

12th European Conference on Innovation and Entrepreneurship (ECIE 2017)

Paris, France
21 – 22 September 2017

Editors:

**Christopher Loue
Sonia Ben Slimane**

ISBN: 978-1-5108-5077-4

Printed from e-media with permission by:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© The Authors, (2017). All Rights Reserved.

No reproduction, copy or transmission may be made without written permission from the individual authors.

Papers have been double-blind peer reviewed before final submission to the conference. Initially, paper abstracts were read and selected by the conference panel for submission as possible papers for the conference.

Many thanks to the reviewers who helped ensure the quality of the full papers.

Printed by Curran Associates, Inc. (2017)

Published by Academic Conferences and Publishing International Ltd.
33 Wood Lane
Sonning Common RG4 9SJ UK

Phone: 441 189 724 148

Fax: 441 189 724 691

info@academic-conferences.org

Additional copies of this publication are available from:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: 845-758-0400
Fax: 845-758-2633
Email: curran@proceedings.com
Web: www.proceedings.com

Contents

Paper Title	Author(s)	Page No
Preface		vii
Committee		viii
Biographies		x
Influence of Governance on the Effectiveness of Formal Women Entrepreneurial Networks (FWENs)	Deborah Ajumobi and Michael Kyobe	1
Factors Shaping Strategy Logic of Venture Capitalists: An Exploratory Study Using SMOCS Model and Cognitive Mapping Techniques	Smida Ali and Mezrioui Wafa	12
Chinese Technological Innovation in the Context of the One Belt One Road Initiative	Rafif Al Sayed and Jianhua Yang	22
Autonomous Vehicles: Are they “Riding” in a Blue Ocean?	Fabio Antonialli, Bruna Habib Cavazza, Rodrigo Marçal Gandia, Isabelle Nicolai, Arthur de Miranda Neto, Joel Yutaka Sugano and André Luiz Zambalde	31
Fuzzy Rule-Based Decision Support System for Technology Start-Up Selection Problem	Jbid Arsenyan	40
Innovation Supporting Structure: A Vital Factor of Corporate Entrepreneurship	Hooshang Asheghi Oskooee	50
Wireless Waste Monitoring and Smart Water Management: Analyzing Corporate Foresight for Internet-Of-Things	Simone Asmussen, Frederik Steen Jensen, Pedram Soltani and Torben Tambo	58
Which SMEs has the Best Marketing Performance?	Rifelly Dewi Astuti, Adi Zakaria Afiff and Tengku Ezni Balqiah	68
Is Social Responsibility a Question of Marketing? An Exploratory Study on Non-Profit-Seeking Behaviour in Academia	Manuel Au-Yong-Oliveira, Fernando Moreira, Frederico Branco, José Martins, Ramiro Gonçalves	78
Innovative Mobility Solutions: Are These Service or Method Innovations?	Tiberiu Bălan, Bogdan Florea and Cezar Scarlet	86
Innovative Ecosystem of Research Universities in Kazakhstan: Mechanisms of Development	Saule Bishimbayeva	94
Facilitating Innovation Through Design Thinking and Prospective Ergonomics	Samira Bourgeois-Bougrine, Souad Latorre and Florence Mourey	100
The Relationship Between Management Models and Organizational Innovativeness	Pinar Buyukbalci and Zayneb Boukari	107
Green Innovation Development: A Multiple Case Study Analysis	Francesco Calza, Adele Parmentola and Ilaria Tutore	116
Determining Factors of Voluntariness in Sustainable Environmental Innovation (Eco-Processes) and Their Certification: Agri-Food Sector	Rocio Carrillo Labella, Fatiha Fort, Manuel Parras Rosa and Eva M ^a Murgado Armenteros	125
Entrepreneurial Opportunities Detection: An Individual and Organizational Factors Model	Dante Castro-Solano, Ana Serrano-Bedia and Concepción López-Fernández	133

Paper Title	Author(s)	Page No
Management and Business of Autonomous Vehicles: A Systematic Integrative Bibliographic Review	Bruna Habib Cavazza, Rodrigo Marçal Gandia, Fabio Antonialli, Isabelle Nicolai, André Luiz Zambalde, Joel Yutaka Sugano and Arthur de Miranda Neto	141
Chinese Merchant Manuals and Entrepreneurship Education	Greg Clydesdale	150
The Impact of Research-Based Spin-Offs Companies as Knowledge Conveyers in Innovation Networks	Oscarina Conceição, Cristina Sousa and Margarida Fontes	158
Poverty and Innovation in Education: Stories From Indigenous Professionals of Malungon, Philippines	Theresa Constantino, Renetchie Martinez, Noel Ramos, Gladys Maybel Yap, and Almin Abejaron	167
Applying a Research University's Leadership Model in a Regional Innovation Ecosystem	Stephen Cross	172
A Sub-Regional Innovation Ecosystem? Life Sciences and Health in the Swansea Bay City Region	Gareth Huw Davies, Sian Roderick and Mike Williams	182
Entrepreneurial Team Dynamics (in a Country Under Financial Crisis) and new Venture Creation Process: An Exploratory Study Within a Startup Incubator	Elli Diakanastasi, Theodora Trachana and Angeliki Karagiannaki	190
Formalizing the Role of Roadside Artisans for National Development: The Entrepreneurial Training Approach	Smile Dzisi and Franklin Odoom	201
Influences of a Participatory Strategy Process on Entrepreneurship Education Practices	Leena Eskola, Anna-Mari Simunaniemi, Kaija Arhio, Harri Jokela and Matti Muhos	209
Social Innovation and Networks: Linkages and Challenges	Maria de Fátima Ferreiro and Cristina Sousa	217
The Design-Driven Innovation Process in Start-Ups: The Role of Incubators	Anna Filippi and Robin van Oorschot	225
Entrepreneurial Universities, Their Reputations and Their Websites: An Online Content Analysis	Michael Fowle and Cecile Vassaux	231
Organisational Innovation in SMEs: The Role of Partnerships	Mário Franco and Heiko Haase	240
Financial Incentives for Employees to Develop new Ideas and Their Importance to Stimulate Creativity in Portuguese Firms	Ângela Freitas, Aldina Correia, Alexandra Braga and Vítor Braga	248
Public Policy and Dysfunctions of National Innovation Systems	Oleg Golichenko	257
Signs of Growth: An Exploration of UK Businesses who Successfully use Crowdfunding	Emma Green, Arun Sukumar and Kaushik Pandya	265
Collective Entrepreneurship in Health Organisations: The Influence of Leadership	Heiko Haase and Mário Franco	272
How to Identify Micro-Firm Owner-Manager's Potential Growth Intentions	Kai Hänninen, Harri Jokela, Martti Saarela and Matti Muhos	280
Deployment of a Business and Innovation Centre to Foster Cooperation Between Europe and Brazil	Johanna Haunschild, Gustavo Melo, Ronald Orth, Markus Will and Holger Kohl	290

Paper Title	Author(s)	Page No
Telling Tales to Support Innovativeness	Pia Hurmelinna, Sari Alatalo and Eeva-Liisa Oikarinen	300
The Effect of Cybercrime on Romanian SMEs in the Context of Wannacry Ransomware Attacks	Alexandra Ioanid, Cezar Scarlat and Gheorghe Militaru	307
Reframing the Problem: Design Thinking Essentials	Alexis Jacoby	314
Engaging Namibian Informal Settlement Community in Social Innovation	Jana Jagodick, Etuna Nashima and Jerry Courvisanos	323
Healthy Returns: Leadership Learning and Innovation Climate in the UK Health Sector	Carol Jarvis, Selen Kars and Rob Sheffield	330
Characteristics of Exporting Micro-Enterprises in Northern Sparsely Populated Areas: Statistics Overview	Harri Jokela, Eija-Riitta Niinikoski and Matti Muhos	340
Entrepreneurial Decisions and Trust Building in Networked Business Environments	Giedrius Jucevičius and Rita Jucevičienė	348
Entrepreneurial Opportunity and the Cognitive Style: More Innovative or More Adaptive?	Alexandros Kakouris and Panagiotis Liargovas	356
Interpersonal Relationships as key Drivers of Cluster Performance	Paul Kayley	362
Entrepreneurial Education at Russian Universities: Trends and Challenges of Formation	Alexey Kluyev, Anna Bagirova, Alexander Yashin and Lyubov Zabokritskaya	368
Evidence on Innovation in Public-Private Partnership Project	Lucia Xiaoyan Liu and Li Liu	375
The Language of Successful Entrepreneurs: An Empirical Starting Point for the Entrepreneurial Mindset	Matthew Lynch, Uladzimir Kamovich, Gunnar Andersson and Martin Steinert	384
Relationship Between Entrepreneurship Education, Prior Entrepreneurial Exposure, Entrepreneurial Self-Efficacy and Entrepreneurial Intention	Mmakgabo Justice Malebana and Stanislaus Zindiye	392
Intuition and Entrepreneurship: Together or Separately in Management Practice?	Kamila Malewska	400
Continuous Improvement Innovation in Philippine Education: A Reflective Approach	Renetchie Martinez and Gladys Maybel Yap	410
Effectiveness of Collaboration on Innovation Activity in the EU Region	Anna Matras-Bolibok, Piotr Bolibok and Tomasz Kijek	417
Technology Transfer Barriers Encountered by R&D Organisations	Adam Mazurkiewicz	424
Comparative Analysis of German and Brazilian Innovation Systems to Improve Binational Cooperation	Gustavo Melo, Johanna Haunschild, Ronald Orth, Markus Will and Holger Kohl	433
Social Entrepreneurs' Communities as a way to Sustainably Develop Smart Territories	Ana Melro and Lídia Oliveira	441
Social Innovation in the Brazilian Wine Chain: Co-Creation of Innovative Ideas in Processes, Products and Services in a Multidisciplinary Environment	Margarete Menegotto, Elisabeth Pereira and António Fernandes	449

Paper Title	Author(s)	Page No
Exploring Survival and Failure on the Edge of Commercialisation in Australian Technology-Based Start-Ups	Matti Muhos, Richard Oloruntoba, Beverly Wagner and Anu Bask	459
The Contextual Characteristics of Finnish and Californian Technology-Based Start-Ups: From Conception and Development to the Edge of Commercialisation	Matti Muhos, Anna-Mari Simunaniemi, Del Foit and Lada Rasochova	470
Commercialization of Traditional and Regional Products as Innovation on the Market	Agnieszka Palka, Joanna Newerli-Guz, Aleksandra Wilczynska, Agnieszka Rybowska and Sebastian Wawszczak	478
Innovation, Co-creation and the New Product Development Process in Small to Medium-Sized Enterprises (SMEs)	George Papageorgiou, Andreas Efstathiades and G. Milikouri	488
Social Stock Exchange as a Factor of Increasing the Innovation Potential of Social Enterprises	Ruslan Pavlov	496
Introduction of the Lug Nut Theory for Innovation Adoption and Diffusion	Timothy Pletcher and Jennifer Olsen	503
Agri-Innovation System Formation in the Northern Regions of Russia: Food Security and Rural Development Implications	Sergey Polbitsyn	511
Application of Technology Assessment for the Needs of R&D Management	Beata Poteralska	520
Tensions Between Slow Large-Scale Research Joint Ventures and Fast-Paced Innovation	Lauri Pulkka	530
Shaping the Entrepreneurship Intentions of Students: The Role of Education and Technological Creativity	Patient Rambe, Takawira Munyaradzi Ndofirepi and Dennis Dzansi	537
E Wastrels and Eco-Disasters: Speculative Design, Innovation and Global e-Waste	Peter Rive	548
An Effectiveness Evaluation of a Publicly Funded Support Project for Micro-Enterprises	Martti Saarela, Anu Sirviö, Anna-Mari Simunaniemi and Matti Muhos	556
A Proposal for Operationalizing Strategic Entrepreneurship from the Perspective of Strategic Agility	Maja Sajdak	563
Information Sources and Cooperation as Vehicles for Innovation in Portuguese Firms	Paula Santos, Aldina Correia, Alexandra Braga and Vítor Braga	572
Opportunity Recognition, Training and Entrepreneurial Skills as Antecedents of Women's Entrepreneurial Orientation	Gina Santos, Carla Susana Marques and João Ferreira	586
Innovation Performance Measurement: A Quantitative Systematic Literature Review	Minna Saunila	596
Entrepreneurship as a Harmonized mix From Management, Engineering and Design	Dmitry Shaytan and Georgy Laptev	602
Packaging Dependent Products: How do Firms in the Packaged Food Sector Manage the Development of new Packaging Opportunities?	Chris Simms and Paul Trott	611
Thematic Analysis on Business Management Priorities in Service Business	Anna-Mari Simunaniemi and Matti Muhos	620

Paper Title	Author(s)	Page No
Captialization of Professional Knowledge in Economies with Different Level of Innovation Development	Viacheslav Sirotin, Marina Arkhipova and Alexey Egorov	628
Modelling Entrepreneurial University	Aelita Skarzauskiene and Viktorija Šimanauskienė	638
EHIS Method©: Entrepreneurship Human Interaction Skills	Cristina Sousa, Miguel Magalhães, Filomena Castro Lopes, Sandra Fernandes and Cristina Costa-Lobo	644
Entrepreneurial Intent of Prospective Graduates in Sultanate of Oman	Muthuraman Subrahmanian, Kabaly Subramanian, Mohammed Al-Haziati and P.C Sherimon	653
Thinking about the Roots of Design Thinking	Fangqi Xu and Henry Andersen	662
How Complementors Screen new Product Ideas: A Qualitative Multiple Case Study	Maryam Yarmohammadi, Mehran Rezvani and Mahmood Alborzi	669
Phd Research Papers		677
Measuring the Effectiveness of Public Venture Capital Funds	Marcin Bielicki	679
Family Businesses, Innovation and Performance During an Economic Crisis: The SOM Methodology	Francesca Maria Cesaroni, Marina Resta and Annalisa Sentuti	686
Intrapreneurial Forms and Well-Being at Work: A Preliminary Study	Valentine Georget and Thierry Rayna	696
Evaluating Design Effectiveness for Public Sector Services: An Introduction to XE	Jo'Anne Langham, Neil Paulsen and Charmine Hartel	706
Entrepreneurial Ingenuity, Capital, Resilience and Innovation: Contextual Perspectives on Mvuma Micro-Entrepreneurship, Zimbabwe	Mfazo Clifford Madondo and M. Phiri	714
The Journey from Core Idea to Business: Opportunity Development and Exploitation of a Start-Up Venture Creation Process	Irma Mäkäräinen-Suni	726
How Should an Entrepreneurship Ecosystem Be? Entrepreneurship Ecosystems as an Artifact of Design	Viviana Molina and Jorge Maya	734
Student Entrepreneurship and Innovation Through Teams in a Non-Business Context	Nicolai Nybye	742
Commercialization of Academic Research: Assessing the Enabling Conditions for German Universities	Samuel Amponsah Odei	750
Advancing a Typology of Business Model Innovation: A Value-Based Perspective	Arash Rezazadeh and Ana Carvalho	758
Innovation and Diversity: Integrating new Perspectives Into Research Associations	Linda Steuer and Carmen Leicht-Scholten	767
Industry Accelerator Linkage: The Critical Success Factors in Open Innovation Programs	Theodora Trachana, Elli Diakanastasi, Angeliki Karagiannaki and Katerina Pramatarı	777
Change in Entrepreneurial Opportunity Templates and new Venture Ideas	Anna Vuorio and Kaisu Puumalainen	786

Paper Title	Author(s)	Page No
Self-Reflectiveness Among Entrepreneurship Students	Birgitte Wraae and Christa Tigerstedt	794
Non Academic Papers		803
100 Global Innovative Sustainability Projects: Evaluation and Implications for Entrepreneurship Education	Chris Moon	805
Work In Progress Papers		817
Design Thinking: Pedagogy and the Promise of Utopia	Peter McLuskie	819
Cultural Differences in Involving Customers for Creating and Managing Innovations to Success	Raphaël Murswieck, Astrid Fortmüller, Jens Geldmacher and Sara Murswieck	23
Understanding the Relationship Between Institutions and Entrepreneurship: A Developing Country Perspective	Aldo Salinas and Moreno Muffatto	829
Late Submission		835
Risk Component of Innovation Management Strategy	Olga N. Korableva, Nikolay A. Gorelov and Maryia V. Shulha	837