



The need for innovation – and speed

enter Entrepreneurship Research and Education Magazine is a new online magazine from the Entrepreneurship Platform at Copenhagen Business School (CBS). **enter** aims to offer quick and accessible insight into entrepreneurship research and knowledge at CBS and to bring the research and educational landscape at CBS into a more intense dialogue with business and society. CBS established the Entrepreneurship Platform in spring 2013. The platform integrates and coordinates entrepreneurship research, education and outreach activities at CBS and is a single point of entry for entrepreneurship at the Copenhagen Business School.

▲ **EDITORIAL** The economic crisis and the need for sustainable solutions imply a need for increased innovation in all parts of business and society. Speed of innovation is crucial, and knowledge, research and education are important components. Therefore, better interactions between knowledge institutions and businesses and society are central.

In response to this challenge, CBS has established the *Entrepreneurship Business in Society Platform* as one of its four *Business in Society* platforms. The platforms aim to enhance interdisciplinary- and cross-departmental collaboration at CBS in order to develop even better research, education and outreach initiatives in the field of entrepreneurship and thus enable CBS to address societal challenges that go across academic boundaries.

Entrepreneurship transforms new ideas into innovation, wherefore the entrepreneurial element is a key element in innovation processes. Entrepreneurship creates resources and organisation needed for the new idea to become an innovation – a new idea that generates revenue streams and a solid market anchoring.

Entrepreneurship platform aims to enhance interaction with business and society

The central objective of the *Entrepreneurship Platform* is to stimulate, facilitate and support the development of a greater capacity for finding research-based solutions to the challenges faced by business and society, including how to stimulate innovation and foster more entrepreneurship. Businesses, public partners and entrepreneurship research and education are all part of the effort to create these solutions. With the establishment of the Entrepreneurship Platform we aim to improve our interaction with external stakeholders such as companies and the public sector.

CBS has a strong, cross-disciplinary research base in entrepreneurship studies. This includes startups and new ventures, social entrepreneurship, corporate and organisational entrepreneurship, design and entrepreneurship, and globalisation and entrepreneurship to mention five major areas. These five areas have been established as so-called clusters within the Entrepreneurship Platform. The platform complements the research base by facilitating collaboration with business and entrepreneurship stakeholders in the public sector and by securing strong interactions between research and CBS' many entrepreneurship education programmes and courses. With the Entrepreneurship Platform we aim to create a single point of entry for entrepreneurship at CBS for external stakeholders such as companies and public organisations.

The platform was officially launched on 2 May with CBS President Per Holten Andersen and Margrethe Vestager, Minister for Economic Affairs and the Interior, as speakers. Later in May, the platform hosted an event about female entrepreneurship with Chinese guests and has already been involved in a wide range of research application activities. The platform management team has established an Advisory Board, which will meet twice a year, with the first meeting scheduled for late November. Jørgen Bardenfleth, the former CEO of Microsoft Denmark and chairman at Symbion A/S, Kirsten Drejer, CEO of Symphogen, and Anders Hoffmann, deputy director general of The Danish Business Authority have all accepted the invitation to join the Advisory Board.

Amongst other roles we see the board as our primary support and source of expertise regarding the platform's strategic vision – topics and issues of importance to the Danish society and ways for CBS to strengthen its standing as a source of stimulating and better understanding the conditions for entrepreneurship in Denmark.

enter – quick and accessible insight into entrepreneurship at CBS

With the need for entrepreneurship, innovation and speed in mind, we have created **enter** Entrepreneurship Research and Education Magazine, an online magazine from the Entrepreneurship Platform. The magazine aims to offer quick and accessible insight into entrepreneurship research and knowledge at CBS and to bring the research and educational landscape at CBS into a more intense dialogue with business and society.

enter will feature articles on research projects, examples of cooperation projects between the Entrepreneurship Platform and companies or public organisations as well as interviews with re-

searchers, external stakeholders, entrepreneurship students and others.

The first issue of enter

This first issue of **enter** features a background interview with the two academic directors of the Entrepreneurship Platform: Daniel Hjorth, professor of Entrepreneurship and Organization in the Department of Management, Politics and Philosophy, and Serden Ozcan, associate professor of Entrepreneurship and Innovation in the Department of Innovation and Organizational Economics. They both emphasise the importance of a constant exchange between research and companies and society in order to optimise the utilisation of the resources and knowledge of institutions such as CBS and to continuously target educational programmes to match the needs of business and society.

enter #1 also features an interview with professor Robert Austin, Department of Management, Politics and Philosophy, who heads up the Design and Entrepreneurship cluster. The main focus of Robert Austin's work is on innovation and creative industries. In the interview, he shares the visions for the Design and Entrepreneurship cluster.

The issue also contains a 'short news' section with updates about events, new projects, activities etc.

With **enter** we aim to reach out to business and society to share our knowledge. And we aim to invite companies and the public sector to enter into a dialogue with us about entrepreneurship and innovation, about education or, again, about joint research projects focused on entrepreneurship and innovation.

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The Entrepreneurship Platform
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Project manager Dorthe Mejlhede
Photo: Christoffer Regild

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CBS ENTREPRENEURSHIP PLATFORM

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