INNOVATION AND ENTREPRENEURSHIP
at Nord University Business School 2019
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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. Entrepreneurship and innovation is among the top strategic areas of Nord University and the Nord University Business School. We are pleased to present our people, collaborations and activities to you in this publication.

In 2019, the research group in innovation and entrepreneurship is stronger and more vital than ever, with teaching and research activity in Bodø, Mo i Rana and Steinkjer. We are strongly committed to promoting entrepreneurship and innovation in research, education and industry relations.

The research group conducts basic research and more applied research on various topics within entrepreneurship and innovation, and as a part of a centre for excellence in education (SFU - Engage). Our research activity is characterized by a high level of external financing, an international environment and strong international collaborations. Key research topics are related to: the emergence and growth of new businesses and their role in society, innovation and entrepreneurial activity in different sectors, collaboration for innovation and entrepreneurship, as well as innovation and entrepreneurship connected to digitalization, circular economy, sustainability and education. Ongoing project examples are related to research-based spinoffs, new technology-based firms, tourism entrepreneurship and innovation, entrepreneurial opportunities, public sector innovation, innovation policy, university-industry collaboration, digital innovation, the Global Entrepreneurship Monitor and gender perspectives to entrepreneurship and innovation. Overall, the group’s research has led to a wide scope of articles published in leading scientific international journals, books, articles in books and popular science publications.

Together with Nordland Research Institute, co-owned by Nord University and the Nordlandsforskning Foundation, we 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.

In this booklet, you can learn more about the people 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 people, our international orientation and some of our ongoing research projects and activities. Also we are welcoming everyone that have a passion for entrepreneurship and innovation to join us, as a student, PhD candidate, faculty or collaboration partner.
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 75 candidates have presented their doctoral theses there. About one third of these PhDs have been in entrepreneurship and innovation.

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 Bodø 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. Despite being a small university, Nord has been recognized internationally for its impact in entrepreneurship research. A 2018 paper ranked Nord as the only Norwegian institution among the top 100 in the world.

“We publish as much as we can, take part in the most interesting international conferences and try to attract international conferences to Bodø. This provides us with a solid network. When the Babson Conference 2016 looked to Norway, it was obvious their

“Bodø is home to the strongest innovation and entrepreneurship research community in the country, and acts as a hub in the Norwegian educational landscape,”
- Professor Lars Kolvereid and Associate Professor Espen Isaksen.
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, an MBA in Technology Management 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 (EK239E Introduction to entrepreneurship and development of ideas). We annually supervise a high number of bachelor and master theses. Many of the doctoral students graduating from the Business school are also supervised by staff from this division.

New courses are also being developed. In 2019 we are working to build a new specialization in the MBA program, a brand new venture creature program and an elective course about sustainability and teamwork. The latter is unique because it is interdisciplinary and will be offered to several faculties at Nord.
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 (pr. 2019):

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

**MASTER OF SCIENCE IN BUSINESS/ MASTER IN BUSINESS ADMINISTRATION**
- Marketing and entrepreneurship (MF309E) – BODØ, STJØRDAL
- Innovation and change processes (ORG5000) - BODØ
- New Business Venturing (ENT5001) - BODØ
- Innovation Management (LED5003) - BODØ
- Perspectives to innovation and entrepreneurship (ENT5000) - BODØ
- Business development (OR329E) - BODØ
- Teamwork in practice (ENT5003) - BODØ
- Innovation in Public sector (ENT5005) - BODØ
- Business Models for Circular Economy (ECO5020) – BODØ
- Business development in technology based firms (ORG5008) - MO I RANA
- Leadership, teamwork and change in technology driven companies (LED5006) - MO I RANA
- Finance of business development (ECO5024)
- Digital Innovation (ENT 5004) BODØ, STJØRDAL
- Strategic management of technology based firms in dynamic Environments (LED5005) - MO I RANA
- Master Thesis in entrepreneurship and innovation management (BE307E) - BODØ

**PHD**
- Foundations and Future Perspectives in Entrepreneurship Research (DR430E) - BODØ
- The Impact of Digitalization and Artificial Intelligence on Innovation and Management.
- Statistics for Research, with Applications in Marketing, Management and Innovation (MET9006) - BODØ
- Entrepreneurial learning and entrepreneurship education (ENT9000) - BODØ
- Literature review for academic writing in business and innovation management (MET9003) - BODØ
- Perspectives in innovation research (DR442) - BODØ
- Qualitative Research Methods (MET9009) - BODØ

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

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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 are working to 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 in 2016 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 Øystein Widding at NTNU, who also has an adjunct position with Nord University Business School.

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

"The partners in this project excel in various fields of entrepreneurship, and with Engage we 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 from DIKU, 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 promote the development of entrepreneurial skills and mindsets in other study programs and develop educational tools and methods to be used here. 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 work with more engaging teaching methods, including student-active learning. Students learn best when they are active in their learning processes, but how does one achieve this? We are developing and testing methods for engaging students in their own learning. We also document results of the methods to help improving them; short-term results, such as student satisfaction, and long-term results: What did the students really learn?” says Riibe Ramskjell.
Engage at Nord university has been involved in several processes of developing education with focus on entrepreneurship and innovation; both at the Business school and at other faculties. Here are some examples of course development work:

- A new course, compulsory for all first year master students at Nord University Business School: **Innovation and Change Processes (ORG5000)**
  - Key words: Team based project work, external partners as problem owners, collaboration training, Wayfaring/Design Thinking, poster exhibition, pitch training.

- Teaching seminars at the Bachelor of Nursing at Nord University: “Change agents in health care” in the course **Society and Organization STK112H**

- **Sustainability in practice**
  - New course at Bachelor level, elective for multiple study programs at all faculties. Key words: Sustainability, project work, external partners, interdisciplinary teams.

“It is not enough to learn about entrepreneurship. Engage is about developing skills and training the students’ ability to act. Students must learn how to discover opportunities and dare to seize them, and to be creative and use the resources at hand”, says Alsos.

Student activities as co-curricular or extracurricular activities are also an important element in Engage’s plan to help students become change agents. In addition to training the students entrepreneurial skills in courses, Engage support students who work with a business idea. “We are developing our ‘ecosystem’ for students’ entrepreneurship”, says Riibe Ramskjell. One of the five partners in Engage is the student organization Spark, with mentors who guide students with a business idea. While originating from NTNU, Spark is now established also at Nord university. “Spark Nord is an important addition to the ecosystem for students’ entrepreneurship at Nord”, says Riibe Ramskjell, and continues: “We see that the activity around students working with their own business idea is increasing, and several of the student businesses are succeeding in getting funding and winning competitions”.

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

- It can be learned, they emphasize, and add:
- We educate change agents!
Newly created ideinord.no is where students can seek help when they have an idea they want to develop, or if they just curious. They meet an organized, simple overview that explains what options they have available. With several low threshold offers for students with genuine interest in and curiosity towards the field of entrepreneurship and innovation, it is supposed to be easy to get started. A combination of workshops, courses and guidance offered by different contributors are to prepare students at Nord university to follow their own ideas.

Action based learning, student-to-student counseling, and a thriving environment will help them along the way. “We want the students to challenge the problems and issues they meet in their daily lives,” says Bjørn Heggdal, head of extra-curricular activities at Engage. “Nurses and teachers face different concerns which calls for different solutions. That’s why we try to reach all faculties at the university. Diversity is important to create an environment in which ideas can grow and maybe succeed.”

At Nord university in Bodø you find one of the best research environments for innovation and entrepreneurship in Norway. And here, amongst researchers, teachers and employees with tons of experience in the field, you will also find the entrepreneurial students. They bring big ideas, curiosity and enthusiasm to the table, and are rewarded with support, new knowledge and new ventures.

TEXT: SYNNE HANSEN

Students in Action

Engage is one of the many partners who can help students on their way, and who can be a door-opener towards investors, funding and progress.

The students have a loft reserved for them in the same building as all of the professors, researchers and employees. The loft is called “Gründerkollektivet” which is a co-working space where start-ups can grow and thrive. Here there is office spaces students can loan for free, and mentors next door. Gründerkollektivet is make or break for some of the students. “An offer like this allows you to use all your money and energy directly into your ideas,” says Michal Meyer Nilssen, mentor in Spark* and student entrepreneur. From working with his own start-ups, Nilssen knows all about the process from idea to product, and is now using that to guide other students through the same process.

Extra-curricular activities like those offered by Engage and Idé i Nord make students more creative, open-minded and independent. “The goal is to give them an entrepreneurial mindset and help them be more curious,” says Bjørn Heggdal. “When discussions are live and the students can get to the very bottom of the problem they’re trying to solve, that’s when real change can be made.”

Norskin is one of the student startups that have their offices in the co-working space “Gründerbrakka”.

“In Norskin we are engaged in sustainable processing of by-products from fish. Our ambition is to create new knowledge-based jobs and contribute to more utilization of our rich deposits of fish in Norwegian aquaculture and fisheries.”

Michal Meyer Nilssen, founder of Norskin

Michal Meyer Nilssen is a mentor in the student organization Spark Nord, and also founder of the start-up Norskin.

Photo: Synne Hansen
Here we are proud to present the people working with entrepreneurship and innovation at Nord University.

We have faculty and staff in the Division Innovation and Entrepreneurship in Bodø, Steinkjer and Mo i Rana.

We also present people in other divisions working with entrepreneurship and innovation. The presentations are arranged alphabetically.

DIVISION: Innovation and Entrepreneurship, Bodø
EDUCATION: MSc in Business, Master of Research, PhD Bodø Graduate School of Business.
INTERESTS: Entrepreneurial behavior and new venture start-up processes, entrepreneurial opportunities, gender perspectives to entrepreneurship and innovation, and entrepreneurship education.
RESEARCH PROJECTS: Gender in entrepreneurial ecosystems (GENRE), Empirical research on entrepreneurial effectuation, Engage research on entrepreneurship education, Entrepreneurship and embeddedness, Gender and entrepreneurship in the Nordic.
TEACHING: Entrepreneurship and innovation at Master and PhD level. Master and PhD thesis supervision

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DIVISION: Innovation and Entrepreneurship, Bodø
EDUCATION: Master of Science in Business Development, NTNU's Entreprenørskole
INTERESTS: Venture Creation Programs, early stage innovation processes, customer development, business development
TEACHING: Engage
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DIVISION: Innovation and Entrepreneurship, Bodø.
EDUCATION: MSc in Business, PhD Nord University Business School.
INTERESTS: Entrepreneurial finance, innovation and change processes, entrepreneurial thought and action, gender perspectives to innovation and entrepreneurship.
RESEARCH PROJECTS: Engage – Center for engaged education through entrepreneurship, Genre - Overcoming the Entrepreneurial Ecosystem Gender Divide: A Cross-Cultural Perspective.
TEACHING: Teaching and supervision BSc, MSc, MBA in entrepreneurship and innovation.

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DIVISION: Innovation and Entrepreneurship, Bodø.
EDUCATION: PhD, Chalmers University of Technology (Sweden), MBA, Halmstad University (Sweden)
INTERESTS: Entrepreneurs/entrepreneurial teams, firm formation process, human capital, social networking, societal impact, research-based firms.
RESEARCH PROJECTS: “Developing research – entrepreneurship linkages”
TEACHING: Entrepreneurship & innovation, business ethics, leadership & organization at bachelor and master level. Supervising thesis at bachelor/master level.

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INTERESTS: Entrepreneurial finance, innovation and change processes, entrepreneurial thought and action, gender perspectives to innovation and entrepreneurship.
RESEARCH PROJECTS: Engage – Center for engaged education through entrepreneurship, Genre - Overcoming the Entrepreneurial Ecosystem Gender Divide: A Cross-Cultural Perspective.
TEACHING: Teaching and supervision BSc, MSc, MBA in entrepreneurship and innovation.

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INTERESTS: Entrepreneurs/entrepreneurial teams, firm formation process, human capital, social networking, societal impact, research-based firms.
RESEARCH PROJECTS: “Developing research – entrepreneurship linkages”
TEACHING: Entrepreneurship & innovation, business ethics, leadership & organization at bachelor and master level. Supervising thesis at bachelor/master level.

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EDUCATION: PhD, International marketing.
INTERESTS: Sustainability, circular economy, marketing, innovation and entrepreneurship.
RESEARCH PROJECTS: DigInn – Digital Innovation and Sustainability. Research on profitable sustainability – how firms can leverage business opportunities that arises in the green shift.

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EDUCATION: M.Sc. (Norwegian School of Economics), PhD (Umea University). Master Mariner education (Bodin Maritime Academy).
INTERESTS: Strategic management, entrepreneurship and industry development, safety and security.
RESEARCH PROJECTS: Maritime preparedness and emergency management. Leader of NORDLAB - Nord university emergency management laboratory. Leader of University of the Arctic thematic network on Arctic Safety and Security.
**TEAM**

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**EDUCATION:** Bachelor of nursing, Bodo University College  
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**INTERESTS:** Entrepreneurship, Entrepreneurship education, Diversity, Inclusion, Mental health, ADHD  
**RESEARCH PROJECTS:** Engage, Entrepreneurship Education for Diversity and Inclusion: A focus on ADHD.

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**INTERESTS:** Cognitive flexibility, artificial intelligence, digital innovation  
**RESEARCH PROJECTS:** Non invasive, automated touch screen and eye tracker applications to measure development of attention and social skills in children. Financed by Medical Research Council (UK), hosted by Oxford University in collaboration with Virginia Tech, University of Granada, Essex University and Birkbeck College, University of London.  
**TEACHING:** Knowledge development with ICT, Quality Management.

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**RESEARCH PROJECTS:** Incubators, incubation and acceleration; innovation & R&D projects.  
**TEACHING:** Entrepreneurship and innovation (Master), Technology Management (MBA), applied regression analysis (PhD). Supervision of students (Master/MBA/PhD) on topics related to entrepreneurship and innovation.

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**RESEARCH PROJECTS:** Engage, Entrepreneurship Education for Diversity and Inclusion: A focus on ADHD.

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**RESEARCH PROJECTS:** Non invasive, automated touch screen and eye tracker applications to measure development of attention and social skills in children. Financed by Medical Research Council (UK), hosted by Oxford University in collaboration with Virginia Tech, University of Granada, Essex University and Birkbeck College, University of London.  
**TEACHING:** Knowledge development with ICT, Quality Management.

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**RESEARCH PROJECTS:** Incubators, incubation and acceleration; innovation & R&D projects.  
**TEACHING:** Entrepreneurship and innovation (Master), Technology Management (MBA), applied regression analysis (PhD). Supervision of students (Master/MBA/PhD) on topics related to entrepreneurship and innovation.
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INTERESTS: New venture teams, team cognition, collective knowledge, role structure, new technology-based firms.
RESEARCH PROJECTS: Emergent states and performance of new technology-based firms; The role of team mental models and transactive memory systems.
TEACHING: Research methods, lectures in International entrepreneurship and Teamwork in practice, supervision of student groups in Business development course.

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EDUCATION: MSc Applied Economics (University of Minnesota), PhD (Bodø Graduate School of Business - UiN).
INTERESTS: Innovation and entrepreneurship in rural areas, strategic alliances and networks, social entrepreneurship, SMB, factors influencing value creation and capturing.
RESEARCH PROJECTS: DigInn - Digital Innovation and Sustainability in the circular economy, Green entrepreneurship and innovative environments in the Mid-North.

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DIVISION: Innovation and Entrepreneurship, Bodø.
EDUCATION: MSc (UiN).
INTERESTS: Innovation in the public sector, entrepreneurial opportunities, Organizational 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, management.

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EDUCATION: MSc in Industrial Economics and Technology Management (NTNU).
INTERESTS: Accounting, digitalization, financial management, circular economy.
RESEARCH PROJECTS: Digitalization in the accounting business, use of videos in teaching.
TEACHING: Accounting courses and valuation.
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EDUCATION: MSc, PhD.
INTERESTS: Leadership, Team leadership, Team Innovation Performance
RESEARCH PROJECTS: Sports performance, team innovation performance
TEACHING: Team Leadership, Technology based Business Development

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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: Maritime innovation, coastal planning, social entrepreneurship, education for sustainable development, internationalization of education.
RESEARCH PROJECTS: Arctic Transport and Infrastructure (CHNL) // InternAbroad (DIKU) // Wind-assisted ship propulsion (Interreg NSR).
TEACHING: Research methods, Management in practice, Applied economics and administration, supervision MBA and M.Sc.

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RESEARCH PROJECTS: Engage
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RESEARCH PROJECTS: University-industry collaboration.
TEACHING: Organization and Management, Bachelor supervision

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RESEARCH PROJECTS: University-industry collaboration.
TEACHING: Organization and Management, Bachelor supervision

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DIVISION: Market, strategy and management, Steinkjer.
EDUCATION: Ph.D in Business Economics, msc in business economics, BSc in business administration.
INTERESTS: Ecological Economics, Sustainability, Ethics, Circular value chains.
RESEARCH PROJECTS: Diginn, ShareOn, Blue and Green Innovation centre.

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DIVISION: Innovation and Entrepreneurship, Bodø
EDUCATION: Msc in Economics and Business, University of Stavanger Business School.
INTERESTS: Economics, economics of innovation, innovation process, innovation policy, management of innovation, technological innovation, digitalisation, circular economy.
RESEARCH PROJECTS: Digital innovations in the circular economy
TEACHING: Innovation, circular economy

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DIVISION: Innovation and entrepreneurship, Mo i Rana
EDUCATION: BA in applied linguistics (NTNU), Master in Science and technology studies (NTNU)
INTERESTS: Innovation, University-industry collaboration, Strategic alliances.
RESEARCH PROJECTS: University-industry collaboration.
TEACHING: Organization and Management, Bachelor supervision
INGVILD SALTNES JOHANSEN
Student Assistant

DIVISION: Innovation and Entrepreneurship, Steinkjer.
EDUCATION: Bachelor in Economics and business management Nord university.
INTERESTS: Entrepreneurship and innovation, Team dynamics and management, Digitalization, Collaborations.
RESEARCH PROJECTS: Engage
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INTERESTS: Innovation and entrepreneurship in peripheral areas, entrepreneurial ecosystems, regional development
RESEARCH PROJECTS: University-Industry Collaboration in Northern Norway
TEACHING: Bachelor supervision, business development

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DIVISION: Innovation and Entrepreneurship, Bodø
EDUCATION: MBA (University College Dublin), PhD (EM Lyon Business School)
INTERESTS: Entrepreneurship, Teams, and Quantitative Methods
RESEARCH PROJECTS: 1) Longitudinal field study of 120 new venture teams hosted by incubators and science parks in Gothenburg, Copenhagen, and St. Petersburg; 2) Longitudinal archival study of 374 academic spin-off firms in Norway; and 3) Longitudinal linked open data study of research scientists, intellectual property rights, and innovation in Europe
TEACHING: Quantitative Research Methods, Teams and Innovation

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DIVISION: Innovation and Entrepreneurship, Bodø
EDUCATION: MSc (BI), MBA (Wisconsin), PhD (Henley)
INTERESTS: New business creation processes, wealth creation and new business performance, education in entrepreneurship, corporate entrepreneurship
RESEARCH PROJECTS: Global Entrepreneurship Monitor, Amway Global Entrepreneurship Report Norway
TEACHING: Entrepreneurship. Bachelor, Master and PhD supervision in entrepreneurship and innovation

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TEACHING: Quantitative Research Methods, Teams and Innovation

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INTERESTS: Innovation and entrepreneurship in peripheral areas, entrepreneurial ecosystems, regional development
RESEARCH PROJECTS: University-Industry Collaboration in Northern Norway
TEACHING: Bachelor supervision, business development

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EDUCATION: BA in Management (Northern Arctic Federal University), BA in Economy and Administration, spec. in Business Creation (Nord-Trøndelag University College), MSc Economics and Project Management (University of Agder)
INTERESTS: New business performance, Types of entrepreneurs, Entrepreneurship Education, Entrepreneurial Intentions, HRM
RESEARCH PROJECTS: Hybrid Entrepreneur Business Performance
TEACHING: Research Methods (Ethics), Entrepreneurship, Experience as assistant in Financial Statement Analysis and Equity Valuation, and Business Economic Analysis

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RESEARCH PROJECTS: 1) Longitudinal field study of 120 new venture teams hosted by incubators and science parks in Gothenburg, Copenhagen, and St. Petersburg; 2) Longitudinal archival study of 374 academic spin-off firms in Norway; and 3) Longitudinal linked open data study of research scientists, intellectual property rights, and innovation in Europe
TEACHING: Quantitative Research Methods, Teams and Innovation

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TEACHING: Quantitative Research Methods, Teams and Innovation

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RESEARCH PROJECTS: Hybrid Entrepreneur Business Performance
TEACHING: Research Methods (Ethics), Entrepreneurship, Experience as assistant in Financial Statement Analysis and Equity Valuation, and Business Economic Analysis
TEAM

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EDUCATION: BSc (Bodø Graduate School of Business), MSc (Trondheim Business School), PhD (Nord University Business School)
INTERESTS: University-Industry Collaboration, Circular Economy, Knowledge Management
RESEARCH PROJECTS: University-industry collaboration
TEACHING: Organization and Management, Technology Management, Bachelor and MBA supervision

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EDUCATION: PhD in Business, Master in Business, Bachelor in Political Science (Mid Sweden University, Östersund, Sweden)
INTERESTS: Women’s entrepreneurship in different cultural contexts, financing and resource acquisition, gender, social capital and embeddedness
RESEARCH PROJECTS: GENRE (Gender in entrepreneurial ecosystems), NEED (Network for Engaged Entrepreneurship in Developing Economies)
TEACHING: Finance, entrepreneurship

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DIVISION: Innovation and entrepreneurship, Bodø
EDUCATION: MSc Business, Nord University
INTERESTS: Entrepreneurship Education, Venture Creation Programs, New Venture Teams, Venture Creation, Entrepreneurial Mindset and Entrepreneurial Learning
RESEARCH PROJECTS: Venture Creation Process in Venture Creation Programs, Entrepreneurial Skills and Mindset
TEACHING: Teamwork and entrepreneurship processes

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DIVISION: Innovation and Entrepreneurship, Mo i Rana
EDUCATION: MSc in Business, Bodø Graduate School of Business
INTERESTS: Incubation, organizational sponsorship, co-production, entrepreneurial processes
RESEARCH PROJECTS: Incubators and their firms, Literature review on effects of incubators
TEACHING: Business economics and Bachelor Supervision

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INTERESTS: University-Industry Collaboration, Circular Economy, Knowledge Management
RESEARCH PROJECTS: University-industry collaboration
TEACHING: Organization and Management, Technology Management, Bachelor and MBA supervision

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INTERESTS: Women’s entrepreneurship in different cultural contexts, financing and resource acquisition, gender, social capital and embeddedness
RESEARCH PROJECTS: GENRE (Gender in entrepreneurial ecosystems), NEED (Network for Engaged Entrepreneurship in Developing Economies)
TEACHING: Finance, entrepreneurship

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INTERESTS: Entrepreneurship Education, Venture Creation Programs, New Venture Teams, Venture Creation, Entrepreneurial Mindset and Entrepreneurial Learning
RESEARCH PROJECTS: Venture Creation Process in Venture Creation Programs, Entrepreneurial Skills and Mindset
TEACHING: Teamwork and entrepreneurship processes

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INTERESTS: Incubation, organizational sponsorship, co-production, entrepreneurial processes
RESEARCH PROJECTS: Incubators and their firms, Literature review on effects of incubators
TEACHING: Business economics and Bachelor Supervision
DIVISION: Innovation and Entrepreneurship, Bodo
EDUCATION: PhD (School of Advanced Social Studies, Slovenia), Magister Scientiam in Law (University of Ljubljana, Slovenia)
INTERESTS: Technology transfer, science commercialization, innovation policy, patent informatics, circular economy.
RESEARCH PROJECTS: IP LODB project (PI, sponsor: European Patent Office), KnowING IPR (team member, sponsor: Interreg Danube - EU), preparation of Marie Curie IF proposal.
TEACHING: Business Models in Circular Economy ECOS20

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DIVISION: Innovation and Entrepreneurship, Steinkjer
INTERESTS: Antecedents, function and outcome of firm dynamic capabilities, corporate entrepreneurship, innovation, big data analytics and quantitative methods.
RESEARCH PROJECTS: The measurement and workings of dynamic capabilities under environmental dynamism, especially in generating innovation. Utilizing rich quantitative data in order to gain novel insights into measuring and understanding firm capabilities.
TEACHING: MBA course in Technology Management and supervision.

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DIVISION: Economic Analysis and Accounting, Steinkjer
EDUCATION: MSc in Business and Economics, BI Norwegian Business School
INTERESTS: Innovation policy, interfirm and university collaboration, quantitative methods.
RESEARCH PROJECTS: The role government innovation policy plays in the differences in innovation and firm performance, and how the impact is contingent on the characteristics of the firms and their collaborations.
TEACHING: Microeconomics, research methodology, Bachelor supervision.

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EDUCATION: Cand. Polit. (UiT, University of Tromsø)
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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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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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: Engage, Active learning forms in entrepreneurship education.
TEACHING: Teamwork and reflection writing, communication, facilitation.

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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: Start-up Incubation Ecosystems.
TEACHING: Business research methods, Entrepreneurship, Marketing, Strategic management

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INTERESTS: Entrepreneurial learning, entrepreneurial opportunities, new venture ideas (NVIs), new technology-based firms (NTBFs).
RESEARCH PROJECTS: The role of entrepreneurial learning in the development of opportunities by NTBFs, R&D-based opportunities.
TEACHING: Research methods and various topics within entrepreneurship (international entrepreneurship, entrepreneurial identities, etc.) at master level.

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INTERESTS: Entrepreneurial learning, entrepreneurial opportunities, new venture ideas (NVIs), new technology-based firms (NTBFs).
RESEARCH PROJECTS: The role of entrepreneurial learning in the development of opportunities by NTBFs, R&D-based opportunities.
TEACHING: Research methods and various topics within entrepreneurship (international entrepreneurship, entrepreneurial identities, etc.) at master level.

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INTERESTS: Science-based entrepreneurship and innovation. Entrepreneurial processes and ecosystems. University-industry technology transfer. Circular Economy
TEACHING: Research Methods, Technology Management, Entrepreneurship and Innovation, Master and PhD supervision in entrepreneurship and innovation
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EDUCATION: BSc (Nord university), MSc in Strategy and Management (USN).
INTERESTS: Knowledge Management, Strategic Entrepreneurship, University-Industry collaboration.
RESEARCH PROJECTS: UIC formation in FME HighEFF and entrepreneurial education in SFU Engage.
TEACHING: Strategic entrepreneurship, business model canvas, blue ocean strategy, teambuilding and teamwork.

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DIVISION: Innovation and Entrepreneurship, Bodø.
EDUCATION: Fellow (PhD), Entrepreneurship Development Institute of India.
INTERESTS: Corporate Innovation and Entrepreneurship; Entrepreneurial Ecosystems (incubators and accelerators); Entrepreneurial Opportunities; Entrepreneurship Policy.
RESEARCH PROJECTS: Growth and value creation in science-based ventures; Incubators and their firms; R&D based entrepreneurial opportunities.
TEACHING: Qualitative Research Methods; Innovation Management.

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DIVISION: Market, Strategy and Management, Steinkjer
EDUCATION: Master of Public Administration (Copenhagen Business School), PhD (Copenhagen Business School).
INTERESTS: Contract Management, Value Chain Organization and Purchasing Management - where the focus is particularly on challenges related to the management of innovative procurement processes.
RESEARCH PROJECTS: Competitiveness and Knowledge in the fish farming industry, Managing innovation contracts in the salmon farming industry, Public procurement management, The Importance of Knowledge Transfer for Firm Behavior, Grades as return on time invested in the learning process.

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INTERESTS: Knowledge Management, Strategic Entrepreneurship, University-Industry collaboration.
RESEARCH PROJECTS: UIC formation in FME HighEFF and entrepreneurial education in SFU Engage.
TEACHING: Strategic entrepreneurship, business model canvas, blue ocean strategy, teambuilding and teamwork.

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TEACHING: Strategic entrepreneurship, business model canvas, blue ocean strategy, teambuilding and teamwork.

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INTERESTS: Corporate Innovation and Entrepreneurship; Entrepreneurial Ecosystems (incubators and accelerators); Entrepreneurial Opportunities; Entrepreneurship Policy.
RESEARCH PROJECTS: Growth and value creation in science-based ventures; Incubators and their firms; R&D based entrepreneurial opportunities.
TEACHING: Qualitative Research Methods; Innovation Management.

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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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INTERESTS: Knowledge management, Innovation processes, innovation management, organizational learning, strategic entrepreneurship.
RESEARCH PROJECTS: Knowledge management in Innovation processes.
TEACHING: Strategy, Bachelor, Crisis and change management, Master, innovation and entrepreneurship Bachelor and Master.

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INTERESTS: New collaboration models in service production, Strategic communication/information and public relations, Digital marketing and business development, Entrepreneurship and innovation.
RESEARCH PROJECTS: RESENS, DigInn, Accelerated digital development, DiWi.
TEACHING: Marketing, research methods

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INTERESTS: Entrepreneurship education, early stage finance, technology based entrepreneurship.
RESEARCH PROJECTS: University industry collaboration, head of research 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).

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INTERESTS: Knowledge management, Innovation processes, innovation management, organizational learning, strategic entrepreneurship.
RESEARCH PROJECTS: Knowledge management in Innovation processes.
TEACHING: Strategy, Bachelor, Crisis and change management, Master, innovation and entrepreneurship Bachelor and Master.

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INTERESTS: New collaboration models in service production, Strategic communication/information and public relations, Digital marketing and business development, Entrepreneurship and innovation.
RESEARCH PROJECTS: RESENS, DigInn, Accelerated digital development, DiWi.
TEACHING: Marketing, research methods

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TEACHING: Entrepreneurship courses at bachelor and master level. Supervision of PhD, master and bachelor students. Director of the Norwegian Research School in Innovation (NORSI).
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EDUCATION: MBA International Management, University of Agder, Norway.  
INTERESTS: Female and Immigrant Entrepreneurship & Entrepreneurial Identity; embeddedness, intersectionality, entrepreneurial learning.  
RESEARCH PROJECTS: Entrepreneurial identity formation among immigrant women entrepreneur.  
TEACHING: Supervision of project groups for Business development course

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INTERESTS: International entrepreneurship, small international firms, and research issues in emerging markets.  
RESEARCH PROJECTS: Internationalisation of small entrepreneurial firms from an emerging market.  
TEACHING: International Business & Marketing at the bachelor and master level; Master thesis supervision

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EDUCATION: MSc in Business and Administration from Norwegian School of Economics (NHH).  
INTERESTS: Digital innovation and business model generation in the face of digital transformation, the role of big data in strategic formulation, business sustainability and economic development.  
RESEARCH PROJECTS: DigInn.  
TEACHING: Technology management at the MBA level.

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EDUCATION: BSc Service strategy and Management.  
INTERESTS: Digital marketing, business strategy, digitalization in business.  
RESEARCH PROJECTS: DigInn and DiVi
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INTERESTS: Environment and sustainable development,
Strategic planning and strategy deployment, Lean Management,
Empowering people and communities, Board member of several
Norwegian enterprises including SIVA (public enterprise owned
by the Norwegian Ministry of Trade and Fisheries) and Chairman
of Rana Utviklingsselskap AS, MIP Miljøkraft AS and Arctic Circle
Data Center AS.
RESEARCH PROJECTS: MIP Sustainability.
TEACHING: Lean Management, Innovation within industry.

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EDUCATION: MSc, Financial Management (Ukraine) and MSc,
Business Creation and Entrepreneurship (Norway).
INTERESTS: Development of technological opportunities: project
level antecedents.
RESEARCH PROJECTS: R&D projects, Technological
opportunities, Technology-based entrepreneurship and
innovation.
TEACHING: Finance and investments.

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INTERESTS: Entrepreneurship, innovation in public sector,
culture, agriculture and local community development
RESEARCH PROJECTS: InnoDrive – Drivers and barriers for
public sector innovation.
TEACHING: Community and public entrepreneurship, master
supervision in entrepreneurship and innovation, mentoring of
master students, teaching NVivo (program for qualitative
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Mag, (Lillehammer University College), Cand Merc, (Nord),
Dr. Oecon, PhD, (Nord)
INTERESTS: Entrepreneurial knowledge management, entre-
preneurship 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, Bodø.
EDUCATION: MSc in Sustainable management (Joint-degree University of Nordland and Baltic State Technical University), PhD in Business (Nord University)
INTERESTS: Sustainable entrepreneurship, resource mobilization for entrepreneurship, organizing of innovation, Circumpolar studies.
RESEARCH PROJECTS: University-Industry Collaboration in Northern Norway: Drivers and Barriers, Engage research on entrepreneurship education, Research based entrepreneurial opportunities.
TEACHING: Entrepreneurship, innovation

DIVISION: Innovation and Entrepreneurship, 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.

RESEARCH PROJECT

Drivers and barriers for public sector innovation

Project period: 2016-2020

PROJECT AIM:
The 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).

PROJECT TEAM:
Ingebjørg Vestrum (project leader) and Petter Gullmark.

FINANCING:
RFF Nord
Between 1999 and 2012, 371 businesses received grants from the FORNY programme, most of them in the fields of technology, medicine and ICT. Data about these companies forms the basis of the lab.

FORNY 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.

“Research-based companies are major consumers of public funding. They are open systems. The rest of the world is envious of Scandinavia for this access to high-quality 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, since research-based companies spend a lot of time developing. Their business plans place emphasis on the various reasons for their establishment. Some of them have an idealistic objective,

**Studying the Impact of Science Based Firms**

**Business Research Lab**

A lot of public funding is spent on research-based businesses. Nord University Business School is setting up a social sciences lab to carry out research into both traditional economic growth and the benefits of these companies to society.
The Impact of Science-based Entrepreneurial Firms

Project period: 2013-2020

PROJECT AIM:
This project examine 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, Raj Krishnan Shankar, Johan Wiklund.

COLLABORATING PARTNERS:
NTNU, UIT

FINANCING:
Research Council of Norway, RFF Nord
Innovation research is often tied up with so-called “boy toys”, like cars, motors, etc.,” says Gry Agnete Alsos, Professor of Innovation and Entrepreneurship at Nord University Business School. “This hinders us to understand other types of innovations, for instance those more relevant for female consumers.” Alsos is the leader of the Norwegian part of the research project and believes that the challenges connected to the field are affixed in the field itself.

In innovative environments one can often find a male dominance when it comes to number of participants, both in incubators, start-ups, investors, counsellors and financing. Why is it like this, and what can be done to change it? The EU financed project GENRE will in four different countries work with questioning the reasons for this practice, and hopefully inspire to change where it is needed. To start out they will take a look at what is categorized as one of the most interesting areas for innovation, where you also find the highest percentage of men; technology.

“Innovation research is often tied up with so-called “boy toys”, like cars, motors, etc.,” says Gry Agnete Alsos, Professor of Innovation and Entrepreneurship at Nord University Business School. “This hinders us to understand other types of innovations, for instance those more relevant for female consumers.” Alsos is the leader of the Norwegian part of the research project and believes that the challenges connected to the field are affixed in the field itself.

The research team will carry out interviews with both male and female entrepreneurs, investors and others connected to the field. They want to see if there is a general trend regarding gender and entrepreneurship. The goal is to bring more attention to whether or not the innovative environment is gender equal, with a focus on innovative technology. Throughout the three-year period the project is on-going, there will be workshops and courses to make incubators and entrepreneurs more conscious on the biases they meet and use in a normal day.
The project started with Professor Maura Mc Adam from Dublin City University.

The research program is a cooperation between professors of four countries, and the interviews and studies will be carried out in all four. The four chosen countries, Ireland, Norway, Sweden and Israel, have different societies and levels of gender equality. “We wish to challenge the general thought on how equal the countries actually are, and hopefully some of the results can be used to better the situation if needed,” says Gry Alsos.

GENRE responds to the GENDER NET Plus call and specifically Sustainable Development Goal 9 (Infrastructure, Industrialization and Innovation, Topic 2.2y (Gender in Entrepreneurship and in the Innovation System). Alsos says that it’s always exciting with an EU funded project that gives one the chance to look at the situation in other countries. "Working with other nationalities in a project like this will help me see Norway in a different light," she says.
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.

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.

- Expertise from the oil and gas industry, process industry and aquaculture is highly relevant for research and education here, Marianne Steinmo and associate professor 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 state. They do not know any other academic environments in Norway similar to SIF.

- The way we are working with the industry from a social science point-of-view is quite unique, they say.

TEXT: HANNE LØKÅS VEIGÅRD/VIDEOFABRIKKEN
- 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.

Four members of SIF have completed their PhDs. The research staff also includes four 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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**Arctic Cluster Team (ACT)**

**Project period:** 2018-2021

**PROJECT AIM:**
ACT aims to be a driving force for the sustainable transition of Norway. Through increased innovation capacity and competitiveness for the industry, ACT will help fulfill Norway’s obligations under the Paris agreement.

**PROJECT TEAM:**

**COLLABORATING PARTNERS:**
50 partners in total; industry partners (process and supply industry, logistics, infrastructure and finance), entrepreneurs and academic institutions.

**FINANCING:**
Arctic Cluster Team is part of the national programme Norwegian Innovation Clusters. The program is organized by Innovation Norway, in joint effort with Siva (The Industrial Development Corporation of Norway) and the Norwegian Research Council.

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**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 Høyvarde Claussen, Siri Jakobsen, Krister Salamonsen, Thomas Lauvås, Maryna Vakulenko, Marit Breivik, Marianne Steinmo, Are Jensen, Raj Krishnan Shankar.

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

**FINANCING:**
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.

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, Irina Isaeva and Morten Dahle Selfors.

FINANCING:
Research Council of Norway and Norwegian industry
Understanding and Handling Disruption in Trøndelag

Private and public sector organizations are all facing two tectonic shifts in the way they operate. They need to move from a linear production thinking to that of a circular one. And they need to move from an analogue to a digital world. These transitions require innovation and clever entrepreneurs. And of course; new knowledge. In collaboration with other research groups, the Innovation and Entrepreneurship group at HHN has established two levers for creating and disseminating new knowledge related to these shifts.

TEXT AND PHOTO: LILL-BEATHE HÅPNES / ARNOLD MOLDEN

DigInn – Research for the future
The research program for Digital Innovation and Sustainability (DigInn) was founded in December 2018 with considerable financial support from Steinkjer Kommune and Sparebank 1 Midt-Norge to spearhead the research effort.

Lars Hovdan Molden and Jorunn Grande works at Nord university Business School in Steinkjer. Together with local actors and their colleagues in Bodø and Mo i Rana, they want to strengthen the research competence in Trøndelag and thereby contribute to increased competence level and innovation capacity in the region. In the long term, the vision is to build up a nationally leading and internationally recognized academic community that conducts industry-relevant research and teaching at the intersection of innovation, digitalization and sustainability.

Bioeconomy is a national focus area, and Trøndelag has a resource advantage and ambition. Trøndelag, and especially the Steinkjer region, is unique in terms of bio-resource diversity and actors who work with bioeconomy in research, management and industry. The PWC report also emphasizes the region’s management and utilization of natural resources as a special feature. Therefore, the Steinkjer region is well positioned to take a national and international position in a very forward-looking field; circular economy.

What is circular economy?
A circular economy aims to ensure that resources remain in the economy for as long as possible. This would say, for example, that what is waste in a business can become an important raw material in another. When the term is used up against the exploitation of natural resources, we call it circular bioeconomy.

A classic example is when waste from the aquaculture industry is transformed into environmentally friendly biogas for vehicles, and when the residual waste from this production becomes nutritious fertilizer for agriculture, says Grande.

The UN’s environmental program calculates that circular thinking can contribute to 17,000 billion (two Norwegian oil funds) in increased value to the world economy. Only a reduction in food waste alone, which is very relevant to our bioeconomic region, contributes to 2200 billion (almost two Norwegian state budgets). The consulting firm McKinsey estimates that the circular economy will contribute up to 25 million new jobs. The point is that the potential is enormous.

For some organizations, it involves process innovations where the way of doing things changes. For others, it will affect the services and products they offer. Either way, this will often require new forms of organization, ways of interacting and ways in which decisions are made. With increasing focus on sustainable solutions, both companies and public actors are under strong pressure to develop new and smarter ways of operating. Knowledge about innovation using digital technology will be very important for companies to succeed.
How do we succeed with the transition from linear to circular? How can we realize this potential?

First, we need to understand drivers for innovation in the domains of biology and business. Domain knowledge about bioeconomy, environment and production, coupled with special expertise in business model development, innovation and entrepreneurship makes this possible, says Molden, and continues:

Second, a transition to the circular economy must be followed by supportive and good regulatory framework conditions. It is just as easy to stop good progress as it is to allow harmful development due to party politics. Therefore, good, knowledge-based framework conditions must be set to ensure a broad and sustainable development. Thirdly, substantial investments are required in, and active use of, new technology. Especially digital technology as artificial intelligence. Artificial intelligence helps both to investigate and define, but also to design and optimize the operation of circular value chains.

DiVi – Business education for the future

In June 2019 DigInn was awarded 2.8 million NOK from Kompetanse Norge to develop a continuing education program for small and medium sized enterprises (SME) in Norway. The topic of the program is "Digital Transformation in My Business" (DiVi). Project manager, associate professor Jan Ole Similä explains:

We see a pressing need for new skills and knowledge in firms around us. The demand for continuing education has been rapidly increasing. Especially firms and public organizations are asking for more insights into how digital transformation affect them.

Several offers exist for larger corporations where employees can be awarded time off to pursue further education, but this is hard for many SMEs and programs aimed at these are in particular high demand.

It is very hard for a one-person company, an entrepreneur or a small firm to find relevant, applied and flexible education offerings. DiVi aims to remedy this gap by providing innovative teaching and digital technology, Jan Ole Similä says.

The DiVi program will consist of four courses totaling 30 ECTS over one year. The subjects will cover digital marketing and strategy, business model development, new ways of financing
companies, technological insight, cyber security, innovation and entrepreneurship. Participants and lecturers will connect using new web platforms and interactive collaborations. Hands-on workshops at campus will build on the preparations participants do online. This way we will enhance the relevance and flexibility of the program and contribute to the innovation of teaching methods as well. Combining online and digital resources with on-site training is safeguarding relevance and learning outcomes, Similä explains.

The lecturers and instructors at in the DiVi program have a wide variety of professional backgrounds and corporate experience. In addition, they are experienced in online teaching and case-based workshops on-site. Lars Hovdan Molden is one of the lecturers and has a true passion for teaching using technology combined with face-to-face interactions. Molden joined Nord university from the role as director at Telenor Group and has first-hand experience in digital business model development and has experienced the innovation potential in higher education through his work in Asia and Africa. We have seen a need for more interactive modes of learning, especially for SMEs. In emerging economies, we see rapid innovation in continuing education where universities are facilitating learning, rather than being the monopolist provider like they have been historically. By combining digital resources with hands-on learning onsite we are enabling new groups of students to enter the university. We also add relevance by including practitioners and real-life business challenges into the teaching. This is particularly important for tapping into the vast resources that is the SMEs and their need for new and continuing education, Molden argues and continues. DiVi is a first step in developing the teaching models of the future and we are very excited to work on this project.

DigInn and DiVi – First steps

With DigInn and DiVi Nord University Business School has taken important steps to address the two tectonic shifts facing people, organizations and societies. DigInn has started to work on research projects with several external firms and is currently working with Microsoft to establish a research internship in Seattle for PhD students. A PhD course in digital innovation is also planned for 2020. The ultimate objective is to get larger projects, however.

DiVi will run its first round of courses in the spring of 2020 and has already experienced great demand without even marketing the offering.
**DIGINN**

**Digital Innovation and Sustainability**

Project period: 2018-2025

**PROGRAM AIM:**
With an emphasis on digitalization and its impact on business model development, strategy and decision-making, DigInn will deliver top international research to rewarded journals and conferences based on regional cases and data.

**PROGRAM TEAM:**

**FINANCING:**
Steinkjer County Council, SMNI, Nord University

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**DiVi**

**Digital Transformation in My Business**

Project period: 2019-2021

**PROGRAM AIM:**
Develop and deliver flexible and business relevant courses in digitalization and digital transformation for small and medium sized firms. The project will also develop innovative ways to deliver education and teaching using technology and creative teaching methods.

**PROGRAM TEAM:**
Lars Hovdan Molden, Lill-Beathe Håpnes, Jan Ole Similä, Torstein Gustavsen, Morten Stene and Øyvind Hansen.

**FINANCING:**
Kompetanse Norge
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 on-going projects at the institute within these fields of research.

- Together with partners from both academia, NGOs for disabled, public sector and the tourism industry, NRI is doing the research project “Tourism for all” (2018-2020), on accessible tourism for people with disabilities. The project is financed by The Research Council of Norway.

- Web of Innovation and Value Chains of Additive Manufacturing Under Consideration of RRI (I AM RRI) is a joint research project of 16 institutions from across Europe, including NRI. The project, which runs from 2018 to 2020, is funded by the European Union under the Horizon 2020 program.

**TEAM**

**KARIN MARIE ANTONSEN**
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Senior researcher
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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 Spa-tial perspectives

**RESEARCH PROJECTS:** Climtour - Impacts of climate change on Norwegian nature based tourism (The Research Council of Norway), Sustainable development of travel destinations in Lofoten

**EDUCATION:** PhD in economcis/transport economics (Nord University Business School)

**INTERESTS:** Sustainable transport and logistic solutions with particularly focus on risk related to transport in Arctic climate. She also works with projects aimed at advancing the current appraisal tools for infrastructure projects

**RESEARCH PROJECTS:** Barriers towards sustainable mobility, Adverse weather impact on transport in arctic climate
EDUCATION: MSc in Sociology

INTERESTS: Experience economy, institutional theory, tourism research, rural studies, Welfare, disability, social and environmental sustainability.

RESEARCH PROJECTS: Experiences for all (disability and tourism) (The Research Council of Norway), Climtour - Impacts of climate change on Norwegian nature based tourism (The Research Council of Norway), Public transport and disabled people’s experiences in Nordland, Survey (Nordland County Council).

EDUCATION: MSc in Applied Economics and Finance (Copenhagen Business School), PhD in International Management (University of Agder)

INTERESTS: Corporate governance, corporate finance, financial statement analysis, macroeconomic policy, entrepreneurship and innovation, organizational learning

RESEARCH PROJECTS: Integrating Responsible Research and Innovation (RRI) into regional policy; Northern Norway in the global economy (Konjunkturbarometer for Nord-Norge).

EDUCATION: PhD in Business (Nord University), M.Sc. in Business (Nord University).


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.
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: Smart specialization in Nordland, Northern Norway in the global economy (Konjunkturbarometer for Nord-Norge), sector analysis for the tourism industry.

TEACHING: Master/PhD supervision in entrepreneurship and innovation.

EDUCATION: MSc (University of Tromsø)

INTERESTS: Systems of innovation (global, national, regional), Triple helix, Globalization and the national state (MLG), Cultural political economy (CPE), entrepreneurial discoveries (S3), GAP analysis, evolutionary economics.

RESEARCH PROJECTS: New knowledge creation through knowledge conversion, Smart Specialization.

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: PhD in Industrial Economics and Technology Management (Norwegian University of Science and Technology, MBA (Sungkyunkwan University 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)

EDUCATION: MSc (University of Tromsø)

INTERESTS: Systems of innovation (global, national, regional), Triple helix, Globalization and the national state (MLG), Cultural political economy (CPE), entrepreneurial discoveries (S3), GAP analysis, evolutionary economics.

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RESEARCH PROJECTS: New knowledge creation through knowledge conversion, Smart Specialization.

TEACHING: Master/PhD supervision in entrepreneurship and innovation.
LETICIA ANTUNES NOGUEIRA
Senior researcher
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EDUCATION: PhD in Innovation Economic (Aalborg University, DK)
INTERESTS: Innovation management, firm behavior in green transitions, socio-technical change, circular economy
RESEARCH PROJECTS: Marine plastics from the seafood industry (HAVPLAST)

EVGENI VINOGRAVOD
Senior researcher
evi@nforsk.no

EDUCATION: MSc (St. Petersburg State University of Economics and Finance), MSc (Bodø Graduate School of Business), PhD (University of Nordland)
TEACHING: statistics, entrepreneurship, international business.
Nordland’s participation in the project is no accident. Since 2014
the region has been basing its innovation strategy on the platform
of “smart specialisation”, which is endorsed by the EU. Smart
specialisation involves policymakers, businesses, citizens, and
researchers coming together to foster the development of local
industries that have a good fit with the region’s unique advan-
tages.
- SeeRRI focuses on three regions that actively use smart
specialisation strategy to align local development with the values
and needs that are important to the community as a whole, says
Nhien Nguyen, senior researcher at Nordland Research Institute
and Europe-wide project leader as well as scientific coordinator
for SeeRRI.
In addition to Nordland Research Institute, the SeeRRI consor-
tium includes two partners from Nordland: The Confederation of
Norwegian Enterprise in Nordland (NHO Nordland) and Nordland
County Council.

With and for society
SeeRRI revolves around the concept of responsible research and
innovation (RRI). The point is to create a future that will be attrac-
tive to everyone. To achieve this, those who shape the future must
adhere to some important ground rules.
- We must, among other things, take ethical issues and gender
equality into account and make sure citizens are involved in the
development process, says Nguyen.
- This is how solutions can be developed with and for society.

Four keys to success
As SeeRRI is carried out, four aspects of the project will receive
special emphasis. First of all, a wide range of actors will be
involved in developing the policy framework.
- Here we are talking about everyone from citizens via NGOs to
universities and businesses, says Nguyen.
Second, SeeRRI will collaborate with Nordland County Council,
which works with smart specialisation policy.
- Together we will make sure the guidelines become essential
ingredients in Nordland’s recipe for smart specialisation strategy,
says Nguyen.
Third, this way of working with smart specialization approach
will be transferred to other regions of Europe. In fact SeeRRI has
already secured a large network of cooperating regions from
different countries.
And fourth, said network consists of regions with different
internal conditions. By studying diverse regions, SeeRRI will
create a versatile knowledge base that can benefit regions outside
the network in the future.

SeeRRI – Building Self-Sustaining Research and Innovation Ecosystems
in Europe through Responsible Research and Innovation

PROJECT AIM:
SeeRRI establishes a foundation for building self-sustaining
Research and Innovation (RRI) ecosystems in Europe by
developing a framework for integrating the Responsible Re-
search and Innovation (RRI) approach into regional develop-
ment policies in three European territories: the B30 Area (Spain),
the Polymer and Mechatronic Cluster (Austria), and Nordland
Region (Norway). To achieve the goal of self-sustainability,
SeeRRI ecosystems are designed to be adaptive, resilient,
reproducible, continuously learning, and open or closed when
needed.

PROJECT TEAM (AT NRI):
Nhien Nguyen, Ingrid Bay-Larsen, Are Jensen, Jarle Løvland,
Jens Ørding Hansen, Åge Mariussen, Sigrid Rask Sørensen,
Thoralf Fagertun

COLLABORATING PARTNER:
NHO Nordland, Nordland County Council, Ecoplus, Generalitat
de Catalunya, Universitat Autònoma de Barcelona, University of
Bologna, University of Haifa, Research and Innovation Manage-
ment GmbH, WeDo Projects, Innaxis Foundation & Research
Institute, Austrian Institute of Technology

FINANCING
H2020-Swafs 14/2018
Connecting Northern Norway to the World Economy

Over the next few years, Nordland Research Institute will explore how developments in the global economy will create opportunities and challenges for the business community of Northern Norway.

Until 2021, Nordland Research Institute will collaborate with Kunnskapsparken Bode (Bodø Science Park) to produce the Business Barometer for Northern Norway (Konjunkturbarometer for Nord-Norge, KBNN).

KBNN, which is financed and led by Sparebank1 Northern Norway and has a decades-long history, aims to present up-to-date analyses of trends and events that the business community in the region should know about.

KBNN has recently been given a thorough overhaul as part of Kunnskapsbanken (“The Knowledge Bank”), Sparebank1’s integrated knowledge platform, and is now accessible through a user-friendly and attractive web portal.

Affected by the world economy

The main edition of the Business Barometer is published in autumn and provides an analysis of how developments in the global economy will affect Northern Norway in the next few years.

– We identify sectors in which Northern Norway has an advantageous position and where growth can be expected.

This is essential knowledge for a region in the northernmost reaches of the world that is a significant player in export industries such as seafood, tourism, and the processing industry.

– Compared with the rest of the country, we are even more dependent on the economics of international transport. We are influenced by the dynamics of the global economy and the conditions of our major export markets. Business cycles have important direct effects on demand and exchange rate stability, Løvland points out.

– It is crucial to have insight into the emerging trends.

Many challenges in the north

– The regional economy in the north will be important, Løvland says.

– We need closer interaction between different industries in the same geographical areas, so that the business structure in the north can become more competitive and capable of development. The regional reform provides opportunities for strengthening business development and social development in the region, and it is essential that we make the most of these opportunities.

Climate change, sustainability, and the environment are also important factors that affect the outlook for the future, and which will have an increasing impact on transition processes in the region.

– As a researcher, working on the Business Barometer for Northern Norway is both fun and challenging. We get to work with long-term development perspectives and analyses that are important for the development of the region. It is very interesting to discover how we in Northern Norway are connected to both national and global development processes, says Løvland.

Reports and statistics can be found by accessing the portal www.kbnn.no.

Jarle Løvland, senior researcher at NRI.
Photo: Morten Ovesen
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 Annual Meeting. Scholars from Nord University are well represented at all three conferences almost every year.

Generally, BCERC is perceived to be the leading research conference in entrepreneurship. In 2016, Nord University and the Nordland Research Institute hosted this prestigious conference in Bode, with about 300 scholars from all over the world.

– Being awarded this conference is very prestigious. That scholars from Bode have, for many years, been participating actively at major conferences probably contributed to the selection of Bode as a BCERC host, says Einar Rasmussen.

Valuable Conferences

At Nord University Business School, we carefully select the conferences and workshops to participate in.

– The strategy is simply to choose the best conferences, where we meet the best scholars on the topics we are working on. It is an important arena to present and get feedback on our research, says Professor Einar Rasmussen.

TEXT: HANNE LØKÅS VEIGÅRD/VIDEOFABRIKKEN

Andrew Zacharakis, Babson College and Gry Agnele Alsos, Nord University Business School at BCERC 36th Annual Award Ceremony. (Photo: Anders Lea Karlskaas)
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. 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.

– 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.

– 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.

Iselin Kristine Mauseth is a PhD student at Nord since 2017. She works with Teamwork in entrepreneurship education. Mauseth has already been to many conferences, and presented papers several times. In 2018 she even got nominated as one of three for the best paper award at the 3E conference at the University of Twente in the Netherlands.

– It really was a flying start for me. The whole experience was both exciting and nerve-racking, but it was incredibly educational. I received a lot of positive feedback after the presentation, says Mauseth.

Presenting and participating on conferences are important exercises for academics, to show your work to peers and also to learn about other research in your field. It is really valuable to get some feedback on your work from others than your supervisor, and also to get more updated on relevant research, and to observe different ways to present. It is also comforting to see that really experienced researchers have failed and been struggling with theoretical issues for instance, Mauseth says.

**Fresh at Conferences**

Iselin Kristine Mauseth is a PhD student at Nord since 2017. She works with Teamwork in entrepreneurship education. Mauseth has already been to many conferences, and presented papers several times. In 2018 she even got nominated as one of three for the best paper award at the 3E conference at the University of Twente in the Netherlands.

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**ISELINS ADVICE TO FRESH CONFERENCE PARTICIPANTS:**

- Read through the program and papers that are being presented. It makes it easier to understand the presentations.
- Read the attendee list and see if there is someone you would like to meet and talk to. You can even send an e-mail in advance that you want to meet, or maybe you have something written you want a feedback on.
- Attend dinners and social events.
- Try talking to someone you don’t know in the breaks, on shuttle buses or at meals. Just challenge yourself if you think it’s scary.
- Remember to bring memory stick and a presenter/“klicker” for your presentations.
The “Whole World” is Working Together in Bodø

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.

The innovation and entrepreneurship research community at Nord University Business School consists of people from all over the world: Greece, Ukraine, Hungary, Switzerland, Brazil, Nicaragua, Sweden, Poland, Ireland, Norway, the Netherlands, Russia, India, Pakistan, Vietnam and Slovenia.

“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.

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 hosted international conferences and workshop, like the Babson College Entrepreneurship Research Conference in Bodø in 2016.

Researcher Anders Billstrøm 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.

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 six 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 India, a tropical country, to the Arctic city of Bodo was quite a change in itself. But Bodo made me feel at home from the time I landed here. Though remote and small, Bodo has a charm of its own, a rare mix of urban and rural, closeness to nature and the facilities of a major city.

Nord University is at the centre of the ambitious growth being experienced in Bodo. The dynamic university is deeply networked both nationally and internationally: The collegial atmosphere at the business school, the many projects, and innumerable opportunities for networking with both private and public sector makes it a great environment for advancing research. As a postdoc in the Division of Innovation and Entrepreneurship, I could not have asked for a better group of colleagues who are helpful, encouraging and supportive of each other.

My interactions with colleagues and students of the Masters and PhD programs makes me feel like being in a highly international University. Nord University’s staff and students from multiple ethnicities and nationalities remain united by a common aspiration to advance knowledge and society. This is both inspiring and liberating. I am truly mesmerized by Bodo, Division of Innovation and Entrepreneurship, Business School and Nord University.

Raj Krishnan Shankar
Affiliated International Scholars

**CANDIDA G. BRUSH**
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**INTERESTS / AREAS OF EXPERTISE:** Entrepreneurship, New Venture Creation, Women and Entrepreneurship.
**TEACHING:** Supervision and courses at Doctoral and Masters’ level.

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**INTERESTS / AREAS OF EXPERTISE:** New Venture Creation; Entrepreneurial Cognition & Learning; Corporate Entrepreneurship; and Entrepreneurial Education
**TEACHING:** Supervision and courses at Doctoral level.

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**EDUCATION:** PhD, Jönköping International Business School, Sweden.
**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 and Doctoral level

ULLA HYTTI
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EDUCATION: M.Sc. in Bus.Adm. and PhD in Bus.Adm. at Turku School of Economics, University of Turku
INTERESTS: Entrepreneurial identities and careers, entrepreneurship education, academic entrepreneurship, gender
RESEARCH PROJECTS: “Academic entrepreneurship as a social process”, “Developing Inclusive and Sustainable Creative Economies”
TEACHING: Supervision and Teaching and Doctoral level

RESEARCH PROJECT

IP linked open data: building bridges (IP LodB)

Project period: 2019-2020

PROJECT AIM:
The project’s goal is to integrate patent information, which has recently been published as linked open data (LOD), with other scientometric and micro econometric indicators, to increase the user friendliness of European Patent Offices’ LOD data and help SMEs utilize this data.

IP LodB is a patent informatics project which will produce intellectual property rights (IPR) linked open data (LOD) map (IPR LOD Map), and test the linkability of the European patent (EP) LOD database with selected LOD databases.

PROJECT TEAM:
Dolores Modic, Alan Johnson, Einar Rasmussen

COLLABORATING PARTNER:
4 Slovenian data and social scientists

FINANCING:
European Patent Office
Recent Publications

The innovation and entrepreneurship scholars at Nord University publish a large number of scientific articles, book chapters, books and reports, as well as popular science chronicles in magazines, newspapers, blogs and social media. Below is a selection of recent publications (2018 and up to October 2019). Due to space constraints, only peer reviewed journal articles, books and book chapters from staff at the Division of Innovation and Entrepreneurship are included.

Peer reviewed Journal Publications


Books


Book chapters


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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