



IDEA

# DEVELOPMENT WORKSHOP ON THE ENTREPRENEURSHIP INDUSTRY

17th - 18th of August 2023

Jönköping International Business School

B7030 - 7th floor



JÖNKÖPING UNIVERSITY  
*Jönköping International  
Business School*

**MMTC**

Media, Management  
and Transformation Center

Media, Management Transformation Centre  
researching the business and industry implications triggered by  
the driving forces of digitalization, sustainability and  
globalization

# IDEA DEVELOPMENT WORKSHOP ON THE ENTREPRENEURSHIP INDUSTRY

12:00	<b>Lunch and Welcome</b>
13:15	Introduction - <b>Christian Sandström</b>
13:30	<b>Per Davidsson (JIBS)</b> <i>Is the Entrepreneurship industry enabling what it should be?</i>
14:00	<b>Rasmus Koss Hartmann (CBS)</b> <i>Veblenian entrepreneursip</i>
14:30	Stretch Break
14:40	<b>Olof Hallonsten (Lund University)</b> <i>Empty Innovation</i>
15:10	<b>Fika Break</b>
15:30	<b>Joaquin Cestino (JIBS)</b> <i>Legitimacy alignment and new organizational forms in the entrepreneurship industry</i>
16:00	<b>Adele Berndt and Nadia Arshad (JIBS)</b> <i>Government support. An external enabler of the entrepreneurship industry?</i>
16:30	Stretch Break
16:40	<b>Rick Hunt (Virginia Polytech) and Christian Sandström (JIBS)</b> <i>Teaching about the entrepreneurship industry</i>
18:00	<b>Symposium Dinner - Brasserie Park</b>

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9:00	<b>Anna Brattström (Lund University)</b> <i>Innovation theatre?</i>
9:30	<b>Simon Schmidt (University of Göttingen)</b>
10:00	<b>Fika Break</b>
10:30	<b>Daniel Pittino (JIBS)</b> <i>How Veblenian is Academic Entrepreneurship?</i>
11:00	<b>Sumaya Hashim, Alfaisal University</b> <i>The import of an entrepreneurial ecosystem</i>
11:30	<b>Mart Ots (JIBS)</b> <i>The megamarketing of entrepreneurship</i>
12:00	<b>Christian Sandström</b> <i>Closing remarks</i>
	<b>Lunch</b>

Those of you who will present: aim for 5-10 minutes, followed by a discussion (20 minutes). The format is designed to be very interactive, with an explicit focus on developing ideas together.

If you are joining us online, please ensure you have your microphone muted unless you are presenting or giving feedback.

**Zoom Meeting ID: 691 8904 6920**

**Passcode: 727300**