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FIRST ANNOUNCEMENT & CALL FOR PAPERS

**High Technology Small Firms (HTSF) Conference**

On

**The Path to Excellence in Knowledge-Based Entrepreneurship**

November (9), 10 & 11, 2022

**Hosted by**

Science-to-Business Marketing Research Centre

[www.science-marketing.com](http://www.science-marketing.com)

FH Münster University of Applied Sciences, Germany

**Abstract submission deadline:**

August 31, 2022

# Welcome to the Science-to-Business Marketing Research Centre at the FH Münster University of Applied Sciences!

On behalf of the Chair of the Conference Sue Rossano-Rivero (FH Münster), the academic conference committee Gary Cook (University of Liverpool), Peter van der Sijde (VU-Amsterdam), Ingrid Wakkee (Amsterdam University of Applied Sciences), Thomas Baaken (FH Münster), Thorsten Kliewe (FH Münster), Rainer Harms (University of Twente), and the local organisers from the Science-to-Business Marketing Research Centre, we invite you to present your work at the High Technology Small Firms (HTSF) conference 2022. The HTSF 2022 will be energising, informative, and social, with opportunities to discuss the latest research developments in Knowledge-based Entrepreneurship.

HTSF has a long **history**, tradition is in its 27 version, and after 2 years of Covid we are now all most looking forward to re-meeting and catching up with the great community of HTSF and welcome new people joining in. HTSF has always created **new projects, cooperation and networks**.

This year's HTSF conference embraces the ever-expanding **spectrum of research on Entrepreneurship** acknowledging the variety of its manifestations and its emerging forms with strong focus on **Knowledge, Science and Technology**. The theme of this year's conference attempts to explore how we, as practitioners, and scholars can paint an inclusive picture of Entrepreneurship and pave the path to excellence in Knowledge-based Entrepreneurship.

**PhD students** will have the opportunity to participate on our international PhD workshop on the 9<sup>th</sup> of November. A day fully dedicated to the presentation of PhD projects and networking in an international community of PhD students and academic supervisors.

The conference features keynote speeches with prominent scholars and practitioners in the field of knowledge-based entrepreneurship. The participants will be able to present their research in topic-specific sessions for paper presentations. In addition, this year the HTSF has incorporated interactive paper-development sessions where participants will be able to discuss in round tables and workshop sessions their research with academic peers participating in the sessions.

The conference is co-located with the Science-to-Startup conference (S2SC) hosted by the REACH EUREGIO Excellence Start-Up Centre. S2SC seeks to foster an entrepreneurial mindset in all academic disciplines. It will comprise a day full of inspiring stories from scientists-turned-entrepreneurs with a variety of backgrounds as well as policy discussions on the formation of an entrepreneurial culture within academic community.

## The HTSF Conference Series

After turbulent times of pandemic in 2020 that impeded us to organise the HTSF conference, we are proud to host the 27<sup>th</sup> edition of the HTSF conference. This conference has had some outstanding runs in previous years in different cities all over Europe, always bringing a renown group of academics in the field of High-Technology Small Firms and Entrepreneurship. We strongly strive to achieve a similar level of academic rigour, degree of participation and engagement in this year's conference edition.

### Networking opportunities in a beautiful location

Making connections with other professionals is an important part of growing your career and improving your research impact. It is also the foundation for developing research applications and international projects to make a positive change. The 27<sup>th</sup> edition of the HTSF Conference 2022, has been designed to provide networking opportunities with people on your field and industry segment located in your region and in international settings. You will have the opportunity to attend to our dinners and networking breaks throughout the conference days. The Factory Hotel located in Germana Campus in Münster, Germany will be hosting our event.



## Conference Topics

Already in 1985 Gartner (1985, p. 696) highlighted that “*differences among entrepreneurs and among their ventures are as great as the variation between entrepreneurs and non-entrepreneurs and between new firms and established firms.*” The path to excellence in entrepreneurship lies in acknowledging that entrepreneurship is about variation and diversity in different dimensions (Welter et al., 2016). The environment in which entrepreneurs are embedded influences the availability and types of opportunities, resources, and outcomes (Welter, 2011). Here, universities, entrepreneurial ecosystems, educational offers, networks, and resource providers play a role in its development. In the same vein, not all entrepreneurs are alike, and they vary in their attitudes, behaviours, and aspirations, hence scholars need to acknowledge this on their conceptual and methodological approaches to minimise data bias in this respect. This year, researchers and practitioners on entrepreneurship convene in the 27<sup>th</sup> edition of the HTSF conference to discuss current state of research and good practices on paving “*The Path to Excellence in Knowledge-based Entrepreneurship*” recognising the diverse forms and manifestations of it.

Researchers and practitioners are invited to submit their research-based abstracts and good practice cases on the following sub-themes:

### **THE ROLE OF ENTREPRENEURIAL AND ENGAGED UNIVERSITIES ON HIGH KNOWLEDGE-BASED ENTREPRENEURSHIP**

Many opportunities underlying knowledge-based Entrepreneurship originate from within the context of knowledge institutions like universities. Contemporary perspectives of universities view them as institutions that can support, pioneer and enhance entrepreneurship and innovation within and outside their institutional boundaries (Kirby et al., 2011). Within regions, universities have been accorded a central role in supporting innovation and entrepreneurship (Siegel and Wright, 2015). As a result of the Corona crisis, and now under “the new reality”, universities are expected to play a more relevant role in the renewal and recovery of our societies. This special session will provide a forum to explore and discuss the status and future of research into academic entrepreneurship, entrepreneurship education, the role of universities on innovation and sustainable development, the entrepreneurial university, the role of boundary spanning units in university entrepreneurship and the role of University-Business Cooperation on entrepreneurship originating at universities

### **TECHNOLOGY-BASED ENTREPRENEURSHIP AND THE DIGITAL ERA**

Technology-based entrepreneurship is more prevalent than ever in daily life and research with a high focus on digital businesses (Sahut, landoli, & Teulon, 2021). This special session provides a forum for presenting and discussing research that focuses on the impact of digital-based entrepreneurship on markets, companies, society, and higher education systems and how each of these players can benefit from it, possibly supporting each other in that endeavour. Specifically, the topics of digital transformation and advanced digital technologies such as Artificial Intelligence (AI) and blockchain and their role in today’s entrepreneurship field are to be explored and discussed.

### **FEMALE ENTREPRENEURSHIP IN SCIENCE, TECHNOLOGY AND INNOVATION**

Research on female entrepreneurship has gained considerable attention since the first study was published in the early 1970s. To date, several pioneering scholars have contributed to the advancement of the field by reframing established research questions, suggesting new directions and theoretical approaches, or exploring new contexts. Entrepreneurship driven by science, technology

and innovation offers women in science and technology a novel career possibility (Etzkowitz, 2013). Consequently, the role of gender has been increasingly explored in other subcategories of entrepreneurship (Jennings & Brush, 2013), creating increasing interest in intersections between female entrepreneurship and other entrepreneurship research fields such as high-tech entrepreneurship and knowledge intensive entrepreneurship (Ughetto, Rossi, Audretsch, & Lehmann, 2020). This session will promote an acceptance of new perspectives to enhance our understanding of the challenges and drivers of female entrepreneurship originating at universities.

### **HIGH-IMPACT ENTREPRENEURSHIP**

In recent years, economies and societies have been undergoing a sustainability transformation. Current research in entrepreneurship incorporates ideas about social and environmental change, stakeholder involvement, and social ventures. The mission of social entrepreneurs is to address social issues through entrepreneurial activities. Along with the expansion of the knowledge economy, social entrepreneurship armed with new possibilities owing to new technologies is also advancing gradually toward knowledge-based social entrepreneurship. Technologies do not only generate new business models but it can also be a force of good, addressing the most pressing global challenges (Torres & Augusto, 2020). To meet the challenges facing societies worldwide, this special session invites papers that research the impact of social and environmental concerns in the strategies of new ventures or existing ones and the creation of impact ventures and other forms of social movements in entrepreneurship.

### **ENTREPRENEURIAL ECOSYSTEMS**

Entrepreneurial ecosystems have gained considerable scholarly attention in the last decade and this in turn has provided a new perspective on regional economic development, market adoption of new technologies and inclusive prosperity (Wurth et al., 2021). This special session will provide a forum to explore and discuss the status and future of research into cross-border entrepreneurial ecosystems, digital platform ecosystems, inclusive entrepreneurial ecosystems, ecosystem governance and the nexus between entrepreneurial ecosystems and the commercialisation of university research, including the role of support systems. Particularly interesting are studies that provide insights into how new technologies, such as fintech or artificial intelligence, enable or constrain inclusivity in entrepreneurial ecosystems.

## **4 Categories for Submissions**

1. **Research-based abstracts:** Researchers in the field are invited to submit quantitative, qualitative, and conceptual papers to present the current state of their research findings on the topics.
2. **Good Practices:** Practitioners on the field of technology entrepreneurship are invited to present good practices on fostering technology entrepreneurship at universities or at the ecosystem level, in any of its manifestations, e.g., technology-entrepreneurship, female entrepreneurship, and impactful and sustainable entrepreneurship.
3. **Paper-development:** Researchers are invited to submit research in a mature stage (close to academic journal submission) for a peer-review discussion and development session.

4. **Poster on your research or projects** to be presented on the conference. Please submit an abstract and if agreed you will receive a poster template to fill in all your details to present it during the poster sessions and inbetween. We are also happy to print and put it in poster frames for you with no costs.

## Submission and Registration Guidelines

- The abstract itself should not exceed two (2) single-spaced pages and may not exceed the maximum limit of 900 words (excluding references).
- The abstract embeds the main topic and objectives, literature review, approach/method, results, and implications.
- Since all abstracts are reviewed, no names or contact details must appear in the text.
- Once their submissions are accepted, applicants are invited to submit an abridged version of their paper (maximum 6 pages, excluding references).
- Abstracts are to be submitted by **August 31<sup>st</sup>** by Email to [htsf-s2b-submission@fh-muenster.de](mailto:htsf-s2b-submission@fh-muenster.de)
- **Please indicate in the subject line of your submission E-mail if you apply for:**
  - Research-based abstracts
  - Good Practices
  - Paper-development
  - Poster

## Further Information on Research-Based Theme Sessions

- Research-based Theme Sessions last 1.5h, which are thematically grouped collection of presentations.
- In each Research-based Theme Sessions, 3 papers will be presented. Each presentation should last no longer than 20min presentation. At the end of the presentations, all presenters will be invited to the front for a small panel discussion and questions for around 20 minutes.
- **Upon acceptance**, authors must submit a **6-page abridged paper** as an extended abstract to be edited for the HTSF Conference Proceedings no later than **October 21<sup>st</sup> of 2022**.
- **Upon acceptance**, authors compose a **slide set** for the conference session which should be submitted to [htsf-s2b-submission@fh-muenster.de](mailto:htsf-s2b-submission@fh-muenster.de) no later than **October 21<sup>st</sup> of 2022**.

## Further Information on Paper Development Sessions

- Paper Development Sessions last 1.5h, and they are aimed at very advanced or even complete work. Each session includes three papers for discussion. Accepted authors must review three papers, and they will receive feedback on their papers from three peers plus a senior academic who will chair the paper development session. Each participant acts as a discussant.
- Upon acceptance, authors will be asked to submit a full first draft paper no later than **October 21<sup>st</sup> of 2022**.
- Authors participating in the Paper Development Sessions receive the full first draft paper version of a paper from another author participating in the session. These papers need to be discussed in round tables.

## Important Dates

Registration for the International PhD Workshop	From August 31 to October 31, 2022.
Abstract submission deadline <ul style="list-style-type: none"><li>- Research-based abstracts</li><li>- Good Practices</li><li>- Paper-development</li></ul>	August 31, 2022
<ul style="list-style-type: none"><li>• Notification of acceptance</li><li>• Conference registration system opens</li></ul>	September 30, 2022
<ul style="list-style-type: none"><li>• Submit 6-page abridged paper/full first draft paper</li><li>• Submit slide set</li></ul>	October 21, 2022
Latest registration deadline	October 31, 2022

If you have any questions, please contact us at [htsf-s2b-submission@fh-muenster.de](mailto:htsf-s2b-submission@fh-muenster.de).

**We look forward to receiving your submissions!**

