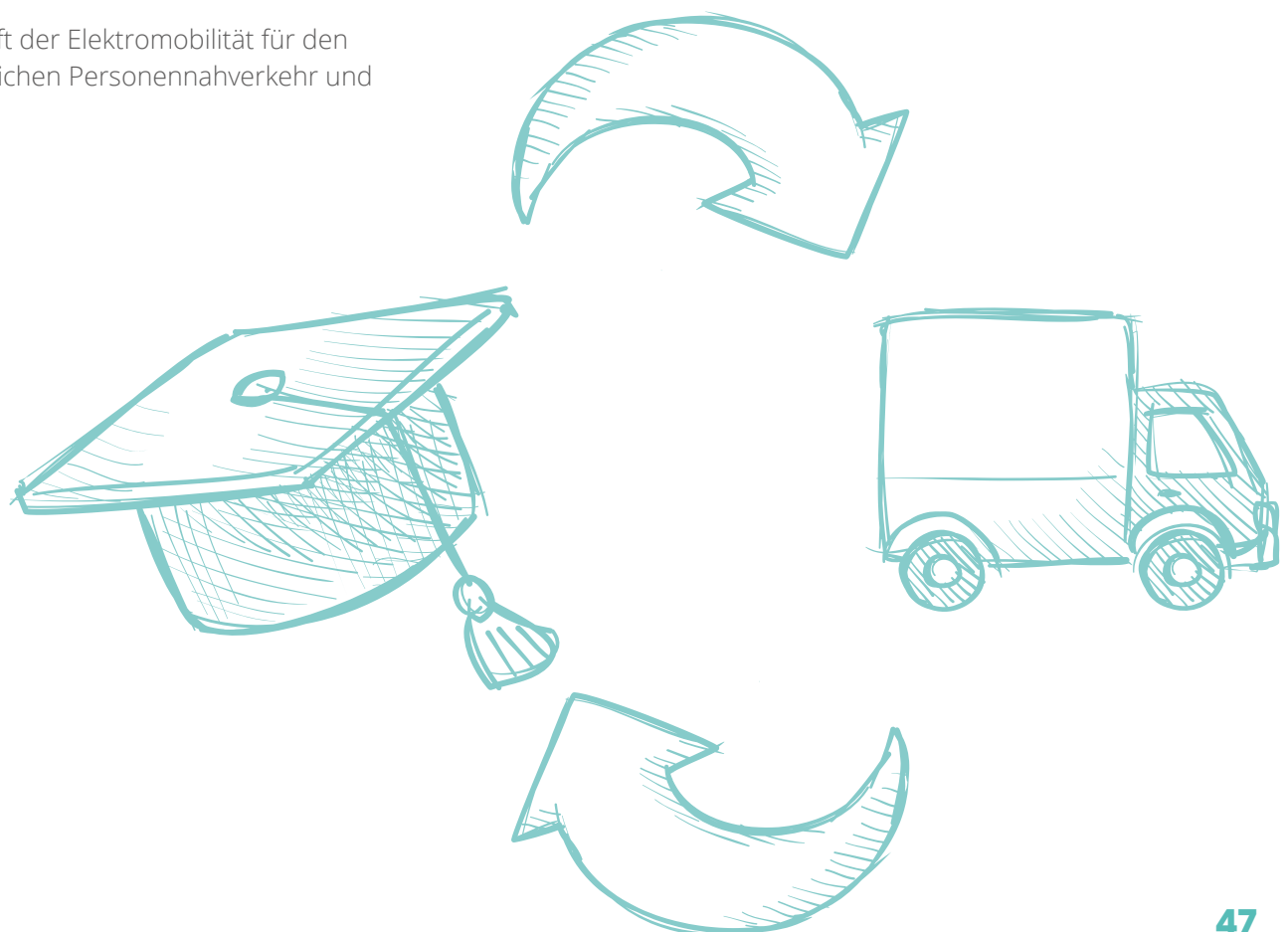
Geeignete Vermarktung innovativer Premiumprodukte anhand des Kobold SP600

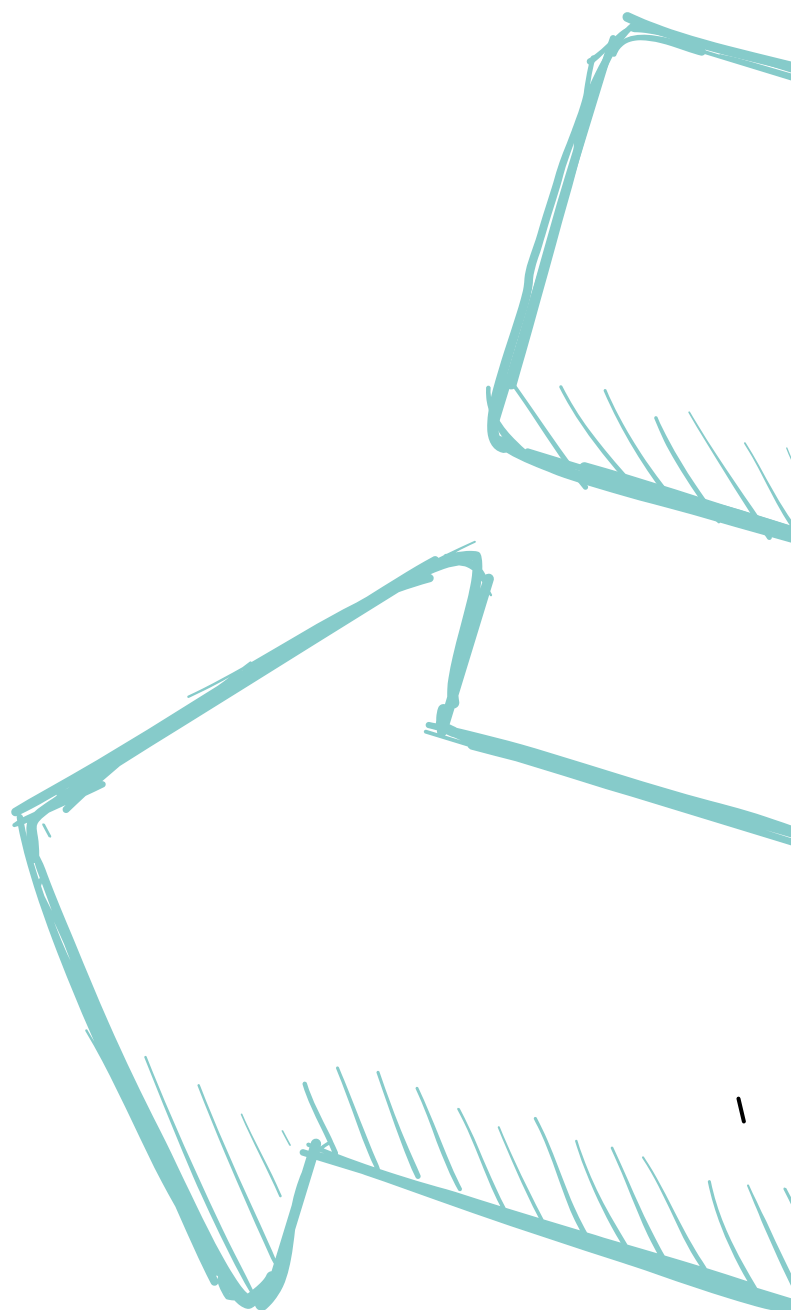
Vermarktung von Robotern im Einzelhandel am Beispiel der *Entrance GmbH*

Projektmanagement in Nonprofit-Organisationen am Beispiel von *Pfandraising Wuppertal e.V.*

Elektromobilität - ein zukunftsfähiges Geschäftsmodell für Energieversorgungsunternehmen

Methoden der Lieferantenbewertung und Entwicklung eines Bewertungsprozesses für den Bereich Indirect Procurement des Handelsunternehmens *OBI*







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 achieved by formats such as the Climathon, the biszepts Startup Academy, the Gründerstammtisch or by working on questions from the local economy in the context of theses and seminars.

FREIRAUM – DAS INNOVATIONSLABOR DER BERGISCHEN UNIVERSITÄT

The Freiraum, the innovation laboratory of the Bergische Universität and the Jackstädtzentrum, is designed as a place for intra- and interdisciplinary cooperation between students, companies, members of the university and regional network partners with the aim to support start-up projects of students and citizens living in the Wuppertal region. The project was initiated by Professor Dr. Christine Volkmann, Chairwoman of the Jackstädtzentrum for Entrepreneurship and Innovation Research.

Students, who are interested in founding their own business, often lack their own office space to work on their business ideas. In addition, there was the problem that the students lacked the opportunity to exchange ideas and thus the opportunity to find collaborators for their start-up team. The Jackstädt Center has therefore set itself the goal to create a location, which meets the various requirements of a space for agile work,

establishes contact between students, and integrates companies and regional partners with expert knowledge. „The concept of Freiraum was developed by the Jackstädt Center for Entrepreneurship and Innovation Research in cooperation with students to enable them to work creatively and productively on their project ideas,” explains Professor Dr. Christine Volkmann.

The performance portfolio of the Freiraum is finally based on three components: the ability to work solution-oriented, to generate an innovative mindset and to provide space for project work. The solution-oriented work will be accomplished through the networking of different actors for the supported development of ideas and solutions. The Jackstädt Center aims to promote an innovative way of thinking among students by imparting competencies from innovation and start-up management as well as methods for creative and agile work.

FREIRAUM – Innovationslabor der Bergischen Universität Wuppertal

TECLAB | Technologiezentrum Wuppertal **wttec**



Different zones have been created for the project work, e.g., including an event zone for meetings and workshops.

The Technologiezentrum W-tec is anchored in the concept of Freiraum with the TecLab as another important external partner of the Jackstädt Center. The TecLab offers students in the Freiraum the opportunity to try out digital topics and acquire skills in various areas of digital technologies.

For more information please visit the website www.freiraum.uni-wuppertal.de



In October 2018, the Wuppertal Clima-thon was the first major event to take place in the Freiraum: Students spent 24 hours working intensively on an innovative solution to local problems related to climate change. In autumn, the 3rd round of the bizeps Startup Academy has started in Freiraum: students have to develop their founding ideas into a startup in a three-month workshop series. Since November 2018, the space has been open to students interested in setting up their own business.



FIRST CLIMATHON IN WUPPERTAL

The Climathon is a 24-hour pen and paper hackathon to develop innovative solutions to regional climate change issues in cities. The event takes place simultaneously in over 100 cities on six continents worldwide. Over 50 interested participants from business, politics, society, and research took part in the first Wuppertal Climathon in October 2018. In addition to the participants, 45 stakeholders from the region took part as speakers, theme makers, design thinking coaches, experts, jury members, partners, and sponsors. The event took place in the innovation lab of the Bergische Universität, the Freiraum. The Neue Effizienz, the Wuppertal Institute, the Jackstädt Center for Entrepreneurship and Innovation Research and Climate-KIC organized the event.

During the Climathon, teams worked on three climate challenges for Wuppertal: The first challenge dealt with sustainable packaging and climate-neutral logistics for the food production of an aquaponics farm in the city. The second challenge dealt with the recent topic in Wuppertal, the preparation for future heavy rain events and floods. The third challenge was about the search for new ideas regarding the use of not needed parking space in the city.

To solve the challenges, the teams used the user-centered design thinking methodology. The teams spent the first hours researching their problem. For example, teams conducted interviews with those affected by heavy rain to understand how people perceive the floods as a result of

neue/effizienz





heavy rain and what steps they may have already taken to protect themselves. In the following phase of idea generation, teams used various creativity techniques to create solutions for the perceived problems. Around midnight the participants exchanged their ideas with the participants of the Climathon at the University of Lund. The teams worked until late in the night on possible business models and prototypes. After a joint breakfast, the teams finalized their presentations

together with their coaches before each group presented its solution to the audience within five minutes. The best three teams were honored with prizes such as coaching or co-working to pursue their ideas beyond the Climathon.

The Climathon was very successful and was given excellent coverage by the media. A new edition of the Climathon will take place in October 2019.

BIZEPS

The Gründerstammtisch – a regular meeting of local founders – continues to enjoy great popularity as a networking event in the founder's scene. The participants are students, founders, people interested in founding a company, entrepreneurs, and investors. Participants, in particular, appreciate the informal exchange and the regionality. Thus meetings with small numbers of participants lead to a very intensive exchange, which is regarded as very valuable. Beyond that, we also welcome guests who come from the Rhineland or the Ruhr region to take part in the meetings. A highlight of the past year was „Local Success stories“ where participants could learn from experienced founders from the region.

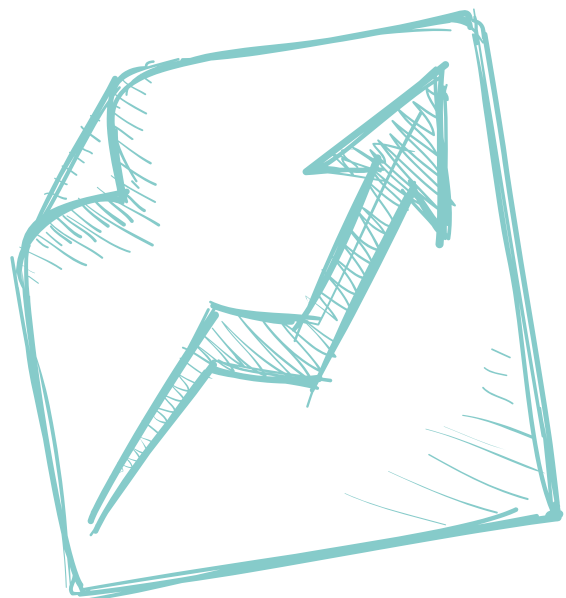
After a successful start in winter 2017, the bizeps Startup Academy was again offered in summer and winter 2018. In three months, participants interested in setting up their own business learned how to develop startups based on their business ideas. The focus was on an interdisciplinary mix of competencies and skills. An average of 20 participants in 4 to 5 teams took part in the workshops on design thinking, business model development, finance, brand development or

pitching. A new startup was formed from each of the two runs of the Academy.

The Pitch Party took place twice in 2018 as the final event of the „bizeps Startup Academy“. The teams pitch their business ideas in six minutes in front of a jury and the audience. Best idea and the best pitch were awarded prizes like co-working hours at a local co-working space or an individual founder coaching. Besides, startups from the region presented themselves and exhibited their products exclusively at a small Expo. With over 100 spectators, the events attracted a great deal of interest. Due to requests for pitches outside the Academy, an open pitch format (open competition independent of the bizeps Startup Academy) will be offered in the next year.



For more information please visit the website:
www.bizeps.de



EY ENTREPRENEUR OF THE YEAR AWARD

For more than 30 years, EY (Ernst&Young) has awarded selected entrepreneurs for their outstanding achievements. Christine Volkmann was again a member of the jury evaluating the nominees based on five criteria. Together with her five co-jurors, Prof. Christine Volkmann decided who would receive the „EY Entrepreneur Of The Year“ award as well as one of the two honorary prizes in 2018 and who would represent Germany at the „EY World Entrepreneur Of The Year“ competition in Monaco. The winners of the „EY Entrepreneur Of The Year 2018“ were awarded on 19 October 2018 in Berlin - accompanied by applause from around 700 guests from business, politics, society and the media.



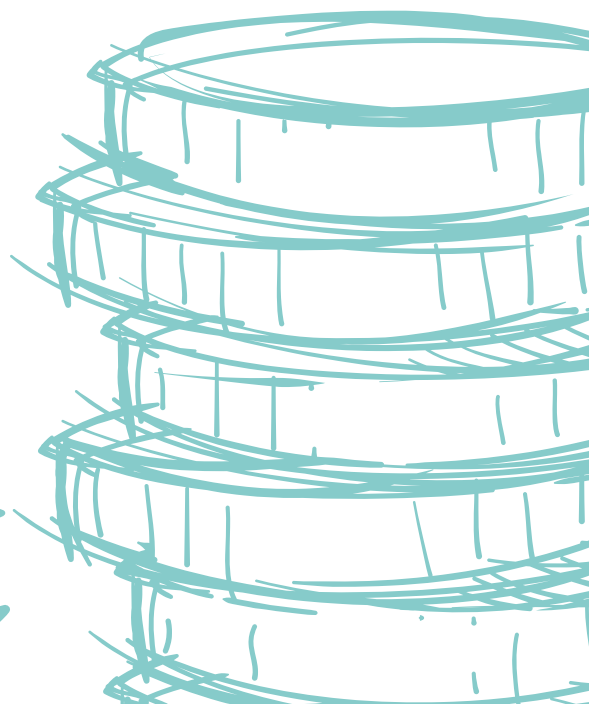
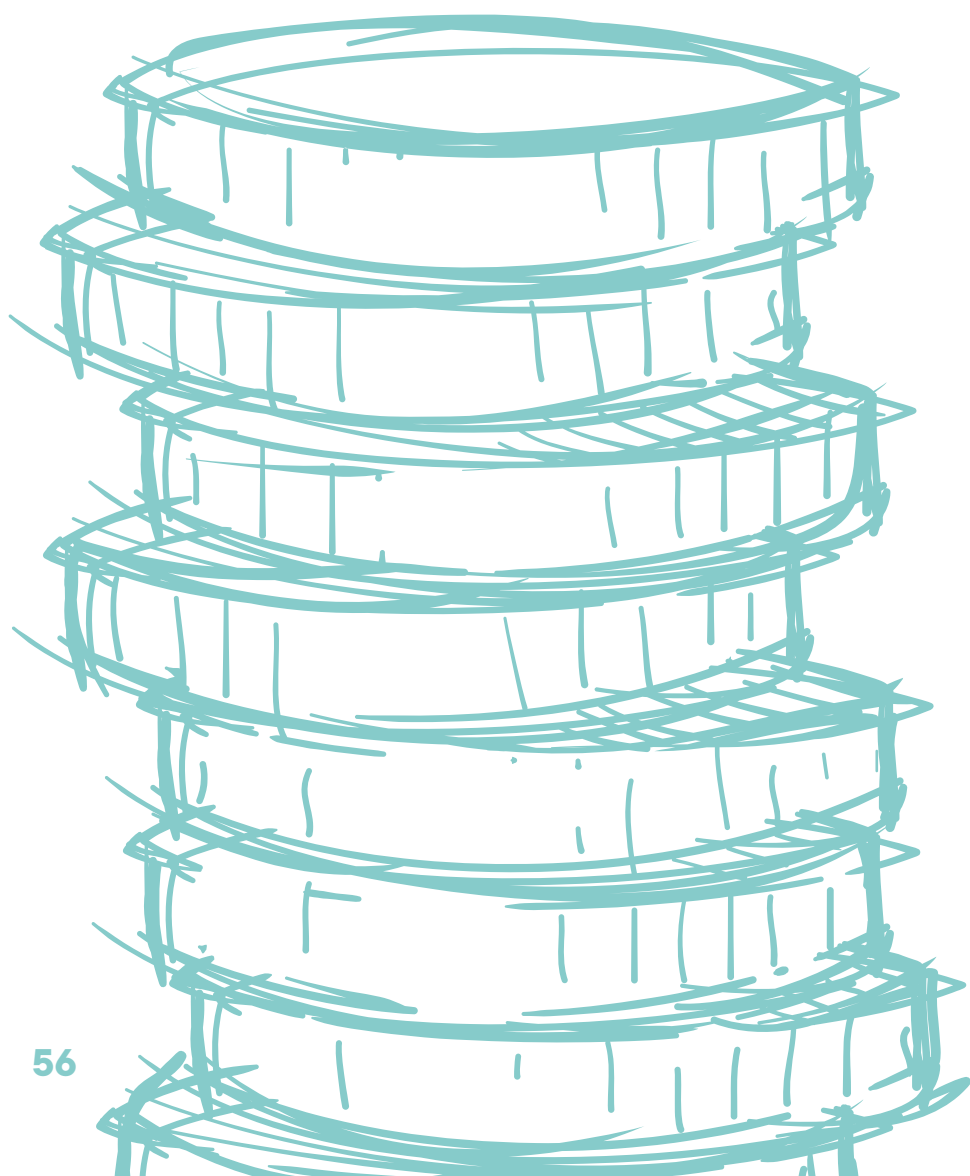
GRÜNDERPREIS NRW

The NRW Gründerpreis (Founders' Prize) awarded by the Ministry of Economic Affairs and NRW.BANK honors the most creative and successful business ideas in North Rhine-Westphalia. An eight-member jury chaired by Prof. Dr. Christine Volkmann, holder of the chair for Entrepreneurship and Economic Development at the University of Wuppertal, looked through all submissions, nominated ten start-ups and selected the winners of the GRÜNDERPREIS NRW 2018. Its criteria include, among others: entrepreneurial success, the number of jobs created, the creativity of the business idea, the compatibility of work and family life and, as well as ecological responsibility and social commitment.

In 2018, Anna Yona was awarded the first prize with her company Wildling Shoes GmbH from Gummersbach. Since 2015, Anna Yona has been developing and selling children's and adults' shoes that make walking more naturally and thus increase children's motivation for and joy in exercising.



NRW has unique start-up potential worldwide. The central intention of the NRW Business Start-Up Award is to tap into this potential and thus make an elementary contribution to the sustainable development of society.





FINANCIAL SUSTAINABILITY

To ensure the Jackstädt Center's financial viability sustainably, 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.



EXTERNAL FUNDS BY THE EUROPEAN UNION

KEEN – Knowledge Empowered Entrepreneurship Network

The kick-off of the KEEN project at the Chair of Entrepreneurship and Economic Development was in September 2018. A core objective of the network comprised by the technical university of Kaunas and the universities of St. Gallen, Cranfield, and Wuppertal is to strengthen the research excellence of KTU and to develop and a research in entrepreneurship and innovation for the wider scientific and public community in general. In particular, serving business entrepreneurs and policy-makers around entrepreneurship and innovation policy by integrating measures such as stakeholder involvement and dissemination programs. During the set-up period of the KEEN project at the end of 2018 and the first quarter of 2019, the project partners from Wuppertal took over the very first task of the project by creating the knowledge map of the

consortium. The map highlights existing and envisioned research themes within entrepreneurship and innovation at the four partner universities as well as established research networks and knowledge resources on research methods. Based on this tool and a grant strategy report composed by BUW, the KEEN network will, for example, aim at future research grant applications to enable further empirical entrepreneurship research. In April 2019, the researchers within KEEN met in Kaunas for the first KEEN Forum and discussed current research and empirical studies to deepen their cooperation. The next steps in the project will be, for example, joint research training and the acquisition of further research funding. The KEEN project runs until summer 2021.



(from left to right) Dr. Ieva Anužienė, Prof. Dr. Asta Pundzienė, Dr. Richard Adams, Christine Volkmann, Julian Bafera, Michael Hudecheck, David Lindeman



EEWE – Peer-Learning Activities in Entrepreneurship Education and in Women Entrepreneurship

The BUW teams up in a consortium with Ernst & Young Special Business Service, Junior Achievement Europe, EUN Partnership AISBL, and the European Centre for Women and Technology. The empirica GmbH leads this consortium. The consortium organizes and facilitates a total of six peer-learning workshops with public administrations, as well as key public and 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 and knowledge of key stakeholders in developing national and regional strategies and actions to offer young people effective education in entrepreneurship, and to support women entrepreneurs. Based on the three workshops on entrepreneurship education and three workshops on women entrepreneurship, the consortium will propose new European Agendas for both topics. This will be achieved through a bottom-up, co-creation and policy-making-approach in the workshops. The EEWE initiative will contribute to accelerating and deepening the introduction of entrepreneurship education in schools and universities, through better cooperation between national authorities and all relevant stakeholders. Moreover, it will create and reinforce tailor-made strategies to support women entrepreneurship regionally or nationally. The design of women entre-

preneurship strategies at the regional or national level will assist in increasing the number of women entrepreneurs in Europe and thus contribute to women empowerment and women's economic independence.

In March 2019, the team successfully organized and facilitated the first expert workshop on Entrepreneurship Education in Budapest. The workshop brought together 60 key players in the entrepreneurship education ecosystem from Ministries, businesses, NGOs, and academia from eleven European countries as well as the European Commission for interactive peer-learning sessions. In May 2019, the first Peer-Learning Workshop in Women's Entrepreneurship took place in Prague. The event convened 60 experts from 33 European countries, representing ministries and governmental agencies on SMEs support as well as business associations, investors, NGOs, female entrepreneurs, experts on women's entrepreneurship, WE ambassadors, and the European Commission. The next steps in the project will be the organization of further workshops with stakeholders and countries not yet addressed with the goal to maximize the outreach and impact of the project. The EEWE project runs until summer 2021.



Travel stipends

From 7 May to 30 June 2018, Diemo Urbig has been a guest at the Free University of Amsterdam (VU) with an ERASMUS+ scholarship. Diemo has learned a lot about the development of third-party funding and cooperation projects, as well as about curriculum development and student support in the field of entrepreneurship and digitization, through discussions and internships as well as participation in discussion rounds, among others with the Dean of the School of Business and Economics, Prof. Dr. Arjen van Witteloostuijn, and through visits

to the Jheronimus Academy of Data Science (JADS), a cooperation partner of the School of Business and Economics. The funding amounted to a total of 3,540 euros. As a result of the exchange, Diemo also took on a part-time position at JADS in 2018-19 and then at VU in 2019 and learned a lot about the respective teaching systems.



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.

the Saints Cyril and Methodius University of Skopje, the Bucharest University of Economic Studies, and the Institute of Communication Studies in Skopje. Our role in the project is to develop a curriculum, create e-learning materials, and support students who participate in the SMARTSTART project. The envisaged total budget for the project is 250,000 Euros.



For the proposal, we are teaming up with

REGIONAL FUNDING

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 (WHSs) embracing the relevance of heritage entrepreneurship for generating socio-economic impacts in its outreach.

200th anniversary of the Sparkasse Wuppertal

In 2017, Lambert T. Koch, Christine Volkmann, and Gunther Wölfiges, Chairman of the Board of the Stadtsparkasse, initiated a joint research project. The project aims to investigate the influence of the Stadtsparkasse Wuppertal on the development of Wuppertal since its foundation in 1822.

Two research questions were derived for this purpose. On the one hand, the project investigates how and to what extent the Stadtsparkasse has supported the Wuppertal region since its foundation. On the other hand, the research aims to study the impact of the activities on the various stakeholders (e.g. customers, companies, social and cultural institutions) and the dimensions of good living. In 2018, the Jackstädtzentrum began the data collection. The research work is based on up to 200 years old data from

the archives of the Sparkasse and the city of Wuppertal as well as interviews conducted with various stakeholders. The project is scheduled for completion in March 2021. The Sparkasse Wuppertal funds the project with 90.000,00 € for three years. Tobias Rabenau is carrying out the project in constant exchange with the Stadtsparkasse.







07

OUTLOOK

ACTIVITIES AT THE FREIRAUM

The “Freiraum”, the innovation laboratory of the Bergische Universität, offers students a continuous range of workshops and events. The aim is to promote and support networking of the various actors interested in start-ups - from students to businesses and university institutions.

In January, students from the Faculty of Art and Design will present their results of the „Kachelcross-Challenge“: industrial designers will work in small teams throughout the semester on robot solutions. In the final competition in Freiraum on 18 January, the teams will compete against each other with their robots in front of a large audience.

The pitch competition of the bizeps Start-up Academy will also take place at the end of January. Five teams will present their results for the last three months at the great pitch party in Freiraum on 30 January. The audience and an interdisciplinary jury will then select the winning teams.

The third big event in 2019 will take place in June: During the FVCK-UP-Night, successful founders speak about their experiences with failure and their mistakes. The aim is to dismantle the stigmatized failures and barriers in the founding process.

On 18 July, Prof. Dr. Andreas Pinkwart, Minister for Economics, Innovation, Digitalization and Energy of the State of North Rhine-Westphalia, will officially open and present the Freiraum. In addition, Rector of the University of Wuppertal, Prof. Dr. Lambert T. Koch as well as funding contributor Paul Rath will participate in the event.

The bizeps pitch on July 31, 2019, will allow new start-up teams to move into the Freiraum: students have the opportunity to present their start-up idea to a jury and the audience and compete for 1000€ award money. The selected start-up teams will receive professional pitch training in advance for optimal preparation.

FREIRAUM – Innovationslabor der
Bergischen Universität Wuppertal





The Wuppertal Climathon will take place on 15 October for the second time in the Freiraum. During this 24-hour Idea Marathon, interdisciplinary teams will deal with the solution of local and current problems caused by climate change.

In addition to these mentioned events, different workshop programs and meetups take place:

The id_methodLAB, initiated by the Industrial Design course under the direction of Prof. Dr. Kalweit, imparts current methodological know-how from creative, economic and scientific fields in six workshops to expand and build up the students' competencies.

At the Design Thinking Summer School in June and July 2019, students go through the Design Thinking process to learn how problems can be solved user-centered and creatively.

The TECLAB of the Wuppertal Technologiezentrum w-Tec offers students the opportunity to expand their skills in digital and technological disciplines within workshops and meetups. In the Social Media Simulator, for example, students can rehearse how companies deal with crisis situations in social media or gain initial knowledge in the field of search engine optimization in the SEO/SEA workshop.

The wide range of activities offered by Freiraum for students provides an insight into a variety of subject areas and the acquisition of new perspectives and skills, which can be incorporated into start-up projects and should offer new incentives.



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