

# 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 7 - Resource Allocation – Resource Interactions from a Small Business Perspective**

**Session head(s):**

Zsuzsanna Szalkai, Budapest University of Technology and Economics, Hungary

**Session description:**

Every business needs resources to set up and enter the market. The enterprise owns some of these resources, while many are accessed and used through business relationships (Baraldi et al., 2012). When a firm enters a market, it usually joins an existing business network and becomes one of its actors (Håkansson et al., 2009). A critical factor in its success will be how it can connect to the existing business network and create value through resource interactions. Small businesses mostly lack resources to run everyday activities, especially when they plan to grow.

These and similar questions will be addressed through the presentations in this session:

- How, under what conditions, can a small business interact with other actors in the business network?
- What are the characteristics of the business relationships of a small enterprise?
- What kind of adaptation does the small enterprise need in its business relationships?
- How can it exploit the resources generated through its interactions? What type of resources are these?

The session welcomes both theoretical presentations and case studies.

**Keywords:**

resource interaction, business network, small business

**References:**

1. Baraldi, E., Gressetvold, E. and Harrison, D. (2012). "Resource interaction in inter-organizational networks: Foundations, comparison, and a research agenda". *Journal of Business Research*, 65(2), pp.266–276.
2. Bocconcelli, R., Cioppi, M. and Pagano, A. (2017). "Social media as a resource in SMEs' sales process", *Journal of Business & Industrial Marketing*, Vol. 32 No. 5, pp. 693-709
3. Håkansson, H., Ford, D., Gadde, L-E., Snehota, I. and Waluszewski, A. (2009). *Business in networks*. Chichester, John Wiley & Sons
4. Håkansson, H. and Snehota, I. (2017) (eds.). *No business is an island: Making sense of the interactive business world*. Bingley UK, Emerald Publishing
5. Mersico, L., Carloni, E., Bocconcelli, R. and Pagano, A. (2023). "From knowledge broker to solution provider in the Industry 4.0 setting: the innovation path of a small consulting firm", *Journal of Business & Industrial Marketing*, Vol. 38 No. 6, pp. 1390-1406

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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.