

# IntEnt Conference Report 2010

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Dear All,

In this report we will provide a short report of the 20th Annual Conference on Internationalizing Entrepreneurship Education and Training (IntEnt) that has been taken place on July 5-8, 2010 at the University of Applied Sciences HAN and ArtEZ, institute of Fine Arts, in the city of Arnhem in the Netherlands.

We were happy and honored to host about 130 delegates coming from 30 countries. We have started a process of finding a suitable outlet for the full papers that has been submitted. We are discussing the following options: publication of the papers either in a conference proceeding format, a textbook or in special journal issues. In the coming months we will inform you about the result of this process.

On behalf of the organizing committee

Sharda Nandram, Chair holder Entrepreneurship, HAN University of Applied Sciences  
Angelique van Zuilen, Manager Intent 2010/ Center for Entrepreneurship HAN  
Franka Janssen, Event Manager HAN



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# Best Papers

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A Jury consisting of Prof. Allan Gibb from U.K. (Head of the Jury), Prof. dr. Heinz Klandt from Germany, Dr. Sharda Nandram from the Netherlands, Prof. Cecile Nieuwenhuizen from South Africa and Prof. Alain Fayolle from France, has selected the best papers. The following criteria have been used.

## The Criteria for Best Academic Paper

1. "Good papers from Junior researchers will be encouraged
2. Topic should be related to Entrepreneurship and Education
3. Quality of Empirical results has be considered
4. Quality of methodology/ substance of information in paper has been considered
5. Based on full paper and presentation

## The Criteria for Best Practice paper

1. Should be applicable in a new setting
2. There should be evidence that the practice works/ success factors should be presented/ evaluations should be mentioned
3. The broadness of the test/ introduction of the best practice has been considered
4. The practice should inspire others in terms of innovativeness/ creativity
5. Based on full paper and presentation

## The nominees for the Best Academic Paper:

- Richard Weber: Am I an Entrepreneur: Updating Entrepreneurial Attitudes and Intentions through Entrepreneurship Education
- Jurie van Vuure & Melodi Botha: The Practical Application of an Entrepreneurial Performance Training model in South Africa
- Karine Oganisjana: Enterprise as a Dynamic System and the Holistic Approach to its Development
- Darelle Groenewald: Assessment of Teaching Corporate Entrepreneurship to Master's level students

The winner of the Best Academic Paper is Richard Weber from Germany, Ludwig-Maximilians-Universität Munich.

### Abstract:

Entrepreneurship is not a numbers game. Just having more entrepreneurs will not meet the hopes of politicians: economic growth and jobs are mostly created by high quality companies. Transferring this thought to entrepreneurship education, its assumed goals – convincing students to engage in entrepreneurial activities – deserve reconsideration. In this paper I present a model that predicts sorting effects when students are exposed to entrepreneurship education – they update their beliefs of their own entrepreneurial aptitude based on informative signals they received before and during an entrepreneurship course according to Bayes' Rule. This is combined with the Theory of Planned Behavior in order to explore through which channels these signals affect entrepreneurial intentions. Based on the strength and consistency of these signals students evaluate their own aptitude for entrepreneurial tasks. The model is tested using data from a compulsory entrepreneurship course at a large German university. Using pre- and post-course survey responses, I find that entrepreneurial intentions decline somewhat although students evaluate the course positively. The empirical analysis shows that students receive informative signals through all of the predictor variables of the Theory of Planned Behavior (attitude towards behavior, perceived social norms, perceived behavioral control) and learn about their entrepreneurial aptitude. I outline theoretical and practical implications.



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The nominees for the Best Practice Paper:

- Hoe Chin Goi & Takeru Ohe: Coblas Program for Entrepreneurship Education
- Immo K. Dijkma & Fenny Lücker: Creativity as a Foundation for an Enterprising attitude
- Yukiko Hirai: Short term Effects and Impact of Waseda Venture-Kids Program as an Entrepreneurship Program for Japanese Elementary School Students
- Cecilia Hegarty: A Train the Trainer Programme to Accelerate Campus Entrepreneurship

The winners of the Best Practice Paper are Hoe Chin Goi (presenter) & Takeru Ohe from Japan, Waseda University.

Abstract:

There is a lacking in a more practical and localized entrepreneurship education to develop entrepreneurs for the ASEAN region. “**Consulting Based Learning For ASEAN SMEs**” (**COBLAS**) program was developed based on the “Consulting Based Learning” (CBL) concept by establishing a tripartite network amongst the academics (university education), the local SME and the students. The program is developed and led by Professor Takeru Ohe from Waseda University, Japan, supported by the ASEAN entrepreneurship research group and implemented amongst 10 universities in Cambodia, Indonesia, Laos, Malaysia, Myanmar, Thailand and Vietnam since 2003 till present. The unique selling point of the program is the creation of a “60-common and 40-localised” teaching syllabus and the formulating the ASEAN COLBAS textbooks for each country. The integrated course is conducted through two integrated phases, the concentrated lecture phase and consulting phase. Through COBLAS program, there have been affirmative results on the development of local SMEs as well as positive effects on entrepreneurship education for universities and students. It will also be a stepping stone towards the regional integration goal of forming a common curriculum in entrepreneurship education for ASEAN in the near future.

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# Conference Papers

The 73 presentations that were delivered in 25 sessions covered the fields of:

- ❖ Entrepreneurial Learning Strategies
- ❖ Fostering Entrepreneurial Education
- ❖ The impact of Entrepreneurship Education
- ❖ Skills and Competencies in Entrepreneurship
- ❖ Fostering Entrepreneurship Behavior in and outside the classroom
- ❖ Best Practices for Teaching Entrepreneurship
- ❖ Best Practices on Innovative Tools for raising Entrepreneurial Awareness
- ❖ Best Practices on Train the Trainer Programs
- ❖ Best Practices on Social Inclusion and Training in Entrepreneurship
- ❖ Best Practices on Fostering Entrepreneurial Competencies

In the following table we present the motivation to visit the conference as was expressed by the delegates

What do you hope to gain/learn from attending IntEnt 2010?
New ideas for developing my work as entrepreneurship educator - conversations and networking with
Share the experience among presenters * Get the worth-for-practice ideas especially the implementation
Gaining and sharing knowledge and experience with colleagues from all entrepreneurship fields
How to think of becoming a successful entrepreneur
A broader conference with more emphasis on entrepreneurship education and training
a brought discussion about our project we present and I hope to learn quite a lot of the key note sp
As an entrepreneurship student, I believe at the end of the program, I will be equipped with enough tools
Background knowledge, awareness of latest developments and also networking
Critical contribution towards improving my paper
Enrichment of my cross cultural knowledge and to promote educational and research image of Pakistan
Entrepreneurship skills from international perspective
Entrepreneurship education, impact and effectiveness
Exchange on my research area; networking; new project ideas/contacts in the area of entrepreneurship
gain understanding and train in the international entrepreneurs and development
help in conducting my PhD research along the same area



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I am a international researcher in the area of entrepreneurship education and I look forward to part
I hope to be inspired by the researchers in the field of entrepreneurship and hope to inspire others
I hope to gain a lot of things that will help in the growth of my Company
I hope to gain good technical skills in the field of business and to gain more educational background
I hope to get feedback on my paper and research I hope to get some publicity on my research
I hope to learn about the policies and procedures for integrating entrepreneurship in higher education
I hope to learn more about the latest trends and innovations on internationalizing entrepreneurship
I hope to get an insight in the contemporary scientific field of entrepreneurship education
I will gain international exposure entrepreneurship ,education and meet people with different skills
I would like to explore new entrepreneurship initiative/approaches from other delegates.
I would share and learn from participants at the conference so that I can impart when I come back
Improve my entrepreneurial skills
Insights into latest theories on entrepreneurship, especially impact of entrepreneurship education;
International contacts, exchange, training programs, knowledge
International contacts, exchange, training programs, knowledge
International entrepreneur Education management, Policies, learn and exchange ideas and perspectives
International perspective on Entrepreneurship Education, new contacts and networking especially with
It would be a global exposure in the developments in educational institutes and their pattern of tea
Knowing experiences of other European universities
Knowledge, and understanding, from international experience.
Learn about Entrepreneurship in field of Art. I hope to modify my simulation to address specific is
Learn and come and share with the Student Population
Learn more on how we can educate our Kenyan Youth on Entrepreneurship
learn more on international entrepreneurs issues
Learning more about entrepreneurial spirit
meeting colleagues comments on my paper
Meeting people who are focused and inspiring on the theme entrepreneurship and education
Networking and developing an entrepreneurship program at our school
Networking and tap into other delegates ideology of Indigenous and Socio Economic influences on the
Networking, how Internationalizing can be integrated better in education.



New ideas for teaching business and social entrepreneurship
Practical implications of empirical research; extent my knowledge about learning at work meet peop
Principally to exchange experiences with my colleagues
Sharing of new and innovative perspectives in entrepreneurship training and education
state of the art: relation entrepreneurship - education partners on research projects
There is a general recognition that all economies benefit from the youth of the country being expos
To better understand how to evaluate different type of educational initiative within the field of ent
to broaden information and horizon about entrepreneurship
To get new knowledge about entrepreneurship education and training
To get new theoretical and practical knowledge.
To hear and learn current topics of entrepreneurship education, meet researchers
To know best practices in Europe
To know what colleagues from other countries are researching and to expand my network of contacts
To learn about the European model of entrepreneurship education and apply the relevant methodology
To learn more about entrepreneurship education in agriculture and to shre my experience with other p To meet experts in the field.
To meet international business communities exploring the opportunity of global trade
To meet researchers closed my study, to get feedback from my presentation
To network and show best practice with international entrepreneurship research community.
To network and show best practice with international entrepreneurship research community.
To present my research and get feedback on it; to contact some of those people whose papers I
To share and learn with colleagues from all over the world the latest trends in entrepreneurship education
To share knowledge and experience with presenters and researchers from other countries
We would like to inform our international colleagues about our activities and discuss different ways



# Keynote Presentations

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The Keynote addresses has been delivered by:

- ❖ Dr. Sharda S. Nandram, Professor Entrepreneurship HAN University of Applied Sciences:  
*Spirituality and entrepreneurship: how they go well?*
- ❖ Drs. José Teunissen: Professor, ArtEZ:  
*Fashion, from theory to practice*
- ❖ Glorianna Davenport, M.A, Director of the Media Fabrics Group at the Media Lab, MIT:  
*The University and Entrepreneurship*
- ❖ Prof. Allan Gibb, Birector Small Business Centre, Durham Business School:  
*What should the excellent University Entrepreneurship Educator look like?*
- ❖ Prof. Dr. Heinz Klandt, Conference Director, Chair for Entrepreneurship at the EUROPEAN BUSINESS SCHOOL,  
International University, Germany

The powerpoint slides of the keynote presentations are available on the website.



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