

Conference

**‘DYNAMIC ENTREPRENEURSHIP IN DEVELOPING COUNTRIES’**

**Eindhoven, 18th November 2016**

*Eindhoven University of Technology, Traverse Building, Dorgelozaal Room*



**Organization:** Gerrit Rooks, Giacomo Solano & Henny Romijn (*School of Innovation Sciences, Eindhoven University of Technology*)

**Partners:**



Eindhoven Centre for Innovation Studies



Netherlands Organisation for Scientific Research

## Conference description

Many small enterprises in developing countries are true subsistence activities pursued for sheer lack of more productive work opportunities. Yet, there are some that do have growth potential. The problem is that such dynamic enterprises (labelled „gazelles“ by some<sup>1</sup>) often operate “under the radar” in the informal sector just like the survivalist businesses, being unable to spread their wings due to a number of barriers, such as the lack of access to credit.<sup>2</sup> In this working conference, we focus on the question how innovative and dynamic entrepreneurship in developing countries can be explained and boosted. A first question is “***What are the main social, economic and cultural factors that hinder and/or favour dynamic entrepreneurship?***” For example, “negative social capital” is one of those important barriers. Sub-Saharan African, especially rural areas is characterized by a collectivistic culture. Strong norms about mutual assistance exist within “extended families”. Profit is not invested in new products, new processes or exploration, but in the family.

A recent promising strategy is the use of new technologies - social media and mobile phone apps in particular.<sup>3</sup> Mobile phones have had a profound effect in the daily lives of their users, and they have been recognized as a potential tool for poverty alleviation and overcoming inequality. As pointed out in a 2012 report on mobile technologies commissioned by the World Bank, “mobile applications not only empower individual users, but they also enrich lifestyles and livelihoods”.<sup>4</sup> Indeed, the so called “mobile revolution” has led many institutions, practitioners, and researchers to understand mobile phones as means to improve systems and services, especially in underserved contexts in different areas: education and information access, health, agriculture, etc.<sup>5</sup> This leads to the second question that is a theme in this working conference: “***How can ICT technologies support dynamic entrepreneurship?***”. New developments, especially mobile phone apps (e.g. icow app) are promising technologies to help entrepreneurs. For example, mobile money can help the financial management of an enterprise, but can also help alleviate social problems. Women can use mobile money to hide money from abusive husbands. Another way those apps can help is the increase the social capital of entrepreneurs that are often locked in close knit family networks.

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<sup>1</sup> See, e.g., Paul Nightingale and Alex Coad (2013) ‘Muppets and gazelles: political and methodological biases in entrepreneurship research’. *Industrial and Corporate Change* 23 (1): 113–143.

<sup>2</sup> Trulsson, P. (2002) ‘Constraints of growth-oriented enterprises in Southern and Eastern African region. *Journal of Developing Entrepreneurship* 7: 331-339.

<sup>3</sup> E.g. Frempong, G. (2009) ‘Mobile telephone opportunities: The case of micro and small enterprises in Ghana’, *INFO*, 11: 79-94.

<sup>4</sup> World Bank (2012) ‘Information and Communications for Development 2012: Maximizing Mobile, Washington, DC: World Bank, p.3.

<sup>5</sup> Banks, K., McDonald, S. M., & Scialom, F. (2011) ‘Mobile Technology and the Last Mile: ‘Reluctant Innovation’ and FrontlineSMS’, *Innovations: Technology, Governance, Globalization*, 6(1), 7–12.

## Agenda

9-9.15 *Welcome and registration*

9.15-9.30 [Introduction: the ‘Muppets to Gazelles’ project](#), by Gerrit Rooks

### Session 1. Dynamic Entrepreneurship in developing countries

*Chair: H. Romijn*

Timeslot		Paper	Speaker
9:30	10:00	<u><a href="#">Entrepreneurship and innovation in developing countries</a></u>	<b>Cees van Beers</b> (TU Delft/CFIA)
10:00	10:30	<u><a href="#">Innovation and Growth, Raising Productivity in developing countries: a comparative perspective</a></u>	<b>Joris Knobem</b> (Radboud University)
10:30	11:00	<u><a href="#">Why the Gender Dynamics in Women's Entrepreneurship Matter</a></u>	<b>Saskia Vossenber</b> (Institute of Social Studies/CFIA)
11:00	11:15	Coffee break	
11:15	11:45	<u><a href="#">Female entrepreneurship in rural Uganda</a></u>	<b>Henny Romijn</b> (TU Eindhoven) & <b>Sarah Kyejjusa</b> (MUBS)
11:45	12:15	<u><a href="#">Social capital in developing countries: Insights from Ugandan entrepreneurs</a></u>	<b>Giacomo Solano &amp; Gerrit Rooks</b> (TU Eindhoven)

12.15-13.30 **Lunch break** (ECIS conference room, IPO building)

**Session 2. Innovation and new technologies for dynamic entrepreneurship in developing countries**

*Chair: G. Rooks*

Timeslot		Paper	Speaker
13:30	14:00	<a href="#">The role of cognitive resources in the use of mobile financial services</a>	<b>Rebecca Kiconco</b> (MUBS)
14:00	14:30	<a href="#">Mobile Money Agents as Entrepreneurs?</a>	<b>Iva Peša</b> (Leiden University/CFIA)
14:30	15:00	<a href="#">Information Systems and SMEs in developing countries</a>	<b>Richard Duncombe</b> (University of Manchester)
15:00	15:15	Coffee break	
15:15	15:45	<a href="#">ICT and innovation as a key to success? Case studies of innovative start-ups in Kenya and Nigeria</a>	<b>Miguel Heilbron</b> (Social Innovation Works)
15:45	16:15	<a href="#">The Challenges Marketplace on-line platform</a>	<b>Madeleine White</b> (Challenges Worldwide)

16.15-16.30 **Conclusive remarks and future challenges**, by G. Rooks

16.30-17.30 **Networking cocktail**

## List of participants

<b>Participant name</b>	<b>Affiliation</b>
Abega Martial	Catholic University of Central Africa
Barbieri Alan	Enclude Solutions
Bierling Paul	Eindhoven University of Technology
Boersma Carin	Oxfam Novib
Chen Ying	University of Southern Denmark
de Bruin Camiel	Eindhoven University of Technology
Dekker Marleen	University of Leiden/INCLUDE
Duncombe Richard	Manchester University
Dundas Neriva	Eindhoven University of Technology
Groenewoudt Aleid	Eindhoven University of Technology
Guo Jia	Eindhoven University of Technology
Heilbron Miguel	Social Innovation Works
Huaracha Magana C.K.	Eindhoven University of Technology
Ivanova Stela	Eindhoven University of Technology
Jongen Rachelle	Eindhoven University of Technology
Kammeraat Karen	Brilliant Entrepreneur project
Kazimierczuk Agnieszka	University of Leiden
Kiconco Rebecca	Makarere Univeristy Business School
Knoben Joris	Radboud University
Kocornik-Mina Adriana	Wageningen University
Kubo Alice	University of Leiden
Kyejjusa Sarah	Makarere University Business School
Leliveld André	Leiden University/Centre for Frugal Innovation in Africa
Loonen Pieter	Eindhoven University of Technology
Marchand Katrin	Maastricht University
Marra Lucia	TMC
Mubarok Muhammad Husni	Eindhoven University of Technology

Oomens Ivette	Technopolis Group
Oprins Jorien	University of Amsterdam
Ozturk Sultan Cetin	Eindhoven University of Technology
Pacheco Osmar	Eindhoven University of Technology
Peša Iva	Leiden University/Centre for Frugal Innovation in Africa
Rajappa Raghu	Eindhoven University of Technology
Rijk Marlou	Enclude Solutions
Romjin Henny	Eindhoven University of Technology
Rooks Gerrit	Eindhoven University of Technology
Saad Muhammedamin	Wageningen University
Sleurink Eline	Leiden University
Solano Giacomo	Eindhoven University of Technology
van Beers Cees	Delft University of Technology/Centre for Frugal Innovation in Africa
van Dok Yvette	Brilliant Entrepreneur project
van Houtert Benedicte	Eindhoven University of Technology
Van Mellaert Lien	Oxfam Novib
Vossenbergh Saskia	International Institute of Social Studies/Centre for Frugal Innovation in Africa
Wantsusi Michael	Uganda National Agricultural Research Organization (NARO)
White Madeleine	Challenges Worldwide
Zijlstra Fêdde	Eindhoven University of Technology