INNOVATION AND ENTREPRENEURSHIP
AT NORD UNIVERSITY BUSINESS SCHOOL 2017
Celebrating 30 years of Entrepreneurship research

For more than 30 years, Bodø has been a stronghold for entrepreneurship research in Norway. In 2017, the research group is stronger and more vital than ever.

The research group in innovation and entrepreneurship conducts basic research and more applied research on various topics within entrepreneurship and innovation. We are consistently working with several research projects. Nord University Business School represents the Norwegian partner in the Global Entrepreneurship Monitor (GEM), and currently conducts large research project on research-based spin-offs, new technology-based firms, tourism entrepreneurship and innovation, entrepreneurial opportunities, public sector innovation, innovation policy, university-industry collaboration, and gender perspectives to entrepreneurship and innovation. Other key research topics are entrepreneurial intentions, new venture start-up processes, new venture growth, social entrepreneurship and entrepreneurship education. Overall, the group’s research has led to a wide scope of articles published in reputable scientific international journals, books, articles in books and popular science publications.

Nord University Business School and Nordland Research Institute represent a vibrant and active research environment with a strong international orientation. The faculty participates actively in international research conferences and networks. Further, we benefit from a strong team of affiliated international scholars, as well as many visiting scholars over the years.

In this booklet, you can learn more about the faculty working in areas related to entrepreneurship and innovation at the Nord University Business School and the Nordland Research Institute. You can read about our history, our faculty, our international orientation and some of our ongoing research projects.
Entrepreneurship and innovation at Nord University Business School

Established in 1985, Nord University Business School developed a strong focus on entrepreneurship and innovation from the outset. Early commitment is bearing fruits, and the Business School has since developed to become Norway’s leading institution of entrepreneurship research. We are pleased to present our faculty, collaborations and research activities to you in this publication.

Entrepreneurship and innovation is among the top strategic areas of Nord University and the Nord University Business School. The aim is to further develop even stronger research activity in this area. Nord University and the Business School are strongly committed to promoting entrepreneurship and innovation in research, education and industry relations. We are welcoming everyone that have a passion for entrepreneurship to become a part of our group, as student, PhD candidate, faculty or collaborator.

Erlend Bullvåg
Dean
Nord University Business School

Einar Rasmussen
Head of Division
Nord University Business School
Lars Kolvereid is professor of entrepreneurship. He has been at Nord University Business School since its very beginning as Bodø Graduate School of Business (Siviløkonomutdanningen i Bodø - SiB) in 1985.

“We have a lot to thank our first dean, Professor John Skår, for. From day one he was determined that the course should focus on innovation and entrepreneurship, or “implementation” as it was known in the early years. Bodø was the first Norwegian commercial college to teach innovation and entrepreneurship, and it was to take a long time before the others followed suit. In a European context, too, Bodø was an early starter. Professor Skår was always internationally oriented,” says Kolvereid.

Nord University Business School is the country’s third biggest school of business offering economics and administrative courses up to PhD level. Since 1985, several thousand students have graduated from the school of business, and thus far 59 candidates have presented their doctoral theses there. A considerable number of these PhDs have been in entrepreneurship.

A number of studies commissioned by the Research Council of Norway and carried out by the analyst company Damvad, place the Bodø community at the highest level in Norway when it comes to research into entrepreneurship: Nord University Business School in first place, the Nordland Research Institute at fourth. Altogether then, the Bode community clearly constitutes the strongest research community in this field in Norway. The studies measure the number of publications issued, and how often these are cited by others. In another evaluation report, covering research into innovation, Bodø also ends up at the top.

“We publish as much as we can, take part in the most interesting international conferences and try to attract international confer-
ences to Bodo. This provides us with a solid network. When the Babson Conference 2016 looked to Norway, it was obvious their choice would be Bodo,” says Associate Professor of Entrepreneurship, Espen Isaksen.

They point out close collaboration with the Nordland Research Institute and the Norwegian University of Science and Technology (NTNU) as a key success factor. They also call attention to their own university’s will to succeed.

Lars Kolvereid describes a subject that has ripened a great deal over the past 30 years, but which, in his opinion, still does not enjoy the recognition it deserves in academia.

“Entrepreneurship is not considered scientific enough,” he maintains.

“Has Nord University Business School helped change Norway?”

“Yes, but sometimes it has happened via other countries.” Kolvereid hints, referring to a time when he held a lecture at a crowded cinema in Stockholm.

“A question was raised among the audience: How can we get Sweden up to speed? My answer came instantly: Increase economic security for the founders of businesses, and make it easier to start limited companies. The Swedes followed my advice, and gradually so did Norway,” he concludes.

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RESEARCH PROJECT

**R&D-based entrepreneurial opportunities**

**Project period:** 2016–

**PROJECT AIM:** Project examines characteristics of entrepreneurial opportunities and their exploitation by small and large firms in Norway. The empirical data constitutes a longitudinal database over approx. 30,000 R&D and innovation projects which we conceptualize as the empirical manifestation of entrepreneurial opportunities.

**PROJECT TEAM:** Tommy Høyvarde Clausen (project leader), Gry Agnete Alsos, Roberto Rivas Hermann, Karin Andrea Wigger, Tadeu Nogueira and Eleni Georgiadou

**COLLABORATING PARTNER:** Research Council of Norway, SkatteFUNN

**FINANCING:** Internal
Courses in innovation and entrepreneurship at Nord University Business School

The Division of Innovation and Entrepreneurship is responsible for teaching and mentoring in innovation and entrepreneurship at the bachelor’s, master’s and PhD levels, including executive education (MBA). The staff are also involved in teaching and mentoring in other subjects such as research methods, organization, management, strategy, communications and information technology. Training portfolio includes both required and elective courses.

The Division is responsible for the profile in entrepreneurship and small business management at the bachelor level and major in entrepreneurship and innovation in the Master of Science program. We also offer a course in entrepreneurship for students who plan to set up their own business open to students of all faculties. We annually supervise a high number of bachelor and master theses. A lot of the doctoral students graduating from the Business school are also supervised by staff from this division.
Nord University Business School offers the following courses related to innovation and entrepreneurship as part of programs at the campuses in Steinkjer, Mo i Rana and Bodø:

**BACHELOR**
- Introduction to entrepreneurship and development of ideas (EK239E)
- International entrepreneurship (EK220E)
- Bachelor thesis in international entrepreneurship (EK206E)
- Knowledge-based business (II203E)
- Bachelor thesis in knowledge-based business (EK2013E)
- Business development and small firm leadership (LED1002)
- Organizational Behavior, HRM and Entrepreneurship (ØKO1421)
- Innovation and Entrepreneurship, Theory - and practical based (ØKO3662)
- Management and Entrepreneurship in agriculture (HUS2151)

**PHD**
- Foundations and Future Perspectives in Entrepreneurship Research (DR430E)
- Literature review for academic writing in business and innovation management (MET9003)
- Perspectives in innovation research (DR442)
- Meta-analysis: Beyond data synthesis (MET900)

**MASTER OF SCIENCE IN BUSINESS/MASTER IN BUSINESS ADMINISTRATION**
- Marketing and entrepreneurship (MF309E)
- Innovation and entrepreneurship: Person, firm and process (II303E)
- Business development (OR329E)
- Entrepreneurship, strategy and innovation management (II302E)
- Master Thesis in entrepreneurship and innovation management (BE307E)
- Technology based innovation and entrepreneurship (EK360E)
- Sustainable innovation (EK361E)
- Leadership, teamwork and change in technology driven companies (OR340E)
- Finance of business development (EK372E)

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For more information, please visit [www.nord.no](http://www.nord.no) or contact our student councilors:

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The world is changing. “More engaging education will enable students to cope with change and obtain the necessary skills to seize the opportunities that come from change. At Engage, Nord University and partners at NTNU will develop and explore teaching methods that promote entrepreneurial skills and mindsets.”

This according to Professor Gry Agnete Alsos and Assistant Professor Bjørg Riibe Ramskjell. It was a big day for Nord University when NOKUT decided to award a Centre for Excellence in Education in entrepreneurship. The center, called Engage, is a joint venture of five partners, four from NTNU and Nord University Business School. The center leader is Professor Roger Sørheim at NTNU, who also has an adjunct position with Nord Business School.

Engage - Center for Engaged Education through Entrepreneurship - is an interdisciplinary research and development center established to explore entrepreneurship as a method in university education.

“The partners in this project already excel in various fields of entrepreneurship, and we now have the resources to work systematically to become even better. The investment is long-term with NOK 6.8 million per year over a five-year period, and with the possibility for another five years of funding. In addition, both NTNU and Nord University contribute from respective budgets. The education system in Norway is governed by the Norwegian qualifications framework, which states that all students should learn to develop and participate in innovation processes. This is our response to that imperative. In addition to developing our current study programs in entrepreneurship, we will promote the development of entrepreneurial skills and mindsets in other study programs. This is not about creating super entrepreneurs. All industries face changes and need to be able to work focused and creatively to solve their challenges,” says Alsos.

As the title of the center indicates, creating engagement is central.
“We will develop new and more engaging teaching methods, including student-active learning. Everyone knows that the best learning takes place when the students themselves are active in their learning processes, but how does one achieve this? We will test and develop methods for engaging students in their own learning. We will measure short-term results, such as student satisfaction, and long-term results: What did the students really learn?” says Riibe Ramskjell.

It is not enough to learn about entrepreneurship. Engage is about developing skills and the ability to act. “Students must learn how to discover opportunities and dare to seize them, even when they are uncertain about the right thing to do. If you spend too much time thinking about it, it might be too late. Student involvement is a core element in Engage. One of the five partners is the student organization Spark NTNU, which guides students who want to start their own business”, says Riibe Ramskjell.

Entrepreneurial skills and mindset is about attitudes and a way of thinking, as well as the ability to implement changes.

- It can be learned, they emphasize, and add:

- We will educate change agents!

- And if I come back to interview you when this ten-year period is ending - what will I meet here at the Nord University Business School?

- Rooms flourishing with activity, study programs that stimulate creative thinking and action, and students graduating with excellent entrepreneurial skills. You will definitely see the difference,” says Gry Agnete Alsos.
Nordland County Council has come up with the money to fund eight research fellows in order to achieve more research and more researchers in the county. All the projects deal with innovation, and the research fellows will be employing an interdisciplinary approach.

“The decision to do this is actually quite fantastic. Our County Council is good at interacting with research communities, and was quick to launch its first R&D strategy. The funding for the research fellow programme was granted in conjunction with this strategy, which is valid from 2013 to 2025,” says Professor of Entre-
The PhD fellowship program ensures that Nordland will have more researchers. This is something we need,” say Professor Gry Alsos (left) and co-ordinator Inger Wassmo of Nord University Business School.

The PhD fellowship program Nordland Project period: 2015-2018

PROJECT AIM:
The program has innovation as overall profile and includes eight PhD fellowships in various disciplines, all addressing key challenges related to innovation in the public and private sectors in Nordland County. In addition to the PhD projects, the program covers various joint activities with a focus on innovation, including PhD course, seminars and user interaction.

PROJECT TEAM:
Gry Agnete Alsos (project leader), and Inger Wassmo (co-ordinator)

COLLABORATING PARTNER:
Nordland Research Institute and UIT The Arctic University of Norway

FINANCING:
Nordland County administration

entrepreneurship and Innovation at Nord University Business School, Gry Alsos.

She describes Nordland as a county with lots of trade and industry, a relatively low level of education and only a small amount of research carried out per inhabitant.

“The latter shows, amongst other things, the need for researchers. The grant from the County Council was used to fund one research fellow for every subject area in Nordland with a doctorate. Three of the projects were aimed at innovation in the public sector, but all of them come in under the label of innovation,” says Alsos.

The first research fellow was appointed in January 2015, the eighth one year later.

“The research fellow programme is intended to be more than just eight separate PhD projects. We arrange gatherings so that the eight can get to know each other better. Discussing projects independent of subject area is an unfamiliar process, but it stimulates a completely different type of question. I think the participants probably find it quite difficult, but they are extremely positive and are learning a great deal,” says Alsos, subsequently telling us how a biologist asked a sociologist, “How do you actually carry out research?”

The major part of the research fellow programme is, of course, mainly about each individual fellow’s research. At the gatherings, however, they do attend some joint classes together, on innovation, for instance.

When the eight projects are finished in about 2018, the research fellow programme will be over.

“Given the more rigorous demands made on the universities, the programme will also help to secure our community and make it more robust,” she adds

“Will this change Nordland?”

“Nordland will gain eight new doctorates. We hope, of course, that several of them will remain here. During the programme they will be exposed to the people of Nordland and their local communities. They will enter into dialogues with local authorities and businesses. We hope that this will tempt them to stay. The fact that an ever increasing number of Doctors are working outside academia, also increases understanding of how important it is to work together with researchers,” says Alsos.
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INTERESTS: Entrepreneurial behavior and new venture start-up processes, entrepreneurial opportunities, gender perspectives to entrepreneurship and innovation, and entrepreneurship education.
RESEARCH PROJECTS: Entrepreneurship in experience-based tourism, Empirical research on entrepreneurial effectuation, R&D-based entrepreneurial opportunities, Engage research on entrepreneurship education.
TEACHING: Teaching and Master/PhD supervision in entrepreneurship and innovation.

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INTERESTS: Entrepreneurial behavior and new venture start-up processes, entrepreneurial finance, Entrepreneurial passion, the influence of social processes on firm growth.
RESEARCH PROJECTS: Entrepreneurial finance from the perspective of the entrepreneur, the entrepreneur – investor relationship, entrepreneurial passion and capital procurement, Incubators and their firms.
TEACHING: Teaching and supervision in entrepreneurship and innovation.

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RESEARCH PROJECTS: Technology transfer, technology-based entrepreneurship and innovation.
TEACHING: Entrepreneurship, business ethics, leadership and organization at bachelor and master level.

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INTERESTS: Strategic management, entrepreneurship and industry development with main focus on the following industries: fisheries, aquaculture, agriculture, oil&gas, and shipping.
RESEARCH PROJECTS: Offshore field logistics management, maritime preparedness and emergency management. Author of more than 170 publications and has been responsible more than 40 research projects.

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INTERESTS: New technology based firms, women entrepreneurship, new business creation processes, entrepreneurial intentions, education and entrepreneurship.
TEACHING: Entrepreneurship and innovation, Research methods, Bachelor and Master levels.

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INTERESTS: Entrepreneurship, Entrepreneurship education, active teaching methods and network.
RESEARCH PROJECTS: Engage

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RESEARCH PROJECTS: Incubators and incubated firms, R&D-based entrepreneurial opportunities, Drivers and barriers in public sector innovation, Technology transfer, technology-based entrepreneurship and innovation, Entrepreneurship in experience-based tourism, Empirical research on entrepreneurial effectuation, Gender and innovation in Norway.
TEACHING: Research Methods. Entrepreneurship and innovation, Master/PhD supervision in entrepreneurship and innovation.
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**INTERESTS:** New venture teams, emergent cognitive states, knowledge-based capabilities, new technology-based firms.  
**RESEARCH PROJECTS:** Emergence and performance of new technology-based firms: The role of team mental models and transactive memory systems.  
**TEACHING:** supervision in entrepreneurship and innovation.

**DIVISION:** Innovation and entrepreneurship, Campus Steinkjer  
**EDUCATION:** MSc Applied Economics (University of Minnesota), PhD (UiN)  
**INTERESTS:** Innovation and entrepreneurship in rural areas, strategic alliances and network, social entrepreneurship, SMB, local food, factor influencing value creation and capturing  
**RESEARCH PROJECTS:** Green entrepreneurship and innovative environments in the Mid-North, Slow Adventure in Northern Territories, Business models stabilizing income from hunt resources  
**TEACHING:** Entrepreneurship and management, Rural entrepreneurship, Research methods, Bachelor and Master thesis supervision, Agricultural business and markets

**DIVISION:** Market, Strategy and Management, Campus Bodø  
**EDUCATION:** Dr. Polit, UiTø  
**INTERESTS:** Innovation and management within service and experience based sectors; network driven innovation; experience design; testing as methods in the innovation process; gender and innovation; knowledge and learning; sustainable development/ value creation; Management challenges; Quality.  
**RESEARCH PROJECTS:** Innovation and learning within and across experience-based firms; DMO re-organizing; A science based quality system for experience based tourism; Making science based research on testing during innovations into applied tools;  
**TEACHING:** Innovation and management in service and experience sectors; qualitative research methods; general organization and management theory. Bachelor/Master/PhD supervision in innovation and management

**DIVISION:** Innovation and Entrepreneurship, Campus Steinkjer  
**EDUCATION:** BScH, Computer Science, Heriot Watt University, MSc, NTNU  
**INTERESTS:** eHealth, Cognitive Flexibility and opportunity recognition, Knowledge entrepreneurship  
**RESEARCH PROJECTS:** Web application for measuring inhibitive behaviour, using low cost touchscreen devices, Non invasive, automated system to measure development of attention and social skills in children  
**TEACHING:** Knowledge development with ICT, Quality Management
INNOVATION AND ENTREPRENEURSHIP

NORD UNIVERSITY BUSINESS SCHOOL

DIVISION: Market, Strategy and Management, Campus Bodø
EDUCATION: MSc International Development Studies Wageningen University, PhD Nord University
INTERESTS: The tourism experience sector. The role of innovation, knowledge sharing, networks and values in the evolution of organizations. I am especially interested in co-creation of knowledge and innovation.
RESEARCH PROJECTS: Sustainable future of Norwegian experience-based tourism. Innovation in nature based tourism and whale-watching; the role of values in innovation projects.
TEACHING: Management, Ecological Economics, bachelor and master supervision in organization, management and ecological economics

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INTERESTS: Entrepreneurial opportunities; Business-to-business marketing. Eco-innovation; Maritime industry; Sustainability; Business models.
RESEARCH PROJECTS: R&D-based entrepreneurial opportunities: characteristics, exploitation, efforts and results.
TEACHING: Research methods, Maritime project and team management, Supervision at BSc and MSc levels.

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INTERESTS: Innovation in the public sector; entrepreneurial opportunities, Organisational routines, capabilities, and their microfoundations, Austrian School of Economics.
RESEARCH PROJECTS: Innovation in the public sector: entrepreneurial opportunities in the public sector, the role of dynamic capabilities in innovation in the public sector.
TEACHING: Business Strategy.

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TEACHING: Business Strategy.
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INTERESTS: Innovation, including fields like innovation-cooperation, environmental innovation and coopetition.
RESEARCH PROJECTS: Technology-based entrepreneurship and innovation, cooperation between competing industrial firms in Norway, university-industry collaboration.
TEACHING: Research methods. Sustainable Innovation. Bachelor and Master supervision in technology management, entrepreneurship and innovation.

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INTERESTS: The intersection between individuals’ and firms’ behavior; strategic management, organizational behavior; decision-making.
RESEARCH PROJECTS: Technology transfer, technology-based entrepreneurship and innovation. The formation, growth, and value creation in science-based new ventures.
TEACHING: Research Methods, Master Supervision in Research Methods, Business development and small firm leadership.

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INTERESTS: Innovation, including fields like innovation-cooperation, environmental innovation and coopetition.
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TEACHING: Research methods. Sustainable Innovation. Bachelor and Master supervision in technology management, entrepreneurship and innovation.

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INTERESTS: Entrepreneurship, Teams, and Quantitative Methods.
RESEARCH PROJECTS: Longitudinal/Multilevel study of Innovative New Venture Teams hosted by Incubators and Science parks in Sweden. Analyses of Longitudinal/Multilevel data from the Forny program to promote Science-based University Spin-off companies in Norway.
TEACHING: Quantitative Research Methods, Group Dynamics and Innovation.
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**DIVISION:** Innovation and Entrepreneurship, Campus Bodø
**EDUCATION:** MSc (BI), MBA (Wisconsin), PhD (Henley).
**INTERESTS:** New business creation processes, wealth creation and new business performance, education in entrepreneurship, corporate entrepreneurship.
**TEACHING:** Entrepreneurship, Bachelor, Master and PhD supervision in entrepreneurship and innovation.

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**INTERESTS:** Wealth creation and new business performance, Types of entrepreneurs, Education in Entrepreneurship, Entrepreneurial Intentions, HRM.
**RESEARCH PROJECTS:** Value Creation by Hybrid Entrepreneurs.
**TEACHING:** Experience as assistant in Financial Statement Analysis and Equity Valuation, and Business Economic Analysis.

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**INTERESTS:** University-industry collaboration, Knowledge Management.
**RESEARCH PROJECTS:** University-industry collaboration in research centers.
**TEACHING:** Organization and Management, Bachelor and MBA supervision.

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**INTERESTS:** Entrepreneurship, Entrepreneurship education, startup team, teamwork, coworking.
**RESEARCH PROJECTS:** Engage.
TEAM

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EDUCATION: MSc in Business, Bodo Graduate School of Business
INTERESTS: Incubation, organizational sponsorship, co-production, entrepreneurial processes.
RESEARCH PROJECTS: RESENS – Regional Development and Social Entrepreneurship in Norway-Sweden; focuses on research and development of the driving forces behind social entrepreneurship, social business and social innovation.
TEACHING: Entrepreneurship and Innovation, Entrepreneurial learning

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INTERESTS: Origins and consequences of firm heterogeneity, institutional economics, institutional based view on strategy, corporate governance, big data analytics and quantitative methods
RESEARCH PROJECTS: The role of institutions and economic systems in shaping firm-level capabilities. Utilizing rich quantitative data in order to gain novel insights into the dynamism between governments and firms.
TEACHING: MBA course in Corporate Finance and supervision

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INTERESTS: Entrepreneurship education, Entrepreneurial learning, Social entrepreneurship, Gender and entrepreneurship
RESEARCH PROJECTS: RESENS – Regional Development and Social Entrepreneurship in Norway-Sweden; focuses on research and development of the driving forces behind social entrepreneurship, social business and social innovation.
TEACHING: Entrepreneurship and Innovation, Entrepreneurial learning

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INTERESTS: Entrepreneurial learning, entrepreneurial opportunities, new venture ideas (NVIs), new technology-based firms (NTRFs)
RESEARCH PROJECTS: The role of entrepreneurial learning in the development of opportunities by NTBFs, R&D-based opportunities.
TEACHING: Qualitative research methods at master level.
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EDUCATION: PhD (Economics & Management, Budapest University of Technology and Economics).
INTERESTS: Technology-based entrepreneurship, University-industry technology transfer, Academic spin-offs.
RESEARCH PROJECTS: Creation and development of science-based firms, Factors influencing faculty members’ engagement in technology transfer, Motivations and success of university spin-off firms.

BJØRG RIIBE RAMSKJELL
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DIVISION: Innovation and Entrepreneurship, Campus Bodø.
EDUCATION: Master of applied linguistics, NTNU Trondheim.
INTERESTS: Multidisciplinary teamwork in both an educational and business context, training in teamwork skills, entrepreneurship education, institutional interaction, facilitation of teamwork - and strategic processes.
RESEARCH PROJECTS: Active learning forms in entrepreneurship education, alternative assessment forms in team based education.
TEACHING: Communication, facilitation, Interaction in project based teamwork, training of teamwork skills.

EINAR RASMUSSEN
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DIVISION: Innovation and Entrepreneurship, Campus Bodø.
EDUCATION: MSc (Bodø Graduate School of Business), PhD (Bodø Graduate School of Business).
INTERESTS: Regional development, entrepreneurship, innovation, oil and gas, interfirm collaboration.
RESEARCH PROJECTS: University-industry collaboration for innovation, strategic development in the oil and gas supply industry, regional development in peripheral regions.
TEACHING: Business economics, strategy. Bachelor and MBA supervision.

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DIVISION: Innovation and Entrepreneurship, Campus Mo i Rana
EDUCATION: MSc (Bodø Graduate School of Business), PhD (Bodø Graduate School of Business).
INTERESTS: Regional development, entrepreneurship, innovation, oil and gas, interfirm collaboration.
RESEARCH PROJECTS: University-industry collaboration for innovation, strategic development in the oil and gas supply industry, regional development in peripheral regions.
TEACHING: Business economics, strategy. Bachelor and MBA supervision.
TEAM

HANNE STOKVIK
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DIVISION: Innovation and Entrepreneurship, Campus Bodø
EDUCATION: MSc Business, UiN
INTERESTS: Knowledge management, Innovation processes, innovation management, tacit knowledge, organizational learning, strategic entrepreneurship.
RESEARCH PROJECTS: Knowledge management in Innovation processes.
TEACHING: Entrepreneurship and innovation, Bachelor and Master, and organization and learning.

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DIVISION: Innovation and Entrepreneurship, Campus Mo i Rana
EDUCATION: MSc (UiN), PhD (UiN)
INTERESTS: Entrepreneurship and innovation, including fields like collaboration between firms, competitors and R&D-organizations in the development of innovations.
TEACHING: Business Development, Sustainable Innovation, Bachelor and Master supervision in entrepreneurship and innovation.

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DIVISION: Innovation and entrepreneurship.
EDUCATION: Master of Science in Business, Nord University
INTERESTS: Innovation, entrepreneurship, business development, teamwork, network and branding.
RESEARCH PROJECTS: Engage

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INTERESTS: Knowledge management, Innovation processes, innovation management, tacit knowledge, organizational learning, strategic entrepreneurship.
RESEARCH PROJECTS: Knowledge management in Innovation processes.
TEACHING: Entrepreneurship and innovation, Bachelor and Master, and organization and learning.

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DIVISION: Innovation and Entrepreneurship, Campus Mo i Rana
EDUCATION: Cand. Merc (Nord), PhD (NTNU)
INTERESTS: Entrepreneurship education, early stage finance, technology based entrepreneurship,
RESEARCH PROJECTS: Development of academic spin-offs, University industry collaboration, Engage
TEACHING: Entrepreneurship courses at bachelor and master level. Supervision of PhD, master and bachelor students. Director of the Norwegian Research School in Innovation (NORSI).
DIVISION: Market, Strategy and Management, Campus Bodø
EDUCATION: Bachelor in Business Administration (Nepal) and MSc in Business (Norway).
RESEARCH PROJECTS: The role of experiential knowledge in the internationalization process of small firms.

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DIVISION: Innovation and Entrepreneurship, Campus Mo i Rana
EDUCATION: MSc (NTH).
INTERESTS: Environment and sustainable development, Strategic planning and strategy deployment, Lean Management, Empowering people and communities. Board member of several Norwegian enterprises and Chairman of Rana Utviklingsselskap and NHO Nordland (regional division of the Confederation of Norwegian Enterprises).
RESEARCH PROJECTS: MIP Sustainability.
TEACHING: Lean Management, Innovation within industry.

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DIVISION: Innovation and Entrepreneurship, Campus Mo i Rana
EDUCATION: MSc, Financial Management (Ukraine) and MSc, Business Creation and Entrepreneurship (Norway).
INTERESTS: Entrepreneurial opportunity development, Innovation, Technology-based projects.
RESEARCH PROJECTS: The role of external actors in the entrepreneurial opportunity development.

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DIVISION: Innovation and Entrepreneurship, Campus Bodø
EDUCATION: Ph.D (UiN)
INTERESTS: Entrepreneurship, innovation in public sector, culture, agriculture and local community development
RESEARCH PROJECTS: Innodrive – Drivers and barriers for public sector innovation.

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Division: Innovation and Entrepreneurship, Campus Bodø.

EDUCATION: MSc, (UiN).

INTERESTS: Research- and technology based entrepreneurship and innovation, university-industry collaboration, public sector innovation, entrepreneurial teams, entrepreneurial finance, strategic entrepreneurship.

RESEARCH PROJECTS: Nordland PhD Fellowship Programme, Innovation in municipality organizations, Engage - Center for Engaged Education through Entrepreneurship.

DIVISION: Innovation and Entrepreneurship, Campus Bodø.

EDUCATION: Norwegian Infantry officer training School, Cand. Mag, (Lillehammer University College), Cand Merc, (Nord), Dr. Oecon, PhD, (Nord).

INTERESTS: Entrepreneurial knowledge management, entrepreneurship education, early stage finance, technology based entrepreneurship, business development.

RESEARCH PROJECTS: Engage

TEACHING: Entrepreneurship courses at bachelor and master level. Supervision of PhD, master and bachelor students.

Division: Innovation and Entrepreneurship, Campus Bodø.

EDUCATION: MSc (Joint-degree University of Nordland and Baltic State Technical University).

INTERESTS: Corporate entrepreneurship, organizing of innovation process, entrepreneurial opportunities, circumpolar studies in particular in the fields of tourism and maritime industry.

RESEARCH PROJECTS: Increased creation of value of land and sea-based tourism enterprises in the High North, Research based entrepreneurial opportunities.

TEACHING: Maritime economics and management.

DIVISION: Innovation and Entrepreneurship, Campus Bodø.

EDUCATION: MSc (HHB), Cand.Merc (HHB), PhD (HHB).

INTERESTS: Innovation, entrepreneurship, entrepreneurship education, corporate entrepreneurship, intrapreneurship, social entrepreneurship and entrepreneurship in the public sector.


TEACHING: Entrepreneurship, Innovation, Research methods. Bachelor and Master supervision in entrepreneurship and innovation.
The team in Bodø has grown so much that we had to move to new premises this summer. We are now located in Mørkedgården, which previously held the offices of the rector, director and their staff. You find the building on the left hand side, when coming up the hill to The Nord University Campus in Bodø.

- We have really been looking forward to this change, says Head of Division Einar Rasmussen. In this building, we are able to bring together all the members of the Division of Innovation and Entrepreneurship in Bodø, Engage – Centre of Engaged Education through Entrepreneurship, the student organization Start Nord, and Spir Idea lab. It is a great opportunity to create a really creative and thriving environment, and represents a good foundation for further growth and development.

The newly established Center of Excellence in Education, Engage, aims to develop education through entrepreneurship (more about Engage on pages 8-9). - An important aim for Engage is to involve students in their learning and education. Co-locating Start Nord and other student activities with the faculty makes it easier to develop a constructive relation, says Maiken Nilsen Stensaker, Project leader in Engage.
Between 1999 and 2012, 371 businesses received grants from the FORNY2020 programme, most of them in the fields of technology, medicine and ICT. Data about these companies forms the basis of the lab.

FORNY (Eng.: Renew) is the Research Council’s programme for bringing research-based business ideas to the market in cases where the projects originate from publicly funded research institutes. The School of Business has been collecting data about these companies for several years – everything from newspaper articles to accounts and applications for funding. In 2016 and 2017, work on comparing and analysing them will be intensified.

“Research-based companies are major consumers of public funding. They are open systems. The rest of the world is envious of Scandinavia for this easy access to data. No other country can follow a corporate portfolio in this way,” says Professor Einar Rasmussen.

The material is thorough and extends over a long period of time. “We can follow these companies from day one and for many years to come. Many of them are over ten years old. This is important,
The Impact of Science-based Entrepreneurial Firms

Project period: 2013-2020

PROJECT AIM:
This project examines the start-up and development process of science-based entrepreneurial firms. The project uses a unique longitudinal database with comprehensive qualitative and quantitative information about a population of 371 science-based start-up in Norway established between 1999 and 2012.

PROJECT TEAM:
Einar Rasmussen (project leader), Alan Johnson, Anders Billström, Adam Novotny, Tommy Høyvarde Clausen, Åse Jensen, Johan Wiklund.

COLLABORATING PARTNERS:
NTNU, UIT

FINANCING:
Research Council of Norway, RFF Nord
Research in Industry and Innovation

What determines the success or failure of industrial establishment, development and restructuring processes? These processes are the primary focus of research and teaching at the Center for Industrial Business Development (SIF). The research center is part of the Business School at Nord University, located at Campus Helgeland in the town of Mo i Rana, 230 km south of Bodø.

SIF was established in autumn 2013.

- We study and teach the processes that lead to successful business development and innovation within industrial firms. What, for example, characterizes a good incubation process, and what determines whether it is successful or not? When innovation is necessary, it is important to understand how different factors - such as infrastructure, knowledge, networks and funding - influence innovation processes. Research in this area is limited. SIF aims to contribute to developing understanding and knowledge. Our vision is to be a national leader for research and education on the intersection of industry, business development and innovation, says SIF’s leader, Associate Professor Marianne Steinmo.

- Expertise from the oil and gas industry, process industry and aquaculture is highly relevant for research and education here, Steinmo and research fellow Thomas Lauvås say SIF emphasizes close dialogue and solid networks within business and industry in their research and teaching.

- In this way, we are able to provide skills that match the needs of business and industry, Steinmo and Lauvås say. They do not know any other academic environments in Norway similar to SIF.

The center also contributes to educating students within the MBA in Technology Management and the Bachelor of Business Administration. SIF is proud to have been a key player in the establishment and development of the MBA in Technology Management. The MBA is attracting large numbers of applicants this year, which can be partly explained by restructuring in the oil and gas sector.
– The way we are working with the industry from a social science point-of-view is quite unique, they say.

– In addition, the “campus effect” and a new, highly visible location at the brand new campus site in Mo i Rana has great value. Here, we are co-located with other academic communities and business actors who want to see us succeed. Although we are still growing, we have strong supporters in institutions such as Kunnskapsparken Helgeland and Rana Utviklingsselskap, Steinmo points out.

Three members of SIF have completed their PhDs. The research staff also includes three research fellows and a project team member. The aim is to grow further by focusing research within three main areas, to be strengthened in the years ahead: R&D cooperation, regional development, and environmental industrial development.

- We get many offers to participate in interesting activities, but we have had to learn how to say no. The primary activities of SIF are research, teaching and supervision of students, and we aspire to be the best within our focus areas. Eventually, more and more firms will have someone on their staff who has studied with us and understands the world of scientific research. This will strengthen the Norwegian industry, Steinmo says.

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**RESEARCH PROJECT**

**University-Industry Collaboration in Northern Norway: Drivers and Barriers**

Project period: 2017-2020

**PROJECT AIM:**
The main goal of the project is to contribute to new research-based knowledge of the importance of university-industry collaboration for innovation and value creation in Northern Norway. The project will develop knowledge on the factors that hinder and promote successful university-industry processes in Northern Norway.

**PROJECT TEAM:**
Roger Sørheim (project leader), Tommy Heyvare Claussen, Siri Jakobsen, Krister Salamonsen, Thomas Lauvås, Maryna Vakuleenko, Marit Breivik, Marianne Steinmo, Are Jensen

**COLLABORATING PARTNER:**
Nordland Research Institute, Norut, INGENIO, University of Valencia, CHEPS, University of Twente

**FINANCING:**
RFF Nord

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**RESEARCH PROJECT**

**Technology transfer, technology based entrepreneurship and innovation**

Project period: 2014-2017

**PROJECT AIM:**
The main goal of the project is to contribute to new technology and research-based knowledge being implemented by the industry in the region, in order to strengthen the ability to innovate. The project will develop new knowledge on the linkages between technological research and innovation in industry.

**PROJECT TEAM:**
Einar Rasmussen (project leader), Marianne Steinmo, Krister Salamonsen, Siri Jakobsen, Thomas Lauvås, Tommy Heyvare Claussen and Roger Sørheim.

**COLLABORATING PARTNER:**
Norut

**FINANCING:**
Research Council of Norway and RFF Nord
FME stands for “Centers for Environment-Friendly Energy Research”. These are research centers funded by the Research Council of Norway and industry. In 2016, Sintef Energi became a host institution for HighEFF after delivering a very good application. The ambition is to become an internationally leading center, and to give Norway the world’s “greenest” industry - competitive, energy efficient and sustainable. One specific goal is to develop technologies that can reduce energy consumption by 20-30 percent and greenhouse gas emissions by 10 percent. The research center will receive a grant of NOK 25 million annually for eight years from the Research Council, which facilitates long-term research collaboration. The center has partners from the entire Norwegian business community and has seven research partners, including Nord University. Marianne Steinmo, Associate Professor and Head of Center for Industrial Business Development (SIF), is project manager on behalf of Nord University.

"This is the first time a research center for environmentally friendly energy has partners in northern Norway, and this marks a milestone for energy research in this region. It is also quite cool that SIF at Campus Helgeland in Mo i Rana is a relevant partner for one of the national top research centers, funded by the Research Council of Norway!” says Steinmo. Northern Norway has considerable resources, both in terms of renewable energy and industry. Nordland is one of the largest producers of hydroelectric power, and has many leading industrial communities. Among them, Mo Industripark, which for years...
has worked on energy efficiency and recovery, and which, in addition to other companies in the region, also acts as a partner in HighEFF.

SIF has done a lot of research on cooperation between R&D/academic institutions and industry and is taking part in HighEFF under the research area “society”.
- SIF will provide input on how HighEFF participants succeed in their efforts to cooperate with R&D institutions, and we can say something about how policies should enable knowledge development and innovation through R&D cooperation. We are also doing research that follow the actors through the cooperation process. At an early stage, we will map the companies’ expectations and motivation, see how they engage, and then we will follow them over time to document changes and results, “she says.
- What is the most important thing for successful R&D cooperation?
- The key is on the human level. From the first meeting between companies and researchers, one should be aware of the differences in academic versus commercial logic. The parties must get to know each other and clarify and unify their expectations, says Steinmo, and continues:
“Through HighEFF, Nord University is contributing to a greener industry. But it is incredibly important that companies understand that they have to make an effort themselves. Innovation does not come easily. They need to put forward ideas for improvements, and start using new technology. In addition, companies should integrate the research collaboration in their company. One engaged person in the company is not enough, “she says.

**RESEARCH CENTRE**

HighEFF: Centre for an Energy Efficient and Competitive Industry for the Future

Project period: 2016-2024

**CENTRE AIM:**
By increasing energy efficiency, HighEFF will help ensure that Norway has the world’s greenest industries. HighEFF is one of centers in the Research Council of Norway’s scheme Centre for Environment-friendly Energy Research (FME). HighEFF is coordinated by SINTEF and the Center for Industrial Business Development (SIF) at Nord University Business School is one of the research partners.

**CENTRE TEAM:**
Marianne Steinmo (project leader), Thomas Lauvås, Siri Jakobsen, Einar Rasmussen and Roger Sørheim.

**FINANCING:**
Research Council of Norway and Norwegian industry

“Through HighEFF, Nord University contributes to greener industry,” says Marianne Steinmo, Associate Professor and head of the Center for Industrial Business Development (SIF).
Nord-Trøndelag is among the country’s largest regions when it comes to food production. Associate Professor Jorunn Grande and PhD Gunnar Aunsmo perform research on, among other things, what inhibits and promotes innovation in green industries.
Green research

More and more, we are hearing about “The Green Shift”. In Steinkjer, the green is literally green. A lot of their innovation research relates specifically to “green industries”.

Food production forms a significant part of Nord-Trøndelag’s economic foundation, making it one of the largest agricultural regions in Norway.

“There is a lot of innovation going on in the ‘green industries’, and this region is spearheading this development nationally. Innovation takes place in large scale agriculture as well as in niche farms in processing, tourism, hunting, fishing and green care,” says Associate Professor Jorunn Grande at Nord University Business School, campus Steinkjer.

She has worked at the Nord-Trøndelag University College since 1994 and has taken part in the merger to Nord University in 2016. Now, she is optimistic about the establishment of Innovation Campus Steinkjer, which will be completed by August 2019.

- The campus is designed for interaction. When people from different disciplines meet, they can benefit from each other’s skills and networks, challenge each other and discover more opportunities. The interaction between business and academia will be particularly exciting, she says.

PhD Candidate Gunnar Aunsmo is conducting research on innovation in farms, with a particular emphasis on how farmers think and act when they face disruptions in their environmental conditions.

- Farmers are an especially interesting unit of analysis. Among other things, we explore if there are differences in the degree of innovation between traditional and new green industries. We may be used to thinking of the farmer as very traditional and not so innovative. However, this does not align with my own experience. When opportunities arise, the farmer answers with innovation. Productivity growth in agriculture has been high in the last ten years, says Aunsmo.
The farm as a business and the family economy are closely linked. Decisions related to the farm have consequences for households, and vice versa. I will look at the flow of information in decision-making. Who does the farmer engage with in the process of planning and decision-making? The conditions for agriculture are less predictable than they used to be just a few years ago. How does this affect the planning process? asks Aunsmo, who began his research regarding these questions in March 2017.

He explores this topic by means of a case study among chicken farmers.

“The industry has experienced major (and rapid) changes in recent years. I will also look into how the knowledge system and innovation systems work in a situation with major external changes, he says.

The research on farm management had its peak in the period from 1950 to 1970.

- Since then, there has been a decline in research, and the research has had more focus on research methods based on advanced economic models, which may not necessarily fit the need of a farm business. But the ICT system “Data Flow in Agriculture” has given us a unique data set for further, detailed research. Knowledge must be created and it must be used. This is a shared responsibility – and the public sector/government must also accept their share of this, says Jorunn Grande.

She thinks there are more similarities than differences in how green industries and other industries innovate.

- The basic theories can be applied in all industries. Knowledge from other businesses can be used in agriculture research and vice versa. Research on innovation in green industries will provide knowledge development for the entrepreneurship discipline. In particular, it is interesting to look into the importance of the company and the household being so closely woven together. This is typical for farms, but also applies to a number of other niche and family businesses, ”she says.

“Our ambition is to document what impacts innovations in agriculture, and thereby affect agricultural policy and the government. And then we will help individuals succeed, says Grande and Aunsmo.
RESEARCH PROJECT

RESENS: Regional development and social entrepreneurship in Norway-Sweden

Project period 2016 - 2018

PROJECT AIM:
RESENS will identify and map the scope of social entrepreneurship and social innovation in the regions, to design guidance and test models for social entrepreneurship and social innovation in a transnational region. According to the above points RESENS discuss obstacles and opportunities, and propose actions to capture the potential that social entrepreneurship and social innovation have for renewal and development processes in the mid Norway and Sweden region. Mid Sweden University Östersund and Nord University Steinkjer is research partners in this Interreg project. RESENS aim is further that through cross-border cooperation tackle common challenges identified in the border region and to utilize the unused potential.

PROJECT TEAM:
Gjermund Wollan, Morten Stene and Britt Paula Mørkved (N-project leader).

PROJECT PARTNERS:
Yvonne von Friedrichs (project leader), Cecilia Nyborg, Emelie Säterberg.

FINANCING

SAINT Slow adventure in Northern Territories

Project period 2015 - 2018

PROJECT AIM:
Produce knowledge that enable slow adventure tourism businesses to evolve and extend their marketing reach. Primary research task are 1) data gathering and market research development, 2) piloting of new marketing models, 3) digital technology in Slow Adventure experiences and 4) integration of indigenous and western perspectives

PROJECT TEAM:
Jorunn Grande and Anne Wally Ryan

COLLABORATING PARTNERS:
University of the Highlands and Islands, Scotland (Lead Partner); Derry City and Strathbane District Council, Northern Ireland; Mid Sweden University; Northern and Western Regional Assembly and Leitrim County Council, Ireland; Naturpolis Ltd and Metsähallitus, Natural Heritage Services, Finland; University of Iceland and Icelandic Tourism Research Centre, Iceland, and Wild Norway, Norway

FINANCING
Northern Periphery and Arctic Programme
NRI was founded in 1979, and is a joint-stock company co-owned by Nord University and the Nordlandsforskning Foundation. The institute has a strong focus on entrepreneurship, innovation, business and regional development, and the institute is among the leading research institutions within entrepreneurship and innovation in Norway. Also research on governmental initiatives and means to promote innovation, entrepreneurship and economic development has been a core issue, while gender is an important cross-cutting perspective in several projects. Innovation and entrepreneurship is a strategic focus area at the institute. Below follow some examples of central ongoing project at the institute within these fields of research.

- Together with UiN, NRI is the project leading partner of the large tourism research project Northern Insight – Service innovation and tourism experiences in the high north (2009-2017), (part of the NORDSATSING program) financed by The Research Council of Norway.

- Regional Innovation through Situated Knowledge Conversion (RISKC) (2014-2017) is a project we have with SINTEF. The project is a part of the Program for Regional R&D and Innovation (VRI) and is financed by The Research Council of Norway and the two counties, Nordland and South-Trøndelag.

- A third example of ongoing relevant research is GENINNO; Gender and Innovation in Norway (2014-2017). The project is financed by The Research Council of Norway and is a part of the ongoing research within VRI. This project is collaboration with Norut and Trøndelag R&D.

NRI’s researchers have published in highly ranked academic journals such as Entrepreneurship Theory and Practice, Entrepreneurship and Regional Development and in textbooks and other printed publications. NRI has a broad international network and tight collaboration with academics at e.g. Syracuse University (US), Strathclyde University (Scotland) and the Graduate School of Business at Turku University (Finland).

**TEAM**

**KARIN MARIE ANTONSEN**
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**EDUCATION:** PhD Social Geography (The Norwegian University of Technology and Science (NTNU), Master Social Geography (The Norwegian University of Technology and Science (NTNU))

**INTERESTS:** Experience economy, Systems of innovation (global, national, regional), Education and training, Place-based and Spatial perspectives

**RESEARCH PROJECTS:** E-learning as a mean for skills development in the municipal sector, the development of food-experiences in the experience economy, Knowledge and skills development in the experience economy, Mapping and preventing dropouts from secondary high schools in the Lofoten region.

**MERETE KVAMME FABRITIUS**
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**EDUCATION:** MSc (UiN)

**INTERESTS:** Tourism, institutional theory, health and welfare studies.

**RESEARCH PROJECTS:** Financing and business founding in tourism industry, Norwegen Center for Tourism Research, Cruise Tourism.
INNOVATION AND ENTREPRENEURSHIP
NORD UNIVERSITY BUSINESS SCHOOL

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EDUCATION: Master of Science in Business, MGIMO Moscow and Nord University
INTERESTS: Intrapreneurship, championing, public sector innovation
RESEARCH PROJECTS: Public sector innovation

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EDUCATION: MSc (UiN)
INTERESTS: Entrepreneurship and innovation, local food in the experience economy, as well as gender issues in entrepreneurship.
RESEARCH PROJECTS: The role of women in innovative and growth-oriented start-ups. Literature review on local food in the experience economy, Nordic Mining and the search for women, Development of food and tourism.

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EDUCATION: MSc (University of Nordland), PhD (University of Nordland)
INTERESTS: Innovation and entrepreneurship, Organizational and Management theory
RESEARCH PROJECTS: Innovation in experienced based tourism

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EDUCATION: Cand.Scient.
INTERESTS: Regional development and restructuring, democracy, development and public policy, innovation in knowledge and network perspectives, evaluation.
RESEARCH PROJECTS: Regional restructuring in practice, Rural Area Development With Advanced Technology, evaluation of incubator incentives.
TEAM

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**INTERESTS:** Strategic resource and competence management, Enterprise development in SMEs and clusters, Participation based enterprise development and innovation, Total Quality Management, Regional development and innovation systems, Experience based management and strategy.  
**RESEARCH PROJECTS:** Cross-disciplinary Research and Development in wind power generation, smart specialization in Nordland, sector analysis for tourism industry.

**EDUCATION:** MSc (Norwegian School of Economics and Business Administration, Bergen)  
**INTERESTS:** Strategic resource and competence management, Enterprise development in SMEs and clusters, Participation based enterprise development and innovation, Total Quality Management, Regional development and innovation systems, Experience based management and strategy.  
**RESEARCH PROJECTS:** Cross-disciplinary Research and Development in wind power generation, smart specialization in Nordland, sector analysis for tourism industry.

**EDUCATION:** Ph.D. in Entrepreneurship and Innovation  
**INTERESTS:** Corporate entrepreneurship, the formation and evolution of capabilities, strategies and firm behavior, entrepreneurship and innovation in SMEs and family businesses  
**RESEARCH PROJECTS:** Northern Insights (www.opplevelserinord.no) (2009-2017) - Service innovation and tourism experiences in the high north (project manager), Value creation of land and sea-based tourism enterprises, Development of a Norwegian Tourism Monitor, Trailing research Smart specialization in Nordland County, Challenges for succession in family firms.  
**TEACHING:** Master/PhD supervision in entrepreneurship and innovation.

**EDUCATION:** Ph.D in Industrial Economics and Technology Management (Norwegian University of Science and Technology, MBA (Sungkyunkwan Univerisity in collaboration with MIT Sloan School of Management).  
**INTERESTS:** Innovation Management and Strategy, Systems of Innovation (global, national, regional, organizational), Quadruple helix, Co-creation, Webs of Innovation Value Chain (IVC), Responsible Research and Innovation (RRI).  
**RESEARCH PROJECTS:** Economic restructuring using Smart Specialisation, Unlearning and strategic resilience, Science with and for Society (Co-creation, RRI, IVC).
INGRID ROALDSEN
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EDUCATION: MSc (University of Tromsø, Norwegian College of Fisheries Science), PhD candidate (Nord University, Bodø Graduate School of Business)
INTERESTS: Entrepreneurship, Strategic Management
RESEARCH PROJECTS: Arctic lamb meat – competitive advantage in a national and international market, creating competitive advantage within marine fish farming – a critical review of competitive positioning and organizational form, Operational logistics and business process management in high arctic oil and gas operations, Northern Insights. Service innovation and tourist experiences in the high north: The Co-creation of value for consumers, firms and tourism industry. Local food in the experience economy: a literature review.
TEACHING: Supervising master students

SØLVI SOLVOLL
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EDUCATION: Master in Innovation and Knowledge Management (Copenhagen Business School)
INTERESTS: Entrepreneurial learning, entrepreneurial behavior and entrepreneurs’ institutional context
RESEARCH PROJECTS: New Venture Creation in the Tourism Industry

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EDUCATION: MSc (St. Petersburg State University of Economics and Finance), MSc (Bodo Graduate School of Business), PhD (University of Nordland)
TEACHING: statistics, entrepreneurship, international business.

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EDUCATION: PhD in Business Administration (Umeå School of Business and Economics, Umeå University, Sweden, 2003)
INTERESTS: Entrepreneurship and innovation, industry and regional policies and gender dimensions on these issues.
RESEARCH PROJECTS: Gender, ownership and local culture, farmerentrepreneurship, Innovation and learning across sectors in the tourism industry, Gender and innovation, financing immigrant entrepreneurs.
Gender and innovation in Norway

The GENINNO-research project analyses the strategies and action stakeholders in the VRI-program have applied to face the “women demand” i.e. the demand on more women to be involved in innovation processes throughout Norway.

The projects’ goal is to develop knowledge and understanding of the role of gender in innovation and innovation processes.

Assuming that gender is a key organizing principle in society, this will also holds true for innovation processes and the governing of those. Even though previous research finds gender imbalance in terms of participation in innovation processes, innovation has been seen as a gender neutral activity in mainstream innovation literature.

- Innovation research and policy have generally paid little attention to the issue of gender equality, says Professor at the Faculty of Social Sciences, Elisabet Ljunggren.

Previous research has indicated that the understandings of gender at the regional level in VRI has been seen as something that must not “come in the way” of dealing with the actual innovation process. At the same time, scholars have warned that seemingly “gender-neutral” policies of regional development agencies are at risk of reinforcing gender divisions and inhibiting regional growth.

Departing from governmentality, discourse theory and cultural understanding, the researchers exam gender and innovation articulations in VRI, asking: how is the gender and innovation governed in VRI?

- We find that innovation is articulated as a collaborative and interactive process of developing new products that should lead to financial gain for the stakeholders. Hence, to become innovative businesses needs access to human resources. Looking at the understanding of gender we find that gender as variable understanding dominate the content of the analyzed documents, tells Ljunggren.

Gender as a variable implies that men and women belong to two clearly defines categories; men and women. This makes gender easy to measure, but perhaps more notable gender equals women, and when gender issues are brought up it is as “women are lacking” or “how to include women”. To ensure the dominating innovation articulation, gender cannot be articulated as anything else than a potential resource for innovation. Hence, the dominating discourse on innovation in VRI gives the premise for the variable understanding of gender in VRI. Innovation needs access to different types of knowledge (human resources) and gender balance will provide some of this knowledge, as men and woman are perceived to hold different types of knowledge. And as women are lacking, they are constantly needed. The domination of men is not questioned or articulated as a “problem”.

Professor and project leader Elisabet Ljunggren.

RESEARCH PROJECT

Gender and innovation in Norway
Project period: 2014-2017

PROJECT AIM:
The project analyzes the role of gender in innovation and innovation policy, with a particular focus on the VRI program, a policy program for regional R&D and innovation. We will analyze how gender and innovation is understood in the policy program, the development over time and the implementation of policy initiatives to raise gender awareness related to innovation. The project aims to generate knowledge that can be used in practical innovation, and to help develop innovation research field.

PROJECT TEAM:
Elisabet Ljunggren (project leader), Gry Agnete Alsos, Tommy Høyvarde Clausen, and Elisabeth Angel, Margrete Haugum, Birgitte Ljunggren and Trine Kvidal (collaborating partners)

COLLABORATING PARTNER:
Trøndelag Research and development and Northern Research Institute

FINANCING
Research Council of Norway
Northern Insights: Knowledge-based tourism development

The tourism industry is a dynamic industry where attention to currents and change is essential for how we assert our competitive advantage. At the heart of this all is knowledge. It applies to everything from basic mechanisms behind how people and organizations work to how to use optimally design materials, organize ourselves, package products and market what we are about.

Norway is a high-cost country where the tourism industry to a lesser degree can compete on price. So, to be competitive, Norway must concentrate on the development of exceptional experiences and products of high quality. That requires the right kind of knowledge at the right time from the best possible sources. Therefore, a significant investment in new knowledge and expertise must be implemented if the Norwegian tourism industry wants to succeed as an industry of world class.

The Northern InSights (Opplevelser i nord) program consists of different projects related to innovation and learning, marketing, customer perspectives, value creation, destination development, and organizations and leadership within service and experience-based tourism.

Approximately 60 researchers are involved in the projects. The project has become a major national and international player in the building of a strong and competitive academic environment that works closely and in productive collaboration with the tourism industry, offering valuable knowledge for future value creation. Together with businesses in the field, we have come far in developing a better understanding of what innovation in the tourism industry entails and how it leads to new and improved experiences while also increasing business value chains.

Northern InSights is run by a consortium consisting of six institutions: Nord University Business School, UiT - Artic University of Norway, Harstad University College (now a part of UiT), Nordland Research Institute, NORUT and NIBIO.
Rasmussen is a conference veteran himself. The seniors, who have met so many times that they have become old friends, make sure that the newcomers find their place in the ‘academic family’. – Traveling far for conferences demands both time and money, so we are selective. However, the right conferences are prioritized because they contribute to the development of the discipline, he says.

Some major international conferences in entrepreneurship and innovation range above the others, such as the Babson College Entrepreneurship Research Conference (BCERC), DRUID and the Academy of Management Meeting.

Generally, BCERC is perceived to be the leading research conference in entrepreneurship. In 2016, this prestigious conference took place in Bodø. – Being awarded this conference is very prestigious. That scholars from Bodø have, for many years, been participating actively at major conferences probably contributed to the selection of Bodø as a BCERC host, says Einar Rasmussen.

– BCERC gathers about 300 scholars from all over the world. Hosting the conference demands many years of preparation, not

Valuable conferences

Nord University Business School carefully selects the conferences in which we participate. - The strategy is simply to choose the best conferences, where we meet the top scholars. We also want to present our own research, says Professor Einar Rasmussen.

TEXT: HANNE LØKÅS VEIGÅRD/VIDEOFABRIKKEN
only for the academic program. A group of the conference participants experienced a traditional Norwegian hike to a lake, where coffee and food was prepared on a bonfire. It was a success. Many probably also still talk about the conference dinner, which was whale, served inside a lavvo in Breivika, says Assistant Professor Marianne Arntzen.

– Attending a conference is hard work, but the social part is also important, she points out.

Funding for attending conferences is limited. Still, faculty and PhD students at Nord Business School normally receive grants for travelling costs and conference fees if they have been accepted to present their own research. Only the best are accepted. Selection is based on research papers submitted by the scholars, who are anonymously peer reviewed. For some conferences, only 30 to 50 percent of submitted papers are accepted. Scholars from Bodø are often accepted on the podium.

– From June 12 - 14 this year, twelve scholars from Nord Business School will present their research at DRUID, the leading conference within innovation research. This year, DRUID takes place in New York. We have eight papers accepted. - It is a good sign, is the modest comment from Rasmussen on what must be a hallmark for the Bodø research community.

– Aiming for the leading conferences, where the threshold is high, makes me put in more effort and improves my work as a researcher. The feedback from research colleagues is very useful. After presenting my work at one of the leading conferences, the chances to be published in one of the better journals increase, says Researcher Anders Billström.

– From my home country Hungary, I am not used to being so strategic in selecting conferences, says Senior Researcher Adam Novotny.

– One should not go to conferences too often. One needs to absorb the impressions and build networks. However, there is no doubt that carefully selected conferences help with building network, provide valuable feedback and access to the brand new knowledge. We receive information about what scholars are working on several years before their results are published. Further, many collaborations start at conferences, says Einar Rasmussen.
In recent years the entrepreneurship and innovation community in Bodø has become more and more international. “We are working hard to get the best people, wherever they come from,” says Professor Einar Rasmussen.

Community members are diligent participants in international arenas. The Nord University Business School has international visiting professors who are among the world’s most prominent in their fields. The community has also succeeded in its efforts to host the distinguished Babson College Entrepreneurship Research Conference in Bodø in June 2016.

“We want to be an international community, so we intentionally advertise on a broad front. We also make use of our co-workers’ networks. Familiarity is often a decisive factor,” says Rasmussen.

Researcher Anders Billström comes from Sweden. He became familiar with Nord University Business School when he met fellow researchers from there at a conference. “I realized that this was an international community where a lot of effort was put in. I wanted to become a part of it,” he says.

Was it more or less what you expected?”
“It was much better! It is a stimulating professional community, there is strong focus on innovation and entrepreneurship and unequivocal support from Nord University. We work together regardless of faculty or institution, and this is a considerable advantage when it comes to the development of knowledge,” he says.

Associate professor Hin Hoarau-Heemstra comes from the Netherlands and is researching innovation in nature-based tourism and other sectors. She presented her doctoral thesis last year.

“My husband and I came here seven years ago and we are very happy. We live a good life in Valnesfjord, forty kilometres from Bodø, with children and a horse,” she says.

PhD candidate Petter Gullmark is half Polish half Norwegian. He grew up in Poland, has a MSc in Business degree, and is researching innovation in the public sector.

“I have lived in Bodø for four years. I came here because I wanted to try something new and thought that Bodø looked like a nice town. After a while I got a Norwegian girlfriend and I am very happy in the city,” he says.

TESTIMONIAL:

Coming from the Netherlands and having completed both my undergraduate and postgraduate studies at Dutch Universities, the University of Nordland has a lot to offer.

The university is small and closely connected to society. A lot is happening in this dynamic Arctic region and the university has local but also international cooperation with businesses and governmental organisations. This makes it easier to find interesting and relevant research projects and get to know possible future employers.

As an international student I was surprised by the amount of nationalities you meet here in Bodø. Because Bodø and the university are not too big, you get the chance to meet a lot of different people. The environment is totally different from what I was used to in the Netherlands: Wild nature all around the city, being able to enjoy a variety of winter sports and of course the northern lights and the midnight sun. Although Bodø is remote, it is remarkably well connected to the rest of Europe.

Hin Hoarau-Heemstra
Affiliated international scholars

CANDIDA G. BRUSH
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EDUCATION: B.A. University of Colorado, M.B.A. Boston College, D.B.A. Boston University.
INTERESTS / AREAS OF EXPERTISE: Entrepreneurship, New Venture Creation, Women and Entrepreneurship.
TEACHING: Supervision and courses at Doctoral and Masters’ level.

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EDUCATION: B.S., Suffolk University, M.B.A., Bentley University Ph.D., University of Colorado
INTERESTS / AREAS OF EXPERTISE: Entrepreneurship; New Venture Creation; Entrepreneurial Cognition & Learning; Corporate Entrepreneurship
TEACHING: Supervision and courses at Doctoral and Masters’ level.

ALEXANDER MCKELVIE
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INTERESTS /RESEARCH TOPICS: New firm growth, Innovation, Corporate entrepreneurship, Entrepreneurial decision making, Strategic management of new firms, Family business.
RESEARCH PROJECTS: Entrepreneurship in Experience-Based Tourism
TEACHING: Supervision and courses at Doctoral level.

PAUL WESTHEAD
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EDUCATION: BA, PhD
INTERESTS: The impact of initiatives encouraging graduates to consider business ownership and/or careers in small firms; entrepreneurial teams; the internationalization of smaller private firms; the development of private family firms; and the habitual entrepreneurship phenomenon.
TEACHING: Supervision and courses at Doctoral level.
JOHAN WIKLUND
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EDUCATION: PhD, Jönköping International Business School, Sweden.
INTERESTS/RESEARCH TOPICS: Entrepreneurship and mental health as well as the entry, performance, and exit of entrepreneurial firms. Editor-in-Chief for Entrepreneurship Theory and Practice.
TEACHING: Supervision and courses at Doctoral level.

MARKUS FITZA
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EDUCATION: M.A. University of Texas, MBA Oxford University, Ph.D. University of Colorado.
INTERESTS: Funding for Entrepreneurial firms, Entrepreneurial Ecosystems, Governance.
TEACHING: Supervision and Teaching at Doctoral level

RESEARCH PROJECT
Drivers and barriers for public sector innovation

PROJECT TEAM:
Ingebjørg Vestrum (project leader), Petter Gullmark, Joakim Flått Høgås and Kristin Woll (UiT The Arctic University of Norway).

COLLABORATING PARTNER:
UIT The Arctic University of Norway

FINANCING:
RFF Nord

Project period: 2016-2018

PROJECT AIM:
Project examines entrepreneurship and innovation in the public sector. Particular focus is on the agents and actors involved in entrepreneurial and innovation processes in the public sector, the barriers confronting innovation, and how obstacles are overcome (if at all).
RESEARCH 2016 - early 2017

Journal publications


Books


Chapters in books


Conference paper presentations


PARTNERSHIPS

Center for Environment-friendly Energy Research (FME)
Partner in HighEFF - Centre for an Energy Efficient and Competitive Industry for the Future
Period: 2017-2024
Other research partners: Sintef Energy (host), NTNU, NTNU Social Research, SINTEF Fishery and Aquaculture, Tel-Tek, and international collaborators

Center of Excellence in Education (SFU)
Partner in ENGAGE – Center for Engaged Education through Entrepreneurship
Period: 2017-2022 (2026)
Other partners: NTNU School of entrepreneurship (host), NTNU Trollabs, NTNU Experts in Teamwork and Spark NTNU, and international collaborators

Research School
Partner in NORSI – Norwegian Research School in Innovation
Period: 2011-2020
Other partners: NTNU (host), BI, University of Agder, University of Oslo, University of Stavanger, UIT The Artic University of Norway, Inland Norway University of Applied Sciences, NHH, and Circle

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