
**3RD INTERNATIONAL CONFERENCE
FOR ENTREPRENEURSHIP, INNOVATION
AND REGIONAL DEVELOPMENT
- ICEIRD 2010**



THEME:
**ENTREPRENEURSHIP BEYOND CRISIS
- CHANNELLING CHANGES TO ADVANTAGE**
NOVI SAD, SERBIA
27 - 29 MAY 2010

■ **ORGANISED BY**

*UNIVERSITY OD NOVI SAD,
FACULTY OF TECHNICAL SCIENCES,
DEPARTMENT FOR INDUSTRIAL ENGINEERING AND MANAGEMENT
UNIVERSITY OD NOVI SAD, UNESCO CHAIR IN ENTREPRENEURIAL STUDIES
CISCO ENTREPRENEUR INSTITUTE, TRAINING CENTER SERBIA*

■ **TARGET AUDIENCE**

The conference is addressed at national and regional government representatives in all countries of South-East Europe, who are involved in the process of policy making in the area of Innovation, Entrepreneurship and Regional Development. Special target group are enterprises, as well as non-governmental organizations active in conference topics.

The conference brings together policy makers, experts, practitioners, professors, business people and scientists in this subject area. ICEIRD 2010 will make a contribution to policy making and new ideas

on competitiveness in the region. Special target audience are students, young researchers, scientists, and their supervisors from academia and industry to present actual research projects and results.

■ **OBJECTIVES AND SCOPE OF THE CONFERENCE**

We live in a time of change, in a fast evolving, increasingly global and competitive economy. Sustaining a competitive advantage requires that individuals, companies, and nations anticipate, stimulate and manage change rather than simply react to it. This is what entrepreneurship is about: channeling change to your advantage. New ideas generate new realities and this requires knowledge from different disciplines and the ability to combine such insight with the daily practical realities of business life.

We hope that ICEIRD 2010 will give small contribution how to achieve this delicate balance by itself combining both theory and practice, gathering in the same place decision makers (government, ministries- and state agencies), scientists (universities, research and development centres, start-up centres and incubators) and practitioners (SME's) in order to discuss topic that are of crucial importance for national competitiveness and increased regional development in the South East Europe. The key areas of the conference are:

- *Entrepreneurship as a process of identifying opportunities and putting useful ideas into practice; Innovation as the driver of national, regional and global economy;*
- *Regional development and the possibilities and barriers for closer cooperation between South East European economies.*

■ **MISSION:**

Mission of the International Conference for Entrepreneurship, Innovation and Regional Development (ICEIRD) is to strengthen the entrepreneurial spirit and help develop and sustain economic growth by fostering innovation, through the academic knowledge and expertise. ICEIRD Consortium has been established to provide a multi-disciplinary and cross-sectoral forum for researchers, practitioners, and policy makers in the field of innovation and regional development, and a means for sharing findings that promote innovation and therefore enhance economic, technological and regional socio-economic development through new economic activities that stimulate generation of wealth through entrepreneurial and sustainable employment and growth and thus increase competitiveness as well as civil society development and enhancement via the inter-networking of disciplines, researchers, policy makers and practitioners in diverse countries in the region.

The ICEIRD Consortium drives research agenda in the field of technology, innovation and entrepreneurship and regional economic development. It is one of the premium and pioneering consortia that successfully and effectively link theory and practice through well-established research outputs and annual meetings.

■ **TOPICS OF INTEREST**

Creativity, Complexity and Competitiveness Issues for Small and Medium Enterprises (EU and other)

- ✚ *Leveraging e-skills for Innovation in the Knowledge Society*
- ✚ *Managing and Leveraging Complexity, Creativity and Innovation in SMEs*
- ✚ *Trust, Respect, Culture and Collaboration Issues for SMEs in SEE vs. other regions (EU)*
- ✚ *Leadership and Management practices that can be applied to SMEs*
- ✚ *SME Business process modeling, SME Knowledge management and technology transfer*
- ✚ *New Technology Ventures Financing*
- ✚ *Business incubation management and leadership*
- ✚ *Human Resources Practices for promoting innovation for SMEs*

South East European Entrepreneurial and Innovation Clusters

- ✚ *SMEs' Entrepreneurship as an Innovation Driver*

- ✚ *Opportunities and barriers for closer cooperation between South East European SMEs*
- ✚ *Strategic Integration vs. Flexibility and SME Competitiveness*
- ✚ *Innovation Clusters, Technology Transfer and Social Entrepreneurship*
- ✚ *Social Networking as Driver of EICs formation*
- ✚ *Science & Technology Parks and EICs*
- ✚ *Young and Women Entrepreneurs development via EICs*
- ✚ *Benchmarking of Entrepreneurship and Innovation Best Practices in the region*
- ✚ *Innovation policy in SMEs*

Technology Innovation, Transfer and Commercialization across Government, University,

- ✚ *The role of the State and Public Policy with regards to SME Innovation and Entrepreneurship*
- ✚ *Governmental and regional policies on entrepreneurship and innovation*
- ✚ *Entrepreneurial Universities and Entrepreneurial Innovation Clusters*
- ✚ *Entrepreneurship education, University – Industry collaboration*
- ✚ *Innovative supply chains, Innovative Supply Chain Management practices in SEE*
- ✚ *SMEs and the role of the Innovation Zone (business centers and incubators)*
- ✚ *Intangibles Valuation and Intellectual Property Rights*

■ IMPORTANT DATES

Submission of camera ready full papers: 23rd April 2010
Early registration and author registration: 23rd April 2010

■ SCIENTIFIC COMMITTEE – Conference Chair

Dr. Zoran Anisic, University of Novi Sad, Novi Sad, Serbia

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GOALS

The objective of ICEIRD Consortium is to establish an effective channel of communication between policy makers, government agendas, academic and research institutions and persons concerned with the latest research, scientific development and practice on innovation and regional development, with the following goals:

- ✚ *To bridge the gap between academic and industry through applied research on technology, innovation and entrepreneurship and regional economic development*
- ✚ *To foster knowledge transfer and collaboration between the academic and industry sectors in emergent technology, system and model contexts*
- ✚ *To organize annual conferences/workshops to meet with members and participants and disseminate latest research and practice*
- ✚ *To publish results of projects in quality academic and professional journals, books, handbooks, proceedings, and reports.*
- ✚ *To generate funding from sources such as local government and research councils for furthering and developing new projects that could benefit the regional and country economy and industry by sharing of experiences and know-how between regions and countries*
- ✚ *To work in partnership with industry on specific entrepreneurial challenges, or innovative ideas*
- ✚ *To drive international research collaboration on projects related to innovation and regional development.*
- ✚ *To serve as the resources and expertise's hub on entrepreneurship and innovation by providing an ICEIRD consortium platform and a knowledge bank.*
- ✚ *To infuse and pump knowledge and expertise into improving the competitiveness of enterprises in developing countries.*
- ✚ *To be the first successful international network that enables exchange and transfer of knowledge, expertise and resources between developed and developing countries (the real global innovative chain)*

■ BACKGROUND

The International Conference for Entrepreneurship, Innovation and Regional Development (ICEIRD) Consortium was formally established in 2008. It is a multi - disciplinary and cross-sectoral network crossing several streams of theory and practice, namely entrepreneurship, innovation, regional economic development and information systems. The ICEIRD Consortium was set-up with members from institutions jointly researching and collaborating in strategising/organising the annual ICEIRD conference and managing joint projects focused on the theory, policy and practice of entrepreneurship and innovation in particular as it pertains to information technologies. One of the higher concern features of the so-called European Innovation Paradox is the divide between academic research and policy-making, between thinkers and doers. The ICEIRD can become an authoritative reference in bridging this gap by developing analysis in the field of innovation and regional policy, based on high-level academic research, but without neglecting the lessons learnt by policy makers and professionals in the field. Thus establishing experiential feedback learning loops and cross fertilization among two communities which have lived too far away from each other for far too long, and in the European Union in particular.

■ SUBMISSIONS

Paper Submission - Academic papers accepted and presented at the conference will be published in the Conference Proceedings. Selected papers will be also published in a special issue of the International Journal for Innovation and Regional Development (IJIRD), Interscience Publisher Ltd. As well as full academic papers, the following submissions are welcomed and will be published in the Booklet of Abstracts:

- **Case Study Submissions** - Presentations from individuals or companies working in the field
- **Practitioner Contribution** - Contributions, either presentations or demonstrations, from individuals or companies working in the field.
- **Institutional Contribution** - Contributions, either presentations or demonstrations, from institutions working in the field (agencies, chambers, technoparks, incubators, municipal offices, etc.)

■ LOCATION

Novi Sad is located in the southern part of Europe, in Serbia and lies on the left bank of the river Danube. It is the second largest city in Serbia.. In contrast to many other European destinations, has the reputation, by full right, of a multinational, multicultural and multi-confessional metropolis in which all differences are seen as advantages. The witnesses to that are Novi Sad Theatre/Újvidéki Színház and University of Novi Sad with 19 faculties and specialized departments at which the lectures are held in languages of national minorities or were founded with that purpose. Still, there are so many other things that represent a daily, lively routine of Novi Sad. Novi Sad is quite sensitive to its bridges. 134 pontoon bridges have been constructed from 1720s until 1920s. The history of these bridges is another story, a story so special that sometimes Novi Sad was called "the town where river runs above the bridges". Novi Sad is a simple city, hospitable and open-hearted to all of its visitors, built by measure of a man. It is a city one gets to know and love easily, but also a place hard to forget and leave forever.

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