

Danube Cup

Entrepreneurship Research Conference 2025

Conference theme: Entrepreneurship Research from a Small Business Perspective

Date of the conference: 10-11 October (Friday-Saturday) 2025

Location: Széchenyi István University, Management Campus Building
(Address: Egyetem tér 1, H-9026 Győr / Hungary)

Conference organisers:

- Széchenyi István University, Kautz Faculty of Business and Economics
- Corvinus University of Budapest
- Budapest University of Technology and Economics, Faculty of Economic and Social Sciences

Conference website: <https://danubecup.sze.hu/home>

Session 3 - Cultural and Regional Differences in Entrepreneurship Education Practices

Session head(s):

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Session description:

Entrepreneurship education research provides instructional methods that aim to strengthen students' understanding of the real business world (see Huq & Gilbert, 2017). It is widely agreed that entrepreneurship students should experience real or realistic entrepreneurial journeys during their studies instead of only recalling facts (e.g., Bell & Bell, 2020). One way to facilitate such experiential entrepreneurship education is through project-based assignments where both students and faculty members can work on their own venture ideas in teams

(Laukkanen, 2000). Following these courses and educational experiences, such projects could be implemented as real startups, for example, impacting the local business ecosystem (Fuster et al., 2019).

Although national cultural differences can influence how students build and develop their entrepreneurially oriented (EO) attitudes (Engelen et al., 2014) and intentions to start ventures (Rajkovic et al., 2020) during entrepreneurship education, it is still unclear in current research which entrepreneurship education practices are most effective for different cultures, sub-cultures (e.g., professional cultures), and regions (Fayolle, 2013). This session calls for papers that explore cultural and regional differences in entrepreneurship education at multiple levels. Both empirical and conceptual papers with regional and/or cultural focuses are welcome. The session aims to provide an opportunity for entrepreneurship education researchers to share their instructional methods and learn best practices from others.

The suggested topics include (but are not limited to):

- Comparisons of how educators with different cultural identities and attitudes influence how students achieve learning outcomes in entrepreneurship courses (e.g., Majoor-Kozlinska et al., 2024)
- Locally focused entrepreneurship education (e.g., focusing on habitual entrepreneurship) versus globally focused entrepreneurship education (e.g., related to born global startups), including strategies and course content aimed at knowledge and technology transfer (e.g., Fuster et al., 2019)
- The use of entrepreneurs with different levels of startup performance as coaches and mentors of students in higher education across different countries (e.g., Rasmussen & Sorheim, 2006)
- National differences among entrepreneurship education programmes, courses, and syllabi as well as their impact on society (e.g., Fayolle, 2013)
- Potential differences between the pedagogies applied by incubators and accelerators in Eastern and Western Europe (e.g., Huszák et al., 2022)
- The meaning of innovation in various entrepreneurship education contexts, including different countries (e.g., Engelen et al., 2014), transition economies (e.g., Peng, 2001), atypical entrepreneurship education organizations (e.g., primary schools) (e.g., Salavou et al., 2023), professional cultures (Fayolle, 2013), etc.
- Situations in which well-known concepts, such as design thinking (see Brown, 2008) and/or novel online and offline tools (e.g., simulations) (see Kriz et al., 2008), could be applied most effectively as instructional methods (e.g., Sarooghi et al., 2019).

Keywords:

regional entrepreneurship, culture, entrepreneurship education instructional method

References:

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The deadline for submissions (i. Full papers, ii. Work-in-progress papers and iii. Good practice cases) is **1 June 2025**.

All submissions must use the submission template and follow the submission procedure described on the webpage <https://danubecup.sze.hu/submissions>. Otherwise, they will not be considered for review.