



>REF(L)ECTORY<

ENTREPRENEURSHIP AND BEYOND @ VIADRINA

**MON
12
SEPT**

10-12 UHR | HG 104

UNPACKING THE AGENDA

Introduction to the topics and warm-up session.
No registration required!

14-16 UHR | HG 104

DESIGN THINKING WORKSHOP

Design Thinking is a process of finding innovative solutions based on the combination of creative and analytical approaches. Experience all stages of the process.

**TUE
13
SEPT**

14-16 UHR | HG 104

A NARRATIVE APPROACH TO ENTREPRENEURSHIP

Narratives are at the heart of any value proposition. How can we better understand, analyze and produce stories about our businesses?

Limited seats available - Registration required!

**WED
14
SEPT**

16 - 18 UHR | HG 104

VIDEO ANALYSIS

Entrepreneurs are known as early adopters of the latest technological trends in the media. Therefore, they often use video formats for communication purposes. In this workshop, the participants discuss the relevance of video data for entrepreneurship research and how scholars can collect and analyze such data.

Limited seats available - Registration required!

**THU
15
SEPT**

10-16 UHR | HG 104

ACCELERATOR RESEARCH GROUP MEETING

Round table with international guests discussing the means and developments of accelerators in the current start-up economy.

Limited seats available - Registration required!

**FRI
16
SEPT**

14-16 UHR | BERLIN

SMS EXTENSION WORKSHOP

“The Institutional and Cultural Context of Entrepreneurship” at the Factory in Berlin. The Workshop will be hosted by the joint doctoral program “Dynamic Capabilities and Relationships” of the European-University Viadrina and the German Graduate School for Management and Law (GGS), Heilbronn.

Registration | Info: www.strategicmanagement.net

**SAT-TUE
17-20
SEPT**

4 DAYS IN BERLIN

STRATEGIC MANAGEMENT CONFERENCE WITH POP-UP MEETINGS

How can our strategic management discipline contribute to addressing these real-world challenges? How can we ensure that our research is practically relevant?
Closed conference, only for strategy scholars.

Registration | Info: www.strategicmanagement.net

**THU
22
SEPT**

14-16 UHR | HG 104

POP-UP STORES

Pop-Up Store: the future of fashion retail or marketing trick?

Limited seats available - Registration required!

**FRI
23
SEPT**

10-16 UHR | LH

NEUE ZEITEN @ THE REF(L)ECTORY

Closed session for invited guests only!

Discussion round on the strategic trajectories in the media industry at the Logensaal.

CFE^R
Centre for Entrepreneurship Research

**REGISTRATION UNTIL SEPT 10TH 2016:
WWW.WIWI.EUROPA-UNI.DE/CFER**