

# The Fourteenth McGill International Entrepreneurship Conference

Opportunities and challenges  
for international entrepreneurial firms  
in a time of economic turbulence

University of Southern Denmark  
Odense

September 16-18, 2011



UNIVERSITY OF SOUTHERN DENMARK

## University of Southern Denmark is proud to host the 14th McGill International Entrepreneurship Conference

### Conference theme

The conference is designed to bring together state-of-the-art research from the fields of small business/entrepreneurship and international business. The goal is to analyze patterns and forces which in the future will influence international entrepreneurship. The 2011 conference will have special focus on the opportunities and challenges that international entrepreneurs have been faced with as a consequence of the economic turbulence.

Following the tradition established by the previous conferences from 1998, the 2011 conference will bring together leading-edge views of academic scholars, insightful practitioners and policymakers to examine such issues and the driving forces of international entrepreneurship (IE). The 2011 conference will follow the traditional organization in two parts:

**a) *Research-Intensive Workshop:*** An intensive, two-day Research Workshop which focuses on the examination and development of the concepts, frameworks, theories and methodologies used to understand the strategic behavior of internationalizing entrepreneurial firms and the new changes and challenges facing them. This will present a unique opportunity for participants to discuss such issues with a view to developing new research initiatives with the potential for advancing the field of International Entrepreneurship.

**b) *Business/Professional Workshop:*** This will consist of an open session for interaction with and discussion of the key ideas and insights with members of the business and policy communities. This part of the conference will be organized jointly with the International Danish Entrepreneurship Academy (IDEA), which has long experience in bringing practitioners and academics together.

### Competitive Paper Tracks

In addition to the focused theme of the conference, empirical and theoretical research papers on any of the following topics and related areas are welcomed:

- Theoretical and methodological contributions to the field of IE
- Cross-national comparisons of international entrepreneurial firms
- Characteristics and challenges of IE firms
- Ethnic entrepreneurship and family owned IE firms
- Gender issues in IE
- E-business strategies in IE firms
- Entrepreneurship and regional economic development
- Global growth strategies in IE firms
- Other topics of relevance to the conference theme

### Submission Information

#### May 15, 2011

Submission deadline for extended abstracts (no more than 2000 words) or full papers

#### June 15, 2011

Email notification of feedback or acceptance

#### August 15, 2011

Online submission deadline for final papers

**Please note** that all papers must be written according to the Journal of International Entrepreneurship guidelines and must be submitted electronically as a Word attachment to:

2011mie.conference@sam.sdu.dk.

## Contact information

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## Conference organizers

Christian Keen ([ckh@sam.sdu.dk](mailto:ckh@sam.sdu.dk))  
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All organizers are members of the research group International Business & Entrepreneurship that focuses specifically on the international marketing activities of B2B companies within the setting of an increasingly internationalized world. International Entrepreneurship, including the study of International New Ventures/Born Globals thus becomes a central research topic of the group.

## Department of Marketing & Management

Research within the department is organized into five research groups: Consumption Studies, Integrative Innovation Management, International Business & Entrepreneurship, Strategic Communication, and Strategic Organizational Design. The combined research activities are anchored in an understanding of the cooperation between markets, organizations and individuals. It encompasses a variety of areas from evolutionary models of organization to the culture of 'hot dog stands'.

► Read more at [www.sdu.dk/imm](http://www.sdu.dk/imm)

## University of Southern Denmark

The University of Southern Denmark has research and educational activities in Natural Sciences, Engineering, Health Sciences, Humanities, and Social Sciences. Around 20,000 students are enrolled at 284 different study programmes. The main campus in Odense represents about 80% of all activities at the university.

► Read more at [www.sdu.dk](http://www.sdu.dk)

## The city of Odense

Odense is the city where Hans Christian Andersen was born. In addition to his childhood home, Odense offers numerous tourist attractions such as museums and art galleries as well as possibilities to explore old castles and mansions on the island of Funen. Odense is only about 1½ hours away from Copenhagen Airport (frequent direct train connections). It is therefore easy to combine your trip with a short visit to the capital of Denmark.

► Read more at [www.visitodense.com](http://www.visitodense.com) and [www.visitdenmark.com](http://www.visitdenmark.com)

