

## CALL FOR PAPERS

Both senior and junior scholars are invited to participate and contribute with a paper to the school. In particular, we wish to encourage the active participation of young scholars (Ph.D. students and scholars who have finished their Ph.D. within the last three years). For each track, papers authored or co-authored by Ph.D. students (with students listed as first author) are considered for the **eBMS Young Scholar Paper Award 2007** of 700 euros.

The School 's scientific committee will evaluate submitted papers with respect to novelty, academic quality and their relation to the themes of the conference. Submission of a paper grants permission to the organizers to include it in the conference material and to place it on the School website.

### Submission

Participants who wish to present their research at the Summer School 2007 must send an extended abstract or a draft paper to [summerschool@ebms.unile.it](mailto:summerschool@ebms.unile.it), no later than May 14, 2007.

### Timetable

- **Deadline for a draft paper/extended abstract (5 pages) May 14, 2007**
- **Decision of acceptance May 28, 2007**
- **Deadline for camera-ready paper June 25, 2007**
- **Deadline for conference registration July 2, 2007**

*Final program available: July 2nd, 2007*

## APPROACH AND FORMAT

The conference will be divided in plenary and panel sessions with keynote speakers, and paper sessions.

### Audience

The conference is designed for academics, practitioners and decision-makers, including private and public sector managers, consultants, and research students.



## PARTECIPATION FEE AND ACCOMMODATION

The participation fee is 700 Euros. This includes:

- Registration at the conference
- Three nights (11<sup>th</sup>, 12<sup>th</sup>, 13<sup>th</sup> July) full-board accommodation at the four star Grand Hotel Masseria Santa Lucia ([www.masseriasantalucia.it](http://www.masseriasantalucia.it)).
- Participation to social events (guided tour and social dinner)
- Free shuttle service to and from Brindisi airport (BDS) and Brindisi-Ostuni Railway station.

*In order to keep a friendly, informal atmosphere participation is capped at 80 people. Places will be allocated on first come first served basis.*

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## ON LINE REGISTRATION

Please complete the registration form available on the web site [www.ebms.it](http://www.ebms.it). Deadline for application: **July 2<sup>nd</sup> 2007**.

### Cancellation policy

Cancellations received before June 30<sup>th</sup> will be refunded the conference fee in full. Cancellations received before July 7<sup>th</sup> are eligible for a 50% refund of the conference fee. No refunds can be made after that. All cancellations must be in writing and must be sent to Conference Secretariat by email.

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## ORGANISING COMMITTEE

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**Michele Negro, Emanuele Rizzo** - Network Infrastructure

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### For Information please contact:

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Scuola Superiore ISUFI  
e-Business Management Section

## Advanced International Summer School

9<sup>th</sup> SESSION on:

## Perspectives on Technological Entrepreneurship



Grand Hotel  
Masseria Santa Lucia

Ostuni – Brindisi – Italy

July 11<sup>th</sup> to 14<sup>th</sup>, 2007



UNIVERSITA'  
degli STUDI di LECCE

# Perspectives on Technological Entrepreneurship

## RATIONALE

As early as 1939, Joseph Schumpeter recognized the importance of entrepreneurial innovation «...when and where new technologies and scientific developments yield economic opportunities that are seized by enterprising entrepreneurs, small dynamic fast-growing firms emerge and become the primary engine of innovation». This insightful statement is even truer today. In fact, the complexity and the interactional speed of the socio-technical networks that cause the emergence of entrepreneurship, have dramatically increased. The Summer School 2007 focuses on the emergence of new technological businesses and how they originate and grow; the capabilities needed at different stages of development of the enterprise; opportunities to be grasped and pitfalls to be avoided in managing a new technological enterprise.

The School is articulated as follows:

Plenary Session: "Perspectives on Technological Entrepreneurship"

Track 1: "High-tech Entrepreneurship as a Style of Business Leadership"

Track 2: "Opportunities of Entrepreneurship in Frontier Technologies"

Track 3: "From Entrepreneurial Action to Entrepreneurial Systems"

Panel Session: "Entrepreneurial Targets in Human Capital Development"

The School program will include invited talks by major scholars and a restricted number of research contributions, selected according to the Call for Papers below.

**The plenary session will host keynote talks by leading researchers and practitioners addressing the main open issues on technological entrepreneurship.**

## TRACK THEMES

### 1 – High-tech entrepreneurship as a style of business leadership

High-tech entrepreneurship is based on the process of identifying high-potential, technology-intensive innovations and their business opportunities, and managing rapid growth using principled, real-time decision making skills. Successful innovation is a function of both creativity and teamwork. Developing an outstanding team requires setting a coherent and compelling vision, hiring and retaining people better than oneself, using proper recognition and compensation strategies

(e.g., cash, stock options, and other rewards), enabling proper autonomy and delegation, and creating a culture where success is recognized and failure is allowed. This means a new style of business leadership.

Track 1 topics include:

- Intra- and Inter-organizational ties
- Entrepreneurship
- Technology Ventures

### 2 – Opportunities of entrepreneurship in frontier technologies

Depending on the technology involved, high-tech entrepreneurship may emerge spontaneously or be fostered by a number of organizational actors, including corporations, innovation agencies and universities. Track 2 includes analysis and case studies on the interrelations among entrepreneurial effectiveness, technological complexity and other context-related parameters, such as the intellectual property regime. Understanding technology-related factors will provide insight on entrepreneurial opportunities opened by emerging technologies.

Track 2 topics include:

- Open Source Software and IPR regimes
- Multimedia Internet
- Nanotechnologies

### 3 – From entrepreneurial action to entrepreneurial systems

Track 3 looks at the emergence of a socio-technical system of enterprises/institutions/organisational process/technologies around a technological innovation, in other words at the emergence of a system around an innovation. Some fundamental aspects on which we invite papers are:

- The context and conditions under which a radical innovation acts as a seed and triggers the development of a new technological trajectory.
- The relationship between individual entrepreneurial actions and the collective set of innovations that define the entrepreneurial culture and the boundary of the technological trajectory.
- The role of imitation and radiation of knowledge in the transformation from individual action to entrepreneurial system.

We invite papers that discuss the topics mentioned above. We also invite papers that approach the problem of individual system transformation from an historical perspective.

## Panel Session: Entrepreneurial targets in Human Capital Development

This session addresses the challenges that have arisen during the Summer School. In particular we intend to:

- offer a moment of collective thinking and discussion;
- identify potential initiatives that emerge from the topics treated during the Summer School;
- discuss the centrality of learning in technology entrepreneurial processes;
- discuss the relationship between research, education, political institutions and industry in facilitating and developing entrepreneurship.

## KEYNOTE SPEAKERS

- **Thomas H. Byers**, Department of Management Science and Engineering Stanford University, US
- **Fabrizio Cobis**, Ministry of University and Research, IT
- **Giancarlo Grasso**, Finmeccanica Corporation, IT
- **Mark Harris**, Intel Higher Education & Research European Union Region, US
- **Willem Hulsink**, Rotterdam School of Management Erasmus, University of Rotterdam, NL
- **Marco Iansiti**, Harvard Business School, US
- **Alan Koenning**, UPS Strategic Enterprise Fund, US
- **William Lazonick**, University of Massachusetts Lowell, US
- **Roberto Maglione**, Finmeccanica Corporation, IT
- **Maurice Olivier**, BAMS Angels Fund, CH
- **Gary Pisano**, Harvard Business School, US
- **Roberto Siagri**, Eurotech SpA, IT
- **David Verrill**, MIT Center for Digital Business, US
- **Tony Wasserman**, Center for Open Source Investigation, Carnegie Mellon University, US

## DIRECTOR OF THE SCUOLA SUPERIORE ISUFI

**Aldo Romano**, Full Professor of Innovation Management, Department of Innovation Engineering, University of Lecce, IT

## SCIENTIFIC COMMITTEE

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