

Entrepreneurship, Family Firms and Economic Development

27-28 April 2012

Krakow

2012-04-04



CRACOW UNIVERSITY OF ECONOMICS



LOCATION:

RAKOWICKA 27, st. 31-510 Krakow/PL

OPENING SESSION: NOWA AULA (Pawilon B)

The Conference Programme

DAY ONE

27 April 2012

NOWA AULA (Pawilon C)

Day 1 - Entrepreneurship, Family Firms and Economic Development

9:20-9:25 Opening by Prof. Roman Niestrój, the Rector of the Cracow University of Economics

9:25-9:30 Welcome on behalf of ECSB – Prof. Luca Landoli

9:35-9:40 Welcome on behalf of ICSB – Prof. Don Bradley, University of Central Arkansas, USA,

9:35 -9:40 Welcome on behalf of organizers: Prof. Aleksander Surdej, Cracow University of Economics

NOWA AULA (Pawilon C)

PLENARY SESSION

CHAIR: PROF. JERZY MIKUŁOWSKI POMORSKI, CRACOW UNIVERSITY OF ECONOMICS

9:40 - 10:00 – **Stephan Van Der Merwe Stephan**, North West University, South Africa, The influence of family relationship on the future continuity of family business

10:00-10:20 - **Ayman El Tarabishi**, George Washington University, USA, Innovation and entrepreneurial orientation in family firms

10:20-10:40 - **Jörg Freiling**, University of Bremen, Germany, An Entrepreneurship theory-based approach on the relationship between entrepreneurship and SMEs performance;

10:40-11:00 - **Nelson Duarte**, Politécnico do Porto, Portugal, Entrepreneurial strategies in family and non family business;

11:00-11:15 COFFEE BREAK

11:15 -13:00 - Parallel sessions

(Each speaker has up to 20 minutes)

Session I room 152 (Pawilon B)

CHAIR AND DISCUSSANT: MICHAL GLUSZAK, CRACOW UNIVERSITY OF ECONOMICS

Jacek Klich, Jagiellonian University, Poland, Main Governance Challenges of Family Firms in the Post-crisis World;

Alicja Hadryś, Wyższa Szkoła Bankowa w Poznaniu, Poland, Economic and social importance of family enterprises in selected countries;

Jose Vargas, University of Guadalajara, Mexico, Organizational sustainability: the case of handcraft micro-business in Southern San Sebastian;

Hans-Jürgen Weissbach, Caprice Weissenrieder, Fachhochschule Frankfurt am Main - University of Applied Sciences, Family & Business – Convergent or Interfering Systems?

Session II room 153 (Pawilon B)

CHAIR AND DISCUSSANT: KRZYSZTOF WACH, CRACOW UNIVERSITY OF ECONOMICS

Silke Tegtmeier, Christina Classen, Leuphana University of Lueneburg, Germany, Opportunity Development as Entrepreneurial Behaviour in Family Firms: A System-theoretical View

Anna Bánociová, Emília Jakubíková, Ján Buleca, Technical University of Košice, Legislative conditions of small and medium enterprises' activities applied to family business in the Slovak Republic;

Meltem Ince, Cambridge University, Turkey/UK, A theoretical approach to woman entrepreneurs: a case from Turkey;

Gherghinescu Oana, University of Craiova, Romania, How Structural Is the Impact of the EU Structural Funds on the SMEs Sector?

13:00 -14:00 - Lunch

14:00 - 15:45 - Parallel Sessions

Session III room 152 (Pawilon B)

CHAIR AND DISCUSSANT: MARTA WIDZ, ST. GALLEN UNIVERSITY

Jörg Freiling, Bremen University, The Managerial Gap of Business Succession in Family Businesses;

Solimene Laura, Università Cattolica – Milano, Italy, Entrepreneurial opportunities recognition in high tech industries;

Adrien Reisinger, Széchenyi István University, Hungary, Taking over family firms or starting a new enterprise?;

Hristina Serafimovska, Goce Delcev University, Macedonia, Maintaining the entrepreneurial orientation in family business;

Session IV room 153 (Pawilon B)

CHAIR AND DISCUSSANT: JAN BRZOWSKI, CRACOW UNIVERSITY OF ECONOMICS

Laura D'Alessandro, Politecnico di Milano, Italy, The growth of family firms: an innovative model based on public-private partnership,

Sven Laudien, Jörg Freiling, University of Bremen, *Sustaining Trust as Informal Governance Mechanism: A Competitive Advantage for Family Firms?*

Slawomir Dorocki, Anna Irena Szymańska, and Małgorzata Zdon-Korzeniowska, Uniwersytet Pedagogiczny Krakow, Agritouristic Family Enterprises in Małopolska Region;

Marzena Starnawska, Politechnika Gdańska, Poland, Exploring the role of social networks among proto-entrepreneurial Polish migrants;

Special Methodological Session

14:00-16:00 Workshop for PhD Students

Designing, Doing and Analyzing Cases – Prof. Paul M. Swiercz, George Washington University and **Prof. Charles Matthews**, University of Cincinnati.

15:45-16:00 COFFEE BREAK

16:00 - 18:00 - Parallel Sessions

Session V room 152 (Pawilon B)

CHAIR AND DISCUSSANT: MAREK SZARUCKI, CRACOW UNIVERSITY OF ECONOMICS

K.RANDERSON, Cristina BETTINELLI, AND A.FAYOLLE, Why personality is not enough: The Role of Organizational Structure for Entrepreneurial Orientation in SMEs

Rebecca Fakoussa, Kingston University, UK, The Genesis of Family Firms: Emergence and Prospects;

Catherine Léger-Jarniou, University of Paris, France, Centenarian Family Businesses: the relationship longevity-performance;

Anne Conneally, Sheffield University, UK, The future of family business - bleak or sleek?;

Christina Classen, Leuphana University of Lueneburg, Germany, Three Dimensions of Crises in Family Firms;

Pop Zenovia, Hans Jurgen Stuempel, Universitatea Babeş -Bolyai Cluj-Napoca, Romania, Trends and perspectives with regard to SMEs development in modern economies;

Session VI room 153 (Pawilon B)

CHAIR AND DISCUSSANT: AGNIESZKA KURCZEWSKA, UNIVERSITY OF LODZ

Ioan Fotea, University of Oradea, Romania, Fostering entrepreneurial learning in family business through a community of practice approach: Case study of Romanian family business;

Moreno Juan, University of Castilla-La Mancha, Spain, Teach to manage family business at university: Is it possible?

Gianluca Goffi, Università Politecnica delle Marche, Family hotel businesses: Marketing orientation, quality of services and the need for education and training in Italy“

Slawomir Kurek, Tomasz Rachwal, Uniwersytet Pedagogiczny in Krakow, Poland, The issues of family business in entrepreneurship education at the Gymnasium. Results of an international project (Fifobi)

CONFERENCE DINNER AT 20:00

DAY TWO

28 April 2012

Day 2 - Entrepreneurship, Family Firms and Economic Development in Central and Eastern Europe

9:30- 11:30 Parallel Sessions

SESSION VII room 152 (Pawilon B)

Kasia Zaniewska, Warsaw School of Economics, Poland, Determinants of the internationalization of family firms - A review of extant research;

Martijns Boermans, University of Utrecht, Netherlands, The Causal Links between Firm Resources and Internationalization: Cross-Sectional Evidence from 10 Transition Economies”;

Sven Laudien, Jörg Freiling, Kim-Leong Chung, Bremen University, Germany, Informal Governance and its Impact on Transactional Uncertainty of Transnational Companies - The Case of Social Relatedness;

Marta Berent, Neynrode Business Universitat, Netherlands, The Picture of Dutch Family Businesses: Characteristics and Success Factors

SESSION VIII room 153 (Pawilon B)

CHAIR AND DISCUSSANT: Zygmunt Lopalewski, University of Lodz

Monica Zaharie, Universitatea Babeş -Bolyai Cluj-Napoca, Romania, Human capital needs and selection practices in small businesses,

Mariasole Bannò, University of Brescia, Italy, Family business and the approach to HRM abroad,

Moreno Juan, University of Castilla-La Mancha, Spain, Entrepreneurial attitude of the youngest members of family firms;

Tural Guliyev, Economic University Baku, Azerbaijan, Entrepreneurship Policy Transformation Challenges on the Way of Family Firms Development

12:00-13:00 CLOSING PLENARY SESSION

STARA AULA

CLOSING LECTURE: “Family Firms in Economic Development: A Reassessment “ - Prof. Wim Naude, Professor of Development Economics and Entrepreneurship, Maastricht School of Management, and Professorial Fellow, United Nations University (UNU-MERIT) and University of Maastricht, The Netherlands.

Concluding remarks: Prof. Marco Cucculelli, Università Politecnica delle Marche, Italy and **Prof. Aleksander Surdej**, Cracow University of Economics, Poland

13-14 - Lunch