

»Networks in changing business ecosystems«

8th International Research Symposium Europa-Universität Flensburg [HYBRID], July 2-3, 2025

Venue

Hybrid (online and in-person)
symposium at Europa-
Universität Flensburg,
Germany, held on July 2-3,
2025



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**Europa-Universität Flensburg - Auf dem Campus 1 - Flensburg - building HELSINKI
[HEL 066 or online]**

WEDNESDAY, July 02, 2025

13.30-13.45 Getting in touch & Coffee

13.45-14.00 Welcome and Introduction to the Research Symposium (Susanne Royer)

14.00-14.30 Impulse & Key Note Presentation I: Exploring the relevance and useability of academic entrepreneurial research: An ecosystem perspective? (Kerry Brown, Edith Cowan University, Perth, Australia; co-authors: Jalleh Sharafizad, Violetta Wilk, Fleur Sharafizad, Janice Redmond, Edith Cowan University, Perth, Australia)

14.30-15.30 Research Session I: Nascent green tech ecosystems (Chair: Susanne Gretzinger)

The role of organizations for the development of green technologies: a focus on uniqueness of combination (Stefano Basilico; Gran Sasso Science Institute, Italy & Nils Grashof; Friedrich-Schiller-University Jena, Germany)

Implementing hydrogen projects in complex socio-economic environments (Frank Schiller, Britta Kastens & Katharina Prehn; FH Westküste, University of Applied Science, Heide, Germany)

Business models in nascent green tech ecosystems - what can we learn from hydrogen-powered trucks in the North Sea Region (Susanne Royer & Sebastian Wirth; Europa-Universität Flensburg, Germany)

15.30-15.45 Coffee

15.45-16.15 Impulse & Key Note Presentation II: Towards a German-Danish hydrogen ecosystem (Hanne Klintøe, Head of PtX Development, Aabenraa Kommune, Denmark)

16.15-16.45 Concluding Round Table Discussion: Challenges for green tech ecosystems (Chair: Kerry Brown)

19.30-21.30 Flensburg Walk & Dinner

THURSDAY, July 03, 2025

09.30-09.45 Welcome & Coffee

09.45-11.05 Research Session II: Rural ecosystems and eco-innovation (Chair: John Burgess)

Cooperatives, circular economy and eco-innovation in the Asia Pacific (Sidsel Grimstad, Griffith University, Queensland, Australia)

Local Government Career Pathways and the Development of a Workforce Toolkit for Regional South Australia (Roslyn Cameron, John Burgess, Ben Archer, Simon Millcock & Peter Graves, Centre for Organisational Change and Agility, Torrens University, Adelaide)

Policy Transfer and Financial Innovation in Agricultural Climate Adaptation: Insights from Moldova (Thies R. Popp, Fachhochschule Kiel, University of Applied Science, Kiel, Germany)

The artist-artisan village entrepreneur: Understanding rural entrepreneuring as embedded practices in and interaction with nature (Birgit Leick; USN Handelshøyskolen, Norway & Gesine Tuitjer; Thuenen Institute for Rural Research, Hannover, Germany)

11.05-11.20 Coffee

11.20-12.00 Research Session III: Digital ecosystems (Chair: Nils Grashof)

GenAI in B2B customer journeys (Sadia Soltani, Lukas Paul Achatius Galke & Susanne Gretzinger; University of Southern Denmark)

The interaction of on-line and off-line touchpoints during the customer journey: Empirical findings from business firms in Southern Jutland (Susanne Gretzinger, Anna Marie Dyhr Ulrich & Simon Fauser; University of Southern Denmark (SDU))

12.00-12.45 Coffee & Sandwiches

12.45-13.45 Research Session IV: Ecosystem innovation for sustainability (Chair: Mads Bruun Ingstrup)

Interaction of layers to enable collaborative innovation in ecosystems (Tove Brink, University of Southern Denmark)

Competitiveness through sustainable business model innovation: The case of the Northern German apparel industry (Maike Simon & Susanne Royer; Europa-Universität Flensburg, Germany)

Sustainable business model innovation in business ecosystems: Strategy and innovation for transformation (Tjark Göllner, Berlin School of Economics and Law, Germany)

13.45-14.00 Conclusions - summary - future research agenda (facilitated by Maike Simon)

14.00 Research Symposium concludes