



# International Workshop on International Entrepreneurship

## July 1-2, London

*The journey of International  
Entrepreneurship  
methodologies and the  
exploration of new promising  
topics*

### **Keynote Speakers:**

**Professor Emmanuella Plakoyiannaki,**  
University of Leeds, UK

**Professor Tanja Leppäaho (Kontinen),**  
LUT University, Finland

**Professor Kevin Ibeh**  
Birkbeck, University of London

**University of Greenwich  
Business School, London, UK**

The international workshop will conclude on the 2<sup>nd</sup> of July for attendees to continue, if desired, to travel to EGOS Colloquium in Edinburgh.

### **Why International Entrepreneurship is a promising research field:**

International Entrepreneurship (IE) field was developed in 1994 with the seminal papers of Oviatt and McDougall (1994) and McDougall et al., (1994). This field has been rapidly developed and has been described as an intersection between International Business (IB) and Entrepreneurship (E) (Rialp et al., 2005; Coombs et al., 2009; Jones et al., 2011). The last years has been a growing literature focusing on the methodological aspects and challenges in IE (e.g. Ji et al., 2019) and on topics beyond International New Ventures (INVs), high technology firms such as family businesses (e.g. Kontinen and Ojala, 2010, Leppäaho et al., 2016), post-entry performance (e.g. Ibeh et al., 2018)

and the influence of global economy on IE (e.g. Ibeh et al., 2019). The growing recognition of the IE field can be demonstrated on the appointment of an area editor in Journal of International Business Studies (JIBS).

This workshop is presented by a team member that organised the highly rated and successful two day IE workshops held at University of Edinburgh Business School in April 2013 and April 2014.

### **Target Audience:**

The audience for this workshop will be junior and senior scholars, doctoral students, University of Greenwich staff from around the world who have an interest in the fields of International Entrepreneurship and International Business.

**Organising Committee:****Chair of Workshop:**

Dr. Spiros Batas  
(S.Batas@greenwich.ac.uk)

**Executive committee:**

Dr. Paul Caussat, Prof. Denise  
Hawkes, Dr. Dori Sallai, Dr Pi-Chi  
Chen

**Important Deadlines:**

**May 27, 2019** Submission  
deadline for Abstracts

**June 3, 2019** Notification of  
Abstract acceptance

**June 7, 2019** Registration deadline

**July 1-2, 2019** International  
Workshop

This International  
Entrepreneurship Workshop invites  
abstracts and papers for several  
key track themes in International  
Entrepreneurship including:

- **Methods in International  
Entrepreneurship**

- **Family Firms in  
International  
Entrepreneurship**

- **Networks in  
Internationalisation**

- **Internationalisation from  
and to Emerging Markets**

**Submission Guidelines**

The abstract should position the  
article in the existing literature,  
explain the research design and  
methodology, present the empirical  
results (if it is an empirical paper)  
and the main theoretical  
contributions.

- The abstract should be a  
maximum of 2,000 words not  
including title, authors' names  
and affiliations and track  
selected.

- It should be single spaced  
using Times New Roman 12  
point font.

- All abstracts should be sent  
to Spiros Batas, email:  
S.Batas@greenwich.ac.uk  
**May 27, 2019.**

- All abstracts will be double  
blind reviewed.

- Authors will be notified via  
email by June 3, 2019 about  
the acceptance of their abstract.

Once researchers are notified for  
the acceptance of their abstracts,  
they can register their participation  
in the international workshop by  
June 7, 2019. The registration/

participation fees including the  
networking event on July 1, 2019  
are as follows:

**PhD students £80**

**Scholars presenting papers £100**

**Scholars not presenting papers  
£110**

Since this is a competitive event  
and limited seating will be  
available, early submission and  
registration are highly  
recommended to avoid any  
disappointment. Please register for  
the event by following the  
instruction on:  
[IE Workshop](#)



**Professor Emmanuella Plakoyiannaki**



Emmanuella Plakoyiannaki is Professor of International Business at Leeds University Business School (LUBS), UK. She is Co-Chair of the International Business/International Management SIG of the British Academy of Management (BAM) and Co-Chair of the Northern Advanced Research Training Initiative (NARTI). Her research interests refer to qualitative research, international business and entrepreneurship, as well as consumer behaviour.

She has published in the *Academy of Management Review*, *Journal of International Business Studies*, *Journal of World Business* and *Journal of Management Studies* among others. She has served as visiting professor in various Universities in Austria, Finland, Greece, Russia and the UK.

**Professor Tanja Leppäaho (Kontinen)**



Tanja works as Professor of Growth Entrepreneurship at LUT University, Finland. Before joining LUT University, Tanja worked as Professor of Entrepreneurship and International Business at the University of Jyväskylä and University of Edinburgh Business School.

Tanja's areas of interest are international entrepreneurship, networking, family firms, longitudinal internationalization process, and qualitative methodology. According to Pukall and Calabro (2014), Tanja is currently is the leading expert of the area of family SME internationalization on a global scale.

Currently, Tanja is running a 5-year Academy of Finland Research Fellow project on international family firms and SMEs (see <http://ife.fi>) and editing Scholarly Handbook of Family Firm Internationalization for Palgrave Macmillan.

Tanja has published in various journals including *Entrepreneurship Theory and Practice*, *Family Business Review*, *Entrepreneurship and Regional Development*, *Journal of Small Business Management*, *International Marketing Review*, and *International Business Review*. She has received several awards, e.g. [Babson College Entrepreneurship Research Conference \(BCERC\)](#) awarded Tanja and her coauthor the Bertarelli Family Best Paper Award for their 2016 joint study on international networking among family enterprises.

## Professor Kevin Ibeh



**Kevin Ibeh**, PhD, FCIM, FRSA, is Professor of Marketing and International Business and Pro Vice Master (International) at Birkbeck, University of London, where he recent hosted/organized the 19<sup>th</sup> McGill International Entrepreneurship Conference and the 43<sup>rd</sup> AIB UKI Chapter Conference. Professor Ibeh's research interests encompass firm internationalisation, international entrepreneurship (IE) and multinational expansion among SMEs and developing economy firms. He is considered a leading authority on Africa's emerging multinationals based on his pioneering and continuing contributions on these lesser known multinationals.

Professor Ibeh has consulted for the World Bank, the OECD, the Scottish Enterprise among others, and has undertaken wider professional and advisory roles in over 20 countries. He has edited four books and authored over 100 research articles, some of which appeared in the *Journal of World Business*, *British Journal of Management*, *International Business Review*, *Small Business Economics*, *Journal of Business Research*, *International Marketing Review*, and the *International Small Business Journal*. The two Special Issues of the *International Marketing Review* and *International Small Business Journal* on International Entrepreneurship guest-edited by Professor Ibeh and colleagues have just been published.

### Travel Information:

*University of Greenwich is situated in the United Kingdom capital city, London. The city has a total of **six airports** (London City Airport, London Heathrow Airport, London Gatwick Airport, London Luton Airport, London Stansted Airport, London Southend Airport). The airports serve a total of 14 domestic destinations and 396 international destinations.*

*Getting to the Greenwich borough (Zone 2 of London), where University of Greenwich is situated is very easy.*

### Train

The train operator Southeastern provides services into Greenwich. From Central London trains operate to Greenwich from Cannon Street and London Bridge normally terminating at Dartford in the east. There are also direct services from the Medway towns to Lewisham linked to Greenwich by the DLR. For timetable information refer to National Rail Enquiries.

There are two stations within easy walking distance of the campus:

- Greenwich Station (Travel Zone 2 or 3) west of the campus on Greenwich High Road 9 minutes walk to the West Gate entrance.
- Maze Hill Station (Zone 3) east of the campus in Tom Smith Close 8 minutes walk to the East Gate entrance.

### Docklands Light Railway (DLR)

The nearest station is Cutty Sark a two minute walk to the campus West Gate entrance. Direct services run from Bank, Canary Wharf, Lewisham and Stratford and easy connections are available from Tower Gateway, Beckton and London City Airport.

### London Underground (Tube)

For connections from the Tube alight at Canary Wharf station on the Jubilee Line and get a DLR Lewisham bound train to Cutty Sark station.

### River services

Thames Clippers operates a regular boat service from Westminster to Greenwich Pier (adjacent to the Old Royal Naval College) stopping at various locations on route. The journey takes 35 minutes in total and is possibly the fastest way to travel from Central London.