

**Montpellier International Workshop on
Entrepreneurship and Market Dynamics (MIWENT)**

Second edition: International entrepreneurship - Europe and America

5 Juin 2008

*lieu : Groupe Sup de Co Montpellier
Salle Devaux*

Organizers: CEROM & ERFI

Dr. Calin Gurau & Dr. Frank Lasch (GSCM-Montpellier Business School)
Prof. Dr. Frédéric Le Roy (Montpellier I University, ERFI & GSCM)

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L'axe Entrepreneurship & Market Dynamics du GSCM organise en collaboration avec l'ERFI la seconde édition du Montpellier International Workshop on Entrepreneurship & Market Dynamics (MIWENT) le **jeudi 5 juin 2008 sur le site du Groupe Sup de Co** en salle **Devaux**.

Nous avons l'honneur de la visite du Professeur Leo-Paul Dana de l'Université de Canterbury, Nouvelle Zélande, qui interviendra sur le thème suivant : **International entrepreneurship - Europe and America**. Le MIWENT se divise en deux parties : un séminaire de recherche en anglais dans la matinée et une présentation destinée au monde de l'entreprise et aux acteurs économiques, ainsi qu'aux étudiants futurs managers ou entrepreneurs.

Note biographique Prof. Dana

Professor Leo Paul Dana is Senior Advisor to the World Association for Small and Medium Enterprises with United Nations advisory status. He has been tenured at the University of Canterbury since 1999. He is on leave and currently at GSCM-Montpellier Business School, in France.

He was formerly Deputy Director of the International Business M.B.A. Programme at Singapore's Nanyang Business School. He also served on the faculties of McGill University and INSEAD. He holds B.A. and M.B.A. degrees from McGill University, and a Ph.D. from the Ecole des Hautes Etudes Commerciales (H.E.C. Montreal).

He has an extensive research background studying entrepreneurship in different cultures and is the author of a number of books and articles on the subject. He is the Founder of the Journal of International Entrepreneurship, and has produced 15 educational documentary films.

Programme du 5 Juin

Research Seminar (9h15-12h00)¹

Contrasting Entrepreneurship in America

This seminar will review different types of entrepreneurship against the background of specific opportunities for local entrepreneurs. How does the globalization impact of local business opportunities, self-employment and entrepreneurship? What types of entrepreneurs seize opportunities to evaluate local contexts? Is entrepreneurship locally driven or exogenous?

Outline:

- Introduction (9h15-9h30) by Calin Gurau
- Lecture by Leo-Paul Dana about (9h30-10h45)...
'Entrepreneurship in South America'
&
'Oil and gas and entrepreneurship in Canada'
 - Pause (10h45-11h00)
- Entrepreneurship in Romania by Calin Gurau (11h00-11h30)
- Entrepreneurship Research in France by Frank Lasch (11h30-12h00)

Valorisation de la recherche (14h30-17h15)²

Entrepreneurship Practice & Implications: Findings from the 'Handbook Of Research On European Business And Entrepreneurship: Towards a Theory of Internationalization'

How international are European businesses?

How do entrepreneurs across Europe tackle internationalization? Which patterns can be identified to help building a theory of international entrepreneurship in Europe? How are the performances of SMEs on the road to internationalization? How the process of internationalization of SMEs does operate the challenges and opportunities that arise due to each country's specific political and economic situation, and their subsequent internationalization performance?

These processes, challenges and performances can be understood through theories of international business and entrepreneurship. Although at times these theories cannot fully explain certain phenomena, nevertheless they help derive new extensions of thought. Together, they constitute a foundation for a new way of thinking about, and understanding of, the importance and effect of internationalization of SMEs to country-level competitiveness in Europe. The role of theoretically important issues such as cooperation and trust, venture capital, research and development, learning, networks and government policy is also explored and analysed, and will be of great interest to researchers, academics and graduates interested in international business and entrepreneurship.

Outline:

- Speech by Leo-Paul Dana (14h30-15h30)
 - Discussion & debate (15h30-16h00)
 - Pause (16h00-16h15)
- Round table 'International Entrepreneurship in Practice & Research' (16h15-17h15)
 - Informal coming together (17h15-17h45)

Merci de confirmer votre présence auprès de
Maud Bouvard (m.bouvard@supco-montpellier.fr) **d'ici le 2 Juin.**

¹ in English language

² in French language