

HTFS 2019 KEYNOTES BIOGRAPHIES

Robert Burgelman's research has focused on the role of strategy-making in firm evolution. In particular, he has studied the strategy-making processes involved in how companies enter into new businesses and exit from existing ones to secure continued adaptation. At the HTSF 2019 his Key Note will address the issue of Corporate Entrepreneurship.



ROBERT A. BURGELMAN is the Edmund W. Littlefield Professor of Management of the Stanford University Graduate School of Business where he has taught since 1981. He obtained a Licenciante degree in Applied Economics from Antwerp University (Belgium), and an MA in Sociology and a Ph.D. in Management of Organizations from Columbia University, where he studied with doctoral fellowships from the Ford Foundation (US) and ICM (Belgium). In 2003 he received an honorary doctorate from the Copenhagen Business School (Denmark) for his contributions to the study of corporate innovation and entrepreneurship.

In 2017 he received an honorary doctorate in economics of the University of St. Gallen (Switzerland), as well as the Leadership in Technology Award from the Portland International Center for Engineering and Technology Management (PICMET 2017). He has been elected a Fellow of the Strategic Management Society and a Fellow of the Academy of Management. Professor Burgelman has been on the faculty of Antwerp University, New York University, Harvard Business School (as a Marvin Bower Fellow), and Cambridge University (as a Visiting Professor of Marketing Strategy and Innovation at the Judge Business School). He has published many articles in leading academic and professional journals, as well as more than 160 case studies of companies and organizations in many different industries. His books include *Inside Corporate Innovation: Strategy, Structure, and Managerial Skills* (Free Press, 1986), *Research of Technological Innovation, Management and Policy* (JIA Press, Elsevier; Volume 4, 1989; Volume 5, 1993; Volume 6, 1997; and Volume 7, 2001), *Strategy is Destiny: How Strategy-Making Shapes a Company's Future* (Free Press, 2002), *Strategic Dynamics: Concepts and Cases* (McGraw-Hill, 2006), *Strategic Management of Technology and Innovation* (5th edition, McGraw-Hill-Irwin, 2009), and *Becoming Hewlett Packard: Why Strategic Leadership Matters* (Oxford University Press, 2017).

Professor Burgelman has served as an Associate Editor of the *Strategic Entrepreneurship Journal*, 2007-2013. He has served as the Executive Director of the Stanford Executive Program (SEP) during 1996-2015 and has taught executive programs and led senior and top management seminars for major companies worldwide. He has also served on boards of directors and boards of advisors of several private companies.



ELISABETTA LAZZARO is Professor of Creative Economy at HKU University of the Arts Utrecht. Prof. Lazzaro's international career, publications, research and teaching focus on the economics, management, entrepreneurship and policy of the arts, culture and creative industries (CCIs), including: Smart Valorization, business and societal innovation, growth and resilience in and through the CCIs; technology transfer and digital arts, heritage and creativity; creative crossovers, CCIs' socio-economic impact, city and regional development and capacity building of culture; sustainable business models and financing (including crowdfunding); cultural practices, diversity and wellbeing; the art market; culture in international cooperation and external relations.

Prof. Lazzaro is regularly invited as a guest speaker in many universities and symposia worldwide. She is Executive Board Member of the Association for Cultural Economics International (ACEI) and sits in several scientific and steering committees of major international, European and national organisations, governments and institutions.

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DIRK MEISSNER is Deputy Head of the Laboratory for Economics of Innovation at HSE and Academic Head of the international Master program “Governance Science, Technology and Innovation”. Dr. Meissner has 20 years experience in research and teaching technology and innovation management and policy. He has strong background in science, technology and innovation for policy making and industrial management with special focus on Foresight and roadmapping, science, technology and innovation policies, funding of research and priority setting. Prior to joining the HSE Dirk was responsible for technology and innovation policy at the presidential office of the Swiss Science and Technology Council. Dirk also has long experience in top level consulting to key decision makers in industry as a management consultant for technology and innovation management with Arthur D. Little. He is and was member of international working groups on technology and innovation policy. Dirk represented Switzerland and currently the Russian Federation at the OECD Working Party on Technology and Innovation Policy.

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For several years now, the topic of Big Data has been ubiquitous, since everything we do meanwhile leaves a digital trace of data which can be collected, analyzed, and used. The techniques from mathematics and computer science that are employed for that purpose have accelerated the area of Artificial Intelligence so much that it seems today that automation, machine learning, and robotics can tap into any application area. Computing power is no longer a big investment; indeed, pricing converges towards zero. The cloud enables easy access to vastly unrestricted resources as well as to data as needed. Prominent applications already stem from so diverse fields such as medicine, mobility, or art. So where does that leave an SME? Can they still strive in an economy dominated by platforms and huge players, or are they doomed? The talk will try to give a perspective on these questions.



GOTTFRIED VOSSEN has been a Professor of Computer Science in the Department of Information Systems at the University of Münster in Germany since 1993. He is a Fellow of the German Computer Science Society and an Honorary Professor at the University of Waikato Management School in Hamilton, New Zealand. He is European Co-Editor-in-Chief of Elsevier's *Information Systems - An International Journal*, a Director of the European Research Center for Information Systems (ERCIS) in Münster. His research interests include conceptual as well as application-oriented challenges concerning databases, information systems, business process modelling, digitalization, digital business models, cloud computing, and big data; in these area he collaborates with various companies in and around Münster. He is a co-founder and CEO of Janus Innovation GmbH in Ahaus, Germany, a company doing consulting work for data- as well as process-related challenges related to digitalization. In 2008 Gottfried Vossen initiated the ERCIS Launch Pad (www.ercis-launchpad.de), which is meanwhile one of the oldest and most successful start-up competitions in German academia.

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In a world of increasing specialization and growing complexity, entrepreneurs often have to work together in so-called “innovation ecosystems“ to build an ecosystem-wide value proposition. A growing body of literature on innovation ecosystems and business modeling addresses these challenges from a scientific-analytic perspective. In the absence of a comprehensive approach that would empower entrepreneurs and managers to map and design an innovation ecosystem, we set out to design such an approach. The result is the so-called Ecosystem Pie Model (EPM), a modeling framework in the form of a graphical tool and an associated toolkit. The EPM was tested in more than 200 cases. In this keynote, I reflect on the development trajectory of EPM, also in terms of design science methodology.



SJOERD (GEORGES) ROMME is professor of Entrepreneurship & Innovation at Eindhoven University of Technology. He obtained an MSc degree in economics from Tilburg University and a doctoral degree in business administration from Maastricht University. Professor Romme was an International Visiting Fellow at the *Advanced Institute of Management Research (AIM)* in the UK (2005-2007), and is recipient of several educational and best teaching awards from the *European Foundation of Management Development (EFMD)* and the 2016 *Tjalling C. Koopmans Asset Award*. He has been one of the original pioneers who brought the design sciences to organization and innovation research. His monograph *The Quest for Professionalism: The Case of Management and Entrepreneurship* (Oxford University Press) received EURAM’s Best Book Award 2017 as well as Responsible Research in Management Award 2017. Professor Romme also co-founded the EIT InnoEnergy S.E., one of the first Knowledge & Innovation Communities funded by the EIT.

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When it comes to entrepreneurship both scholars and policy makers focus on predominantly on topics like startup, growth and success. Reality, however, is that entrepreneurs are more commonly confronted with adversity, hardship and failure. As a result of the limited attention for these aspects of entrepreneurship, we fail to learn the lessons of how to deal with, reduce the costs of and recover from failure. Over the past years we have stepped into this gap and set up several studies focusing both on the entrepreneurs experiencing failure themselves and on the professionals working with or for entrepreneurs in the entrepreneurial ecosystem such as bankers, accountants and policy makers. During my presentation I will share some of the insights generated so far and elaborate on our further research agenda.



INGRID WAKKEE has been the AUAS (Amsterdam University of Applied Sciences) professor of Entrepreneurship since 2016 where she is responsible for both the research program and the (student) entrepreneurship support program. Furthermore she acts as the coordinator for the Entrepreneurship Education Measures which is part of the IXANext program which seeks to foster Entrepreneurship at the HEI's in Amsterdam. Ingrid is furthermore a regular visitor at Thapar School of Management where she works with students and scholars on the topic of social entrepreneurship and sustainability. Her research interests include entrepreneurial failure and recovery, entrepreneurship education, university industry interaction and collaborative entrepreneurship. Ingrid's work has been published in various international peer reviewed journals such as *Technological Forecasting and Social Change*, *International Small Business Journal* and the *International Entrepreneurship and Management Journal* as well as in various edited volumes.

Previously, Ingrid worked at the Vrije Universiteit in Amsterdam where she was both an associate professor at the Faculty of Social Sciences and a Business Developer for the Social Sciences and Humanities at Ixa-VU. Prior to that, she obtained her PhD from NIKOS with a dissertation on Global Startups.