

# Intrapreneurship Hub

## Meeting the challenge of corporate entrepreneurship

### Inaugural workshop

At the **Intrapreneurship Hub** we understand that the effective management of innovation within a firm's established organisational structure presents significant challenges.

With substantial experience in the area of corporate entrepreneurship and innovation, we help companies identify effective organisational processes and mechanisms to support the development of new business initiatives.

The Hub is a collaborative project between the School of Business and Management at the University of Sussex and SDA Bocconi School of Management. It provides a platform for sharing the latest research findings and best practice between industry peers and academic partners.

**To mark the launch of the Intrapreneurship Hub, we are pleased to invite you to the inaugural workshop:**

**Friday, 24 April 2015**

**9.30am–5pm**

**Conference Centre**

**University of Sussex, Brighton, UK**

**RSVP by 30 March 2015**

**E [m.p.petermann@sussex.ac.uk](mailto:m.p.petermann@sussex.ac.uk)**

Our launch event will include keynote speeches from two leading academics and an industry professional on the main approaches and challenges to corporate entrepreneurship:

**Prof. Joe Tidd**

School of Business, Management and Economics, University of Sussex

**Prof. Bart Clarysse**

Chair in Entrepreneurship, Imperial College London

**Dr. Nino de Chirico**

Former CEO of Immucor

We hope that you will be able to join us at our inaugural workshop to:

- Participate in our panel discussion on the strategic challenges of corporate innovation
- Find out about the latest research on new business development in established firms
- Be inspired by the debate on how to support corporate entrepreneurial activities

## Programme

### Morning

- 09.30** Registration
- 10.00** Welcome and introduction  
**Prof. Tina Ambos** and **Dr. Monica Masucci** (University of Sussex)
- 10.15** **Keynote**  
Learn or Leverage? Corporate Ventures for Business Development  
**Prof. Joe Tidd** (University of Sussex)
- 10.45** **Keynote**  
Commodity Markets Don't Exist  
**Dr. Nino de Chirico** (former CEO of Immucor)
- 11.30** **Presentation** followed by Q&A  
Intrapreneurship Hub team
- 12.15** Lunch

### Afternoon

- 13.15** **Round table discussions**  
Emerging Topics in Intrapreneurship
- 14.00** **Industry-Academia tandem**  
Strategy Process and Global Knowledge Transfer: A Change Agenda for Mid-sized Firms  
**Prof. Tina Ambos** (University of Sussex) and  
**Dr. Thomas Windischbauer, MBA** (COO/CFO Silhouette)
- 14.30** Coffee break
- 15.00** **Industry-Academia tandem**  
Innovation Issues in a Quasi-commodity Business: Strategic Challenges in the High-tech Cables and Systems Industry  
**Prof. Markus Venzin** (SDA Bocconi) and  
**Dr. Fabio Romeo** (Head of Strategy at Prysmian)
- 15.30** **Keynote**  
How to Stimulate Entrepreneurial Activity and Upscale it to a Separate Business  
**Prof. Bart Clarysse** (Imperial College)
- 16.30** **Wrap up and conclusion**