

Marketing Entrepreneurship Doctoral Colloquium

“International Marketing Entrepreneurship”

Stockholm, Sweden

June 14 – 16, 2008

Objective:

Our objective is to bring cross-national perspectives to young researchers in marketing entrepreneurship.

Background:

In 2007, the UIC Institute for Entrepreneurial Studies, E.M. Kauffman Foundation, and American Marketing Association’s Marketing-Entrepreneurship SIG began inviting doctoral students from around the world who were studying marketing and entrepreneurship to attend the UIC Symposium on the Marketing Entrepreneurship Research Interface. Over a dozen doctoral students, many from outside the United States, attended the Symposium held at George Washington University. The success of this event encouraged the Symposium organizers to develop and integrate a special colloquium for the doctoral students at the 2008 Symposium, with a special focus on “International Marketing Entrepreneurship.”

The growth of the related research literature in international marketing is evident in international marketing journals. For example, numerous articles focus on the “born global” companies, the marketing mix decisions of small entrepreneurial firms, and special issues, such as the 2006 issue in *International Marketing Review*. Unfortunately, these topics are rarely integrated in mainstream marketing and particularly, in doctoral coursework and readings. This Colloquium is designed to make doctoral students aware of this literature base and area of study.

To add experiential credence to international marketing entrepreneurship, this first Colloquium will be held in a European venue, Stockholm, Sweden. International scholars will be invited to address various issues of relevance to young researchers. These scholars will be integrated the dedicated opening afternoon of the Colloquium/Symposium, integrated within the Symposium program, and dedicated plenary session focusing on new directions on cross-national marketing entrepreneurship research will be on the program.

We invite faculty to nominate their doctoral students who are researching marketing and entrepreneurship to the First American Marketing Association MEIG *International Marketing and Entrepreneurship SIG Doctoral Consortium*. MEIG has a long history of partnership with the annual UIC Marketing and Entrepreneurship Research Symposium. The consortium will encourage and guide students who are considering or are researching the intersecting domains of marketing and entrepreneurship.

Doctoral students selected for the consortium will have their Symposium fees waived, have complimentary meals during the official portion of the Consortium and the Symposium, and have a portion of their hotel expenses subsidized. The Kauffman Foundation and MSU's CIBER will be providing this scholarship funding. In addition, a number of schools are providing general sponsorship funding. Nominations should have the following attachments:

- A letter of recommendation from you
- A letter of interest from the nominee
- The nominee's vita

The nomination packets will be reviewed for acceptance by the Consortium Chairs, Claes Hultman (Swedish Business School) and Gerry Hills (University of Illinois-Chicago).

Additional sponsorship funding is being provided by Swedish Business School at Örebro University, Georgia Southern University, Missouri Southern State University, Syracuse University, University of Illinois-Chicago, University of St. Thomas, and Worcester Polytechnic Institute

The deadline to submit nominations is April 1, 2008. Please email your nominations to Glenn S. Omura at omura@msu.edu.

Following are preliminary Colloquium and Symposium Outlines.

Opening Colloquium Program

June 14, 2008

11:30 – 12:15 Opening luncheon

12:30 – 1:00 Official Welcoming Remarks

1:00 – 2:45 Research Opportunities

Opportunity Recognition
Corporate Entrepreneurship
Small Business Thinking about the Role of Marketing

2:45 – 3:00 Break

3:00 – 4:00 Methodological Approaches for Entrepreneurship Research

Quantitative Methods
Qualitative Methods

4:00 – 4:15 Break

4:15- 5:30 Career Management

UK career management
German career management
U.S. career management

UIC/AMA MEIG Marketing/Entrepreneurship Research at the Interface Symposium

June 15

8 – 9 Opening Plenary Session
9:00 - 12:00 Multi-track Sessions
12-1:30 Luncheon
1:30 – 5 Excursion (paid by participants)
7:00 Group Dinner

June 16, UIC Conference

8 – 9 Opening Plenary Session
9:00 - 12:00 Multi-track Sessions
12-1:30 Luncheon
1:30 – 3:30 Colloquium Plenary: New Directions on Cross-National Marketing
Entrepreneurship Research
3:30 – 3:45 Break
3:45 – 4:45 Multi-track Sessions
4:45 – 5:30 Plenary session and close
7:00 Group dinner

The CALL FOR PAPERS for the Symposium can be found here:

http://www.uic.edu/cba/ies/upcoming_symposia.html

Hotel accommodations can be found here:

<https://www.stocon.se/weraform/receive.csp?kgid=832&lang=2>