

# PuRPOSE DISSEMINATION PROGRAM

## JUNE 10<sup>TH</sup> 2022

PuRPOSE is an Erasmus+ project funded by the European Commission with 355316,00 EUR and signed by the University of Montpellier, University of Siegen, Shannon Technological University, and Réseau Entreprendre. The project was launched in October 2019 and will end in July 2022.

The number of students enrolling in HEIs is rising every year, yet less and less students enroll in PhD studies especially in the field of entrepreneurship, or more generally in management studies. Engaging in research activities in those fields appear relatively unattractive to students and the trend is confirmed in the French, German or Irish contexts. With regards to this observation, PuRPOSE aims to promote research attractiveness by developing new training approaches and tools, and contribute to overcome obstacles, such as lack of information, motivation or skills, that prevent Master's students from engaging in PhD studies.

# PuRPOSE

## Erasmus+ project

2019-2022



Developping a Pedagogical tRaining offer to Promote  
knOWledge and reSearch attractivEness



**HYBRID EVENT**  
**June 10th 2022**

Maison de l'Europe de Paris  
Centre d'Information Europe Direct,  
29, Avenue de Villiers, 75017 Paris  
8h45-14h

The main objective of PuRPOSE was to promote the attractiveness of research in entrepreneurship and management studies by developing new educational approaches and tools to help overcome barriers such as lack of interest, network, knowledge, and skills that prevent students from pursuing doctoral studies. The development of richer media sources, the MiniLab Online training module, gave them a more user-friendly access to knowledge. A methodology

to reach the excellence criteria in teaching methods was focus on the combination of our consortium members' and associated partners' existing expertise and best practices to build a unique pedagogical approach that used the latest available immersive and innovative education methods and tools. The private sector was heavily involved in the project to increase the relevance of the activities, promote a hands-on approach, and allow students to expand their network.

The PuRPOSE team organizes a dissemination event to share the results and the future of this project, by hosting a round table of academics and entrepreneurs. This event is especially aimed at students, researchers, professors, and entrepreneurs.

**Registration is free but mandatory [Click here to register.](#)**

08:45 – 09:00	<b>Reception of participants</b>
<b>Welcome Speeches</b> <b>09:00 – 09:15</b>	
Caroline FRÉLAUT-PICARD, Réseau Entreprendre Pr. Jean-Marie COURRENT, University of Montpellier Pr. Petra MOOG, University of Siegen Derek BLACKWEIR, The Technological University of the Shannon	
<b>Presentation of the PuRPOSE project</b> <b>09:15 – 09:45</b>	
<b>Objectives and achievements</b> Pr. Jean-Marie COURRENT, UM	
<b>Testimony of students</b> (Moderator Derek BLACKWEIR, TUS) Martin RUVINI (UM) & Diana LAUER (US) & Jenna BARRY (TUS)	
<b>Panel Discussion</b> <b>09:45 – 10:45</b>	
Jean-Marie COURRENT – University of Montpellier Anne-Sophie FERNANDEZ – University of Montpellier Petra MOOG - Universität Siegen Ann-Christin GRÖZINGER - Universität Siegen Frank HOUGHTON - Technological University of the Shannon	
<b>Coffee Break</b> <b>10:45 – 11:00</b>	
<b>Developing and sustaining the program: the ENERGiES project</b> <b>11:00 – 11:10</b> Olivier LAMARQUE (General Director of Réseau Entreprendre) Pr. Jean-Marie COURRENT, UM Pr. Petra MOOG , US	
<b>Panel discussion</b> <b>11:15 – 12:00</b>	
(Moderator Ann-Christin GRÖZINGER, US) Pr. Jean-Marie COURRENT – University of Montpellier Anne-Sophie FERNANDEZ – University of Montpellier Petra MOOG - Universität Siegen Ann-Christin GRÖZINGER - Universität Siegen Frank HOUGHTON - Technological University of the Shannon Olivier LAMARQUE – Réseau Entreprendre	
<b>End of the meeting / Lunch Break</b> <b>12:00 – 14:00</b>	

# PuRPOSE partnership and the speakers of the Event

## 1. UNIVERSITY OF MONTPELLIER (UM)

UM is a research-intensive university where education and research cover most of the Scientific and Technological fields. UM gathers around 43,000 students and 4,618 staff members. Research is structured into 76 laboratories. On the innovation front, UM is linked to 8 Competitiveness Clusters in the Occitanie Region. In March 2015, UM received the “HR Excellence in Research” award from the European Commission (EC) for its Human Resources Strategy for Research (HRS4R). UM was the first French university to receive this distinction. In February 2017, UM obtained the French “Initiative – Science – Innovation – Territories – Economy” (I-SITE) certification for its project "Montpellier University of Excellence" (MUSE).

UM houses LabEx Entrepreneurs which is a “laboratory of excellence” specialized in sustainable entrepreneurship and innovation, created in 2011 as part of the French “investments for future program”. Its main mission is to create and disseminate knowledge at the crossroads of law, economics and management. It conducts research, training and development activities for companies and policy makers. LabEx Entrepreneurs" is the only French LabEx dedicated to entrepreneurship; it is strongly integrated into a network of academic and institutional partners, which ensure the excellence of its works in the fields of research, education and knowledge promotion.



**Pr. JEAN MARIE COURRENT, Ph.D.**, is the current director of LabEx Entrepreneurs. He is a Professor of Entrepreneurship and Small Business Management. He has set up and managed several courses, including a master programme "SME Top Management". His work, also conducted in MRM laboratory (Montpellier Research in Management), focuses on CSR (corporate social responsibility) and sustainable development in SMEs and new ventures. Within the framework of the LabEx, he has developed and taken on oversight of an international network of specialists in the field (the International Observatory on Sustainable Development in SMEs). He has published several articles in ranked journals such as Journal of Business Ethics. As an expert in sustainable entrepreneurship and management, he has been

invited to participate in several working groups at regional and national levels (e.g., BPI France – public investment bank).

**SAMANEH RAJAEIDOUST, Ph.D.**, is Project and Community Manager at LabEx Entrepreneurs. She holds a PhD in Comparative Literature from the University of Côte d'Azur in France and an MA in Management on European Project from the University of Aix-Marseille. She is the manager of the Erasmus+ PuRPOSE project and also participates in the setting up and management of national and international projects of LabEx Entrepreneurs. Samaneh is also responsible for the PuRPOSE and LabEx Entrepreneurs communication and regularly publishes news on the website and social networks.



## 2. UNIVERSITY OF SIEGEN/SIEGEN UNIVERSITY (US)

US is a public university located in North-Rhine-Westphalia, a region that is home to many so-called so called “Hidden Champions of German Mittelstand”. It offers 18.000 students a broad variety of study fields, has a strong research-orientation and pursues the vision to implement academic knowledge into practice. Siegen University of Siegen is strongly recognized for its expertise in SME and entrepreneurship research, as well as media science as well as and engineering and is ranked within the Top 100 of the Young World University Ranking. The University of Siegen’s School of Economic Disciplines we established its our SME Department and the SME Graduate School to foster cross-chair research projects within the faculty and acquire external research partners.

**Pr. PETRA M. MOOG, PhD**, studied economics at the University of Cologne, Germany. Additionally, she completed a Master in International Management (CEMS/MIM) at Università Commerciale Luigi Bocconi in Milan, Italy before finishing her PhD on Success Factors of Entrepreneurship at Cologne University. She has been a research fellow at the Massachusetts Institute of Technology (MIT) E-Ship Center and Harvard Business School. She was a visiting professor at Cornell University (Ithaca), NYU (NY) and King’s College. Before taking over the Chair for Entrepreneurship and Family Business at the University of Siegen in 2007 she was as PostDoc at Zurich University, Switzerland and worked at the Small Business Research Institute in Bonn. She is director of the SME Graduate School in Siegen and Coordinator of the SME Master Program. From 2015 – 2018 she was vice dean for internationalization.



**ANN-CHRISTIN GRÖZINGER** is a Ph.D. candidate and research assistant at the Chair for Entrepreneurship and Family Business (University of Siegen, Germany) and a junior research fellow at the Institute for Development Strategies (Indiana University, USA). Her research focuses on psychological factors in small and medium-sized enterprises and the German Mittelstand. Together with her mentor David Audretsch, she successfully participated in the FraMeS - Mentoring Program for Female Scientists at the University of Siegen. She also received a Fulbright Doctoral Scholarship and spent six months at Indiana University (Johnson Center for Entrepreneurship & Innovation and Ameritech Chair of Economic Development).



**SVEN WOLFF, PhD**, is senior researcher at the Chair for Entrepreneurship and Family Business at University of Siegen. After studying business administration and management of small and medium-sized enterprises, he received his PhD at the University of Siegen with his dissertation on "The Family behind the Business: Influences on Succession, Decision-making and Performance". In his research he focuses on entrepreneurship, family businesses and the heterogeneous influences of the entrepreneurial family on the firm.



Currently he is particularly interested in the influence of values, psychological factors and family influences on decision-making in the firm.

### 3. THE TECHNOLOGICAL SHANNON UNIVERSITY (TUS)

**DEREK BLACKWEIR** is the LIT-Tipperary Innovation & Enterprise Manager. He holds a BSc in Building Surveying from University of East Anglia, a MSc in Occupation Health & Safety Management (pure research) from Loughborough University and a MSc in Architecture:



Advanced Environmental & Energy Studies (structured research) from the Graduate School of the Environment, Centre for Alternative Energy & University of East London. Derek has worked with the Innovation & Enterprise Team since 2012, and manages the QUESTUM Acceleration Centre in Clonmel and the Thurles Chamber Enterprise Centre (TCEC) in Thurles. As well as mentoring entrepreneurs and start-up businesses, Derek has worked on numerous EU funded projects including: SustainCo, BUSI, FOLM, FREED, REMSOB and many others.

Along with Gillian, they have delivered Design Thinking workshops in Ireland, Poland and Spain. Derek has also worked with the Department of Public Expenditure & Reform, designing and running innovation workshops and short-programmes.

**GILLIAN BARRY:** Head of Innovation & Enterprise. An Executive MBA graduate with 18 years' business experience including 10 years working in Technology Consultancy Companies in Ireland and the UK and 8 years leading the development of enterprise supports in LIT as well as wider regional economic development activities.



**FRANK HOUGHTON PhD,** is a Public Health researcher with a strong interest in both qualitative and quantitative research methods, as well as having skills in Geographical



Information Systems (GIS). As a social scientist he has an extensive publication record that has involved an in-depth focus on a range of issues, including tobacco, alcohol and gambling control. With a PhD in Medical/ Health Geography he has a keen interest in climate change, as well as therapeutic landscapes, 'bluescapes', 'greenscapes', 'thin places' and the impact of natural and environmental influences on health. His research interests also include dark tourism, health inequalities and Government suppression of statistics. Frank has a particular interest in anti-racism, and gender equality in education, particularly focussed

around the Athena SWAN gender equity accreditation process. His interests in equality have also developed a focus on Social Life Cycle Assessment (S-LCA). More recently Frank has

developed an interest in education, literacy, library provision, open access, predatory publishing and community micro-libraries. Frank has published over 130 pieces in peer-reviewed journals. Frank currently leads the HEALR Research Group at LIT, and was formerly a tenured Associate Professor & Chair of Public Health at Eastern Washington University in Spokane, WA.

#### 4. RÉSEAU ENTREPRENDRE (RE)

RE has been created at the border between France and Belgium. This international network gathers entrepreneurs who share common approaches, values and methods. European rooted and present in 10 countries, Réseau Entreprendre's 124 associations welcome business leaders and collaborators who are looking to contribute their time and experience to helping new entrepreneurs succeed. This community is currently made up of 14,000 business leaders, supported by 305 employees. All of these associations are members of the Fédération Réseau Entreprendre, which is recognized as a public interest entity. Réseau Entreprendre was created by business leaders looking to contribute to their regions' economic growth. Our idea: help entrepreneurs with high job-creation potential succeed, through mentoring by experienced business leaders and knowledge-sharing among peers

The goal: contribute to the growth of small and medium-sized businesses, leading to job creation in the 10 countries where Réseau Entreprendre is represented.

Réseau Entreprendre's services are based on 3 essential values :

1. Mentorship from business leaders is centred on the person
2. Our services are provided free of charge to entrepreneurs starting or relaunching a business. Mentorship is also freely provided by business leaders, as corporate citizens with no vested interests.
3. Entrepreneurs who receive mentorship are invited to help other entrepreneurs in the future, creating a continuous chain of mutual assistance among business leaders.



**OLIVIER LAMARQUE, General Director of Réseau Entreprendre**, Greatly valuing the connection between companies and their communities, developed his skills for more than 20 years at Laboratoires Pierre Fabre. At the end of 2019, he took up office as part of the Réseau Entreprendre Federation, who has placed the values of human-focused and responsible entrepreneurship at the heart of his mandate. During his years with the Pierre Fabre Group, he also participated in the creation of Réseau Entreprendre Tarn, one of Réseau Entreprendre's first regional offices. He joined

Réseau Entreprendre with the belief that businesses play an essential role in local economic ecosystems and life in communities.

**CAROLINE PICARD-FRÉLAUT** joined Réseau Entreprendre in 2020 as a partnership manager for France. Under the responsibility of Caroline Santaner, Public Affairs Director, Caroline Picard-Frélaud is responsible for developing and managing financial partnerships with large companies. She has about twenty years of experience including 10 years in the development of partnerships, the animation of networks and the implementation of events.

