

Conference Programme
24th Annual Conference, Educational Innovation in Economics and Business Association
Contributions from Business and Economics Education to Social Innovation
HU Business School Utrecht, HU University of Applied Sciences Utrecht, Utrecht, The Netherlands
31 May -2 June 2017

WEDNESDAY, 31 May 2017		
08.30-09.00	Welcome/Coffee/Registration	
09.00-09.15	Welcome by Anton Franken, President of the University of Applied Sciences Utrecht Opening by EDINEB Board and ABET Guest Editor ROOM 2.003B	
09.15-10.00	Key note Mitchell Alexander 'Utrecht and the Netherlands: History and Culture' ROOM 2.003B	
10.00-10.30	Coffee Break HU square, 1 st floor	
10.30-12.00	Keynote Session: Ruud Veltenaar 'Shift Happens 2032' ROOM 2.003B	
12.00-13.00	Lunch, HU square, 1 st floor	
13.00-14.00	Session 1.1 Social Innovation and the Business School Room 0.211	Session 1.2 Preparing Future Managers Room 0.204
	Sed vitae? Promoting organisational innovation and learning culture in Hungary <i>Peter Csizmadia (Budapest Business School, Budapest, Hungary) Sára Csillag (Budapest Business School, Budapest, Hungary)</i>	Preparing Future Managers for Social Innovation <i>Peter Daly (EDHEC, Roubaix, France) and Isabelle Sequeira (EDHEC Business School, Roubaix, France)</i>
	Sharing Experiences on Embedding social enterprise design and analysis in a business school curriculum <i>Anand Sheombar (Hogeschool Utrecht University of Applied Sciences, Utrecht, Netherlands) Pascal Ravesteijn (Hogeschool Utrecht University of Applied Sciences, Utrecht, Netherlands)</i>	Preparing Management Students to shape a complex world: experiences and challenges <i>Martin Rich (Cass Business School, London, UK), Clive Holtham (Cass Business School, London, UK), Ann Brown (Cass Business School, London, UK)</i>
14.00-14.15	Short Break	
14.15-15.15	Workshop 1: Development Centered Paradigm: A Practical Application Room 2.003B <i>Sandra Reeb-Gruber (Inholland University of Applied Sciences, Diemen, Netherlands)</i>	
15.15-15.45	Coffee Break	
15.45-16.45	Session 3.1 Social Entrepreneurship Education Room 0.211	Session 3.2 Social Innovation and Territorial Issues Room 0.204
	Social entrepreneurship education for engineering students. <i>Christine Gillet (ENSTA Bretagne, Brest, France), Klara Kövesi (ENSTA Bretagne, Brest, France)</i>	Looking up, reaching down: The Business School and INTERREG V themes for social innovation <i>Jerry Allen (University of Greenwich, London, UK)</i>

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	<p>Social entrepreneurship education: A critical review and future directions <i>Farah Nabil Adel Al Taji (Politecnico di Milano, Mila, Italy); Mario Calderini (Politecnico di Milano, Mila, Italy) and Irene Bengo (Politecnico di Milano, Mila, Italy)</i></p>	<p>The Principality of Laas: An integrative study of social innovation. <i>Lee Schlenker (Groupe ESC Pau, Pau, France)</i></p>
17.00	<p>Departure for Social Event</p>	
17.30-19.30	<p>Welcome reception at Museum Speelklok, Steenweg 6, 3511 JP Utrecht (Drinks & Finger Food)</p>	

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THURSDAY, 1 JUNE 2017			
08.30-09.00	Coffee/tea		
09.00-10.00	Keynote by Dr. Rob Grundemann, professor at the Research Centre for Social Innovation at the HU University of Applied Science Utrecht Room 2.017A Social Innovation: the Integration of Social Values in Business Models.		
10.00-11.00	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> Session 4.1 Social Innovation in Marketing Education. Room 2.211 </td> <td style="width: 50%; vertical-align: top;"> 4.2 Student Engagement Room 2.306 </td> </tr> </table>	Session 4.1 Social Innovation in Marketing Education. Room 2.211	4.2 Student Engagement Room 2.306
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11.00-11.30	Coffee Break		
11.30-12.30	Workshop 2: Purpose, possibilities and progress of Social Innovation. Room 2.017A <i>Gert Dammer, Huib Boekelmann, Jojanneke Hendriks (Inholland University of Applied Sciences, Diemen, Netherlands)</i>		
12.30-13.30	Lunch		
13.30-14.30	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> Session 5.1 Student Engagement in Professional Skills Development Room 1.208 </td> <td style="width: 50%; vertical-align: top;"> Session 5.2 Assessment and student success Room 1.210 </td> </tr> </table>	Session 5.1 Student Engagement in Professional Skills Development Room 1.208	Session 5.2 Assessment and student success Room 1.210
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15.00-16.00	<p>Workshop 3: Are we exploiting the educational opportunities of educational technology sufficiently? Room 2.017A <i>David Laughton (Sheffield Business School UK, Sheffield, UK)</i></p>
16.00-17.15	<p>Pop-Up Conference Facilitated by Steve Reeve, Brighton Business School. HU Square, 1st floor <i>The return of a popular aspect of the annual conference, the EDiNEB Pop-up Conference wants to take the best from open conferencing techniques. It will allow space for the airing of passionately held topics; emergent and nascent ideas; part-formed future papers and wild concepts. Find friends, critics and followers for the issues you wouldn't normally dare raise at conference. New disciplines could start here!</i></p> <p><i>With its emphasis on energetic conversation, the self-organised pop up conference will generate its own trail of off-the-radar discussions for future reflection and refinement. Unleash the spontaneity and run with the moment, grab this pop up with both hands!</i></p>
18.45 onwards	<p>Conference Dinner <i>Colour Kitchen, Oudegracht 214, 3511 NS Utrecht</i></p>

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FRIDAY, 2 JUNE 2017	
09.30-10.00	Welcome/coffee/tea conference participants
10.00-11.15	Facilitated Discussion by Nils de Witte and Meine Jansma HU Square, 1st floor
11.15-11.45	Best Paper Award, Reflections and Close Room 2.017A
12.00 onwards	Lunch Food court, Ground Floor