



MAY 24TH 2019

Research Area Cnr - Via P. Gobetti 101 - Bologna, Italy

15.00 - 17.00

RESEARCH, INNOVATION AND ENTREPRENEURSHIP



AMBO ADV

WORKSHOP PROGRAMME

CHAIR: **Gianna Avellis**
ITWIIN President and MCAA GEMS WG

H 15.00 Welcome address by CNR

H 15.10 **KEYNOTE SPEECH**
PIERO FORMICA
**Research, Innovation,
Entrepreneurialism, and
Business**

Professor and Senior Research
Fellow, Innovation Value
Institute, Maynooth University,
Ireland.

H 15.30 **NATALIA BALCAZAR**
MCAA GEMS WG

Founder and CEO of
ENVIROpro – European
Environmental Project
Management and Skills Route,
Dusseldorf, Germany.

H 15.45 **CARLA FERRERI**
ITWINNER and Senior Researcher
Consiglio Nazionale delle Ricerche
Research Area of Bologna - Italy.
Founder and CEO of the
spin-off company LIPINUTRAGEN

H 16.00 **GIULIANA GAVIOLI**
Restauratrice, Presidente di CNA
Impresa Donna di Modena

H 16.15 **JESSICA MORELLI**
Fotografa e Formatrice, Presidente CID
CNA Impresa Donna Ferrara

H 16.30 **CARLO ANTONINI**
Marie Curie Alumni Association (MCAA)
MCAA Italy Chapter and BSB WG
Scientific director start-up ApiTech

H 16.45 **RUI GUIMARES**
MCAA GEMS WG

H 17.00 **JENNY LIND ELMACO**
MCAA GEMS WG

H 17.15 Coffee Break



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RESEARCH, INNOVATION AND ENTREPRENEURSHIP

Research is the act of exploration that starts escaping the knowledge map drawn from past discoveries and received by researchers who are preparing to change it. Entrepreneurialism is the act of Innovation after Research. But not only that, since Innovation is not confined within the fence of science and technology. Equally important is the social innovation descending from the cultural roots and from the institutional framework which, to varying degrees, favours or discourages Entrepreneurialism. The imagination of Entrepreneurialism is unlimited, while Business moves within the confines of the knowledge received.



PROFESSOR PIERO FORMICA

Professor Piero Formica started his career as an economist at the OECD Economic Prospects Division in Paris, then moving to academic institutions. Professor Formica is Founder of the International Entrepreneurship Academy and was Professor of Economics with a special focus on innovation and entrepreneurship at the Jönköping International Business School in Sweden. He is currently a Senior Research Fellow of the Innovation Value Institute at the Maynooth University in Ireland where he leads an international research team on experimentation and simulation of high-expectation start-ups. He is Adjunct Professor of Knowledge Economics, Innovation and Entrepreneurship at the Faculty of Entrepreneurship, University of Tehran (Iran), and a Guest Professor at the University of Tartu (Estonia) where he held the Marie Curie Professorship at the Faculty of Economics and Business Administration.

Professor Formica received several awards and honors that include a Honorary Professor bestowed by the University of Mar del Plata (Argentina), a Guest Professor at King Saud University (Saudi Arabia) and at Curtin University of Technology, Curtin Business School (Perth, WA); a Special International Professor of Knowledge Economics and Entrepreneurship at Beijing University of Aeronautics and Astronautics (China); an International Professor of Knowledge Economics and Entrepreneurship at the Higher Colleges of Technology,

United Arab Emirates; a Senior Research Fellow of the Enterprise Research and Development Centre Business School at the University of Central England in Birmingham; a Visiting Professor of Knowledge Economics and Entrepreneurship at the Jean Monnet Faculty of Political Studies (Second University of Naples, Italy); a member of the Advisory Council of the Institute for Enterprise and Innovation at the University of Nottingham, and a member of the Board of Governors of the University of Bologna, Italy, where he held the professorship of Economics of Innovation in the Masters of Business Law and Technology Management.

Professor Formica received the Innovation Luminary Award 2017 from the Open Innovation Strategy and Policy Group for his work on modern innovation policy.

Professor Formica serves as board member of Industry & Higher Education; the International Journal of the Knowledge Economy; the International Journal of Social Ecology and Sustainable Development; the Journal of Global Entrepreneurship Research; the South Asian Journal of Management; and Frontiers in Education. He writes for the digital edition of Harvard Business Review. Professor Formica has extensively published in the fields of knowledge economics, entrepreneurship and innovation.