

Motivation, Courage, Doing - 8th Leuphana Conference on Entrepreneurship

"Evidence-based Entrepreneurship" was the key topic of the 8th Leuphana Conference on Entrepreneurship from 18th to 20th January 2018. A diverse programme brought researchers, students and entrepreneurs together to discuss entrepreneurship based on scientific and practical perspectives. This year's key topic, the principle of evidence-based entrepreneurship, deals with the question how we can derive practical implications based on scientific insights and by this, attempts to connect science and practice more strongly.

For students and researchers, this conference offered a colourful programme. For researchers, the programme started already on Thursday with a warm welcome from Prof. Michael Gielnik and Prof. Markus Reihlen from the Leuphana University of Lüneburg, as well as from Prof. Silke Tegtmeier (University of Southern Denmark) and Prof. Jay Mitra (Essex Business School, UK), who provided an inspiring key note speech about this year's conference topic. Afterwards, the presentations of the 60 participants from 14 different countries were discussed in parallel paper sessions. On Friday, the scientific programme started with a keynote speech by Prof. Maw-Der Foo (National University of Singapore), who strongly emphasized the necessity of evidence-based approaches. In addition, Friday afternoon offered PhD Writing Workshops for junior researchers to improve their writing and publication skills.

At the same time, the public part of the conference for the students on Friday was opened. As a first keynote speaker, Jens Dreisewerd, Senior Account Executive at Beekeeper, a digital communication platform for companies, talked about their penetration of the German market. Beekeeper is a Swiss start-up, which now expands into the German market. In his speech, Jens Dreisewerd presented the different phases of development in this growing start-up and discussed possibilities and strategies with the students. There were many interested students who engaged in this discussion. Some of them also used the opportunity in the coffee break to get into contact with beekeeper and talk about possible job offerings.

With the topic "Spirit of Entrepreneurship Meets Wonderwomen", a talk with Marie-Lene Armingeon, founder of SofaConcerts, and Angela Schmidt, Founder of Die Notfallmamas (roughly translated: "the emergency mums") took place. Armingeon, who is a high school teacher, founded the platform SofaConcerts with a friend from school to arrange concerts in the living room. This platform mediates between artists and clients, who want to book an artist for a private concert or event. Die Notfallmamas, offering emergency child care for companies, employees and self-employed persons,

was founded in 2012 by Angela Schmidt in Hamburg. Schmidt wants to contribute with her start-up to a better reconciliation of family and careers. She offers child care not only in Hamburg, but in many German cities.

The highlight of the public programme was the business idea pitch competition for and from students of the master's programme "Management & Entrepreneurship". In student teams, they developed business ideas and presented the ten best ideas at the conference. The audience as well as an expert jury selected the two best teams. Each of these teams got 500€ as an award, sponsored by the NBank, who also offers an intense coaching for the winners. The jury was most strongly convinced by the concept of cocoon, who want to create fashion for young, modern women with overweight. The jury praised this proposition especially with regard to its future potential. Besides, cocoon uses the modern approach of co-creation and wants for instance to involve bloggers in developing the fashion pieces - by this, a target group orientation becomes easily implementable.

The audience award was received by the team Reisgott. They want to offer a modern snack, which can be provided in vending machines but which is still healthy and tasty. These snacks are so called "Onigiris", a Japanese snack made of rice, seaweed and various fillings. The fillings can be very creative: mango chutney or ratatouille with feta cheese - many variations are possible. The concept was convincing as it addressed a typical problem of today: not enough time for healthy eating.

After an exciting competition and the ceremonial announcement of the winners, people could get together with sparkling wine and water to make new contacts and discuss ideas. For the students, the programme continued on Saturday with selected workshops about entrepreneurship. Eleven different workshops with topics ranging from social media to social entrepreneurship, diversity and personality, or entrepreneurial mindset and gamification were offered. These interactive workshops provided a highly practical focus. For instance, the workshop with the topic "gamification" was offered in cooperation with the AIC group, a leading German company in the area of Customer and Business Intelligence. After a thorough introduction to the company as well as to the concept of "gamification", which is the implication of playful elements in business contexts, the students could apply the gamification concept to examples from the company. Again, a competition took place in which the best ideas won awards. By this, new contacts were made and new topics were playfully learned.

The guiding topic of this conference "Evidence-based Entrepreneurship" was complemented by the diverse framework programme as well as by the scientific and practical exchange between the different events. By this, a steady exchange of ideas between entrepreneurship in theory and practice was supported.

Authors: Fee Kunze (University Communication), Verena Meyer (Conference Team)

"Evidence-based Entrepreneurship" was the key topic of the 8th Leuphana Conference on Entrepreneurship from 18th to 20th January 2018. A diverse programme brought researchers, students and entrepreneurs together to discuss entrepreneurship based on scientific and practical perspectives. This year's key topic, the principle of evidence-based entrepreneurship, deals with the question how we can derive practical implications based on scientific insights and by this, attempts to connect science and practice more strongly.

For students and researchers, this conference offered a colourful programme. For researchers, the programme started already on Thursday with a warm welcome from Prof. Michael Gielnik and Prof. Markus Reihlen from the Leuphana University of Lüneburg, as well as from Prof. Silke Tegtmeier (University of Southern Denmark) and Prof. Jay Mitra (Essex Business School, UK), who provided an inspiring key note speech about this year's conference topic. Afterwards, the presentations of the 60 participants from 14 different countries were discussed in parallel paper sessions. On Friday, the scientific programme started with a keynote speech by Prof. Maw-Der Foo (National University of Singapore), who strongly emphasized the necessity of evidence-based approaches. In addition, Friday afternoon offered PhD Writing Workshops for junior researchers to improve their writing and publication skills.

At the same time, the public part of the conference for the students on Friday was opened. As a first keynote speaker, Jens Dreisewerd, Senior Account Executive at Beekeeper, a digital communication platform for companies, talked about their penetration of the German market. Beekeeper is a Swiss start-up, which now expands into the German market. In his speech, Jens Dreisewerd presented the different phases of development in this growing start-up and discussed possibilities and strategies with the students. There were many interested students who engaged in this discussion. Some of them also used the opportunity in the coffee break to get into contact with beekeeper and talk about possible job offerings.

Datum: 2018-01-24

Autor: Rebecca Funken

E-Mail: rebecca.funken@leuphana.de