



UNIVERSITÄT
HOHENHEIM

Seminar program

SEMINARS "ENTREPRENEURSHIP, INNOVATION & SUSTAINABILITY (EIS)" WINTER 24/25

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INTRAPRENEURSHIP AND ENTREPRENEURSHIP AGAINST THE BACKGROUND OF “TWIN-TRANSITION” PROCESSES IN REGIONAL INNOVATION SYSTEMS

Dr. Muhamed Kudic, Innovation Management Research Group

This seminar focuses on the digital and green transformation – the so-called "twin transition" – of regional innovation systems and the associated intrapreneurship and entrepreneurship activities. Both the green and the digital transformation are taking place at a rapid pace and are mutually dependent on and influence each other. Just like the internet, the AI revolution, which is just starting to take off, will induce profound change processes in all of our professional and private lives. First of all, it is worth noting that the major global megatrends – such as digitalization and climate change – can have very different effects in different regions. The technological and economic imprint of a region, the geographical topology, existing infrastructure, population dynamics and other factors play an important role in this context. For existing companies, the digital transformation is shifting the business environment in which these companies have been operating successfully for decades. Established markets and target customer groups are disappearing and new opportunities are being created. For existing companies that succeed in innovating or at least partially adapting their business models, adapting their existing capital stock and established organizational structures and routines to the new challenges, the digital transformation will create new business opportunities. This is where intrapreneurship – i.e. the consistent focus on entrepreneurial action within organizational boundaries – comes in. Companies that are unable to adapt to the rapid changes will not be able to compete in the long term. In many cases, digital technologies enable the creation and establishment of green innovations, but sustainability-oriented customer requirements can also give rise to digital innovations. The twin transition also creates opportunities for start-ups in often narrowly defined, highly specialized niches with significant growth potential. With the development or introduction of new digital or green technologies - and the associated customer needs - completely new markets are emerging that need to be satisfied with appropriate offerings. Entrepreneurship - i.e. the recognition of entrepreneurial opportunities and the associated start-up activities of resourceful and risk-taking players - fills precisely these gaps in demand. The aim of the seminar is (i.) to understand the particularities and heterogeneity of digital and green transformation processes in regional innovation systems, (ii.) to address strategies of established companies for dealing with digital and green transformation processes, (iii.) to take an in-depth look at start-up activities and market entries of start-ups. Students are sensitized to these aspects and deal with the topic both in the form of individual and group work.

→ The seminar can be credited as “Master Seminar in Innovation Management and Economics” and as “Schwerpunktseminar Entrepreneurship”

SUSTAINABILITY TRANSITIONS AND INNOVATION SYSTEMS

Prof. Dr. Andreas Pyka, Innovation Economics Research Group

Today more than ever, sustainability has become a topic of growing public interest and thus a central concept of socio-economic change. There is no doubt about the role of innovation in the transformation process towards higher degrees of sustainability. It seems to be clear that transformation means more than economic growth and development. A crucial difference is that besides qualitative changes, the transformation idea also includes changes (together with their feedbacks on the supply side) of the demand side and consumer behavior (e.g., the emergence of new life styles, prosumers & demand-side entrepreneurship, avantgarde consumers etc.). As transformation encompasses the overall economic system, it is relevant for almost all economic sectors and system actors. Prominently, the transformation idea is discussed in the context of the mobility sector, the energy sector and in the food & agriculture sector.

In this master seminar we will discuss hot topics in the field of innovation economics related to this issue. We will analyze different concepts, discuss the role of various innovation system actors and their behavior and present cases of ongoing sectoral transformation processes. Participating students will apply a broad spectrum of methods ranging from systematic literature reviews to text analyses and structured interviews to answer their research question(s). They will write their results up in a seminar paper and present them concisely in a presentation at the end of this course.

→ The seminar can be credited as “Master Seminar in Innovation Management and Economics”

PRACTICE-INSPIRED ENTREPRENEURSHIP AND INNOVATION RESEARCH

Prof. Dr. Andreas Kuckertz, Dr. Leif Brändle, Entrepreneurship Research Group

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Entrepreneurship and innovation are vibrant research fields providing insights into the most recent phenomena, such as social entrepreneurship and digital transformation. Entrepreneurs face multiple challenges in their quest to innovate and grow their ventures. However, while research might provide practical answers to such challenges, entrepreneurs rarely draw on academic research in their day-to-day business. In order to better connect entrepreneurship and innovation research with practitioners, we take care of those questions that really matter to entrepreneurs. One approach to achieve this goal are so-called structured literature reviews (SLRs) (Tranfield et al., 2003). Participants in this class will conduct SLRs based on real challenges of entrepreneurs. Since SLRs are a promising starting point for a thesis, the seminar provides additional benefits for those students who want to collect tools for their upcoming master's thesis.

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This seminar will be offered only in German

BUSINESS AND ENVIRONMENTAL PSYCHOLOGY

This seminar will be offered only in German

Katharina Götting (external lecturer), Sustainable Behavior and Management Research Group (Jun.-Prof. Laura Henn)

In this seminar, we will bring together different perspectives and concepts from business psychology and environmental psychology that provide useful tools to successfully manage the 'human factor' in tackling current challenges such as the climate crisis. During the seminar, we will discuss a variety of selected topics from economic and environmental psychology with regard to a socio-ecological transformation. For example, we will look at different social representations of economic models, concepts such as climate justice or the scope of justice as well as factors in social(-ecological) dilemmas. We will also look at topics such as time wealth, the sharing economy or (collective) psychological ownership and discuss their potential for sustainable change. In addition to these topics, psychological influencing factors that promote or inhibit individual or collective action will also be a recurring theme of the seminar. The various theoretical inputs will be accompanied by personal reflections, discussion methods and interactive exercises. The seminar is offered as a block seminar and will be held in German. The examination consists of a short presentation including interactive elements and active participation. Planned sessions:

- 17.10.2024, 15-18 – online
- 14.11.2024, 15-17 – online
- 10.12.2024, 14-18
- 11.12.2024, 10-18 (1-hour break)
- 12.12.2024, 10-15

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THE ART OF BEING AN INNOVATOR

Prof. Dr. Bernd Ebersberger, Innovation Management Research Group

Have you ever felt like an innovator? How does it feel to be an innovator? What experiences do innovators have? What competences do they have, or what competences do they have to have? We are trying to replicate some of these emotions and experiences through artistic interventions. Doing so will build entrepreneurial and innovators' competencies along the way. With curated artistic interventions, we improve the competences required to be an innovator. Because having felt like an innovator will make you a better innovation manager.

With 'artistic intervention', I meant that you will draw, paint, cut and glue, model, write, and possibly do much more. Participation in the seminar does not require any prior experience in drawing, painting, or other artistic activities. However, an open mind and a willingness to explore new approaches are essential. You will need something to take notes with, but there's no need to bring any special materials as I will provide them.

Each session will be interactive, with me outlining the competences required by an entrepreneur / innovator and providing references to the relevant literature. We will then delve into an artistic intervention offering unique experiences to help you develop these competences.

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STARTUP GARAGE INTENSIVE

This seminar will be
offered only in
German

Prof. Dr. Andreas Kuckertz, Maximilian Scheu, Entrepreneurship Research Group

The easiest way to find out if entrepreneurship is in your future is to try it. If you've ever wondered about the skills entrepreneurs have and how it feels to think and act like one, our seminar "Startup Garage Intensive" offers a protected and guided space to experience it.

You don't need to have an idea at hand. We firmly believe that every person can add value to an entrepreneurial endeavor. In this seminar, you'll go through the basics of the entrepreneurial process—from discovering an opportunity to turning it into a tangible solution, building a business model around it, and preparing to pitch your startup concept to a jury.

Each session will address one step of the entrepreneurial process and consists of a lecture on core concepts, which you will then interactively apply to your idea. You'll receive guidance and support from experienced mentors. Just like in entrepreneurship, your results will depend on your efforts, and there are no shortcuts. We expect motivation and a hands-on mentality. This block seminar stretches over two intensive periods of ~3 days each.

→ **The seminar can be credited as "Master Seminar in Innovation Management and Economics" and as "Schwerpunktseminar Entrepreneurship"**

HOW CAN YOU APPLY FOR THE SEMINARS?

Application procedure

- A survey will be online until July 31, 2024
- We strive to place each participant in a seminar that closely matches their preferences.
- You will receive communication from the seminar instructors in August 2024.
- The seminars will begin in October 2024 with the start of the new lecture period.



<https://ww2.unipark.de/uc/EIS-seminars-24-25/>



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THANK YOU!

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