

Empirical Research on (Corporate) Entrepreneurship

Seminar I of the Major Management

Prof. Dr. David Bendig | Julian Schulte, M. Sc.

May 2020



Let us introduce ourselves

Who we are



Prof. Dr. David Bendig

Head of Chair of Entrepreneurship



Julian Schulte, M. Sc.

Research assistant at the Chair of Entrepreneurship

Research focus

- Behavioral leadership and organization
- International strategy
- Entrepreneurship and innovation

- Product recalls
- Mergers and acquisitions
- Regulatory focus

Working experience

- The Boston Consulting Group: Top Management Consultant
- Founder and business angel
- Assistant Professor at RWTH Aachen

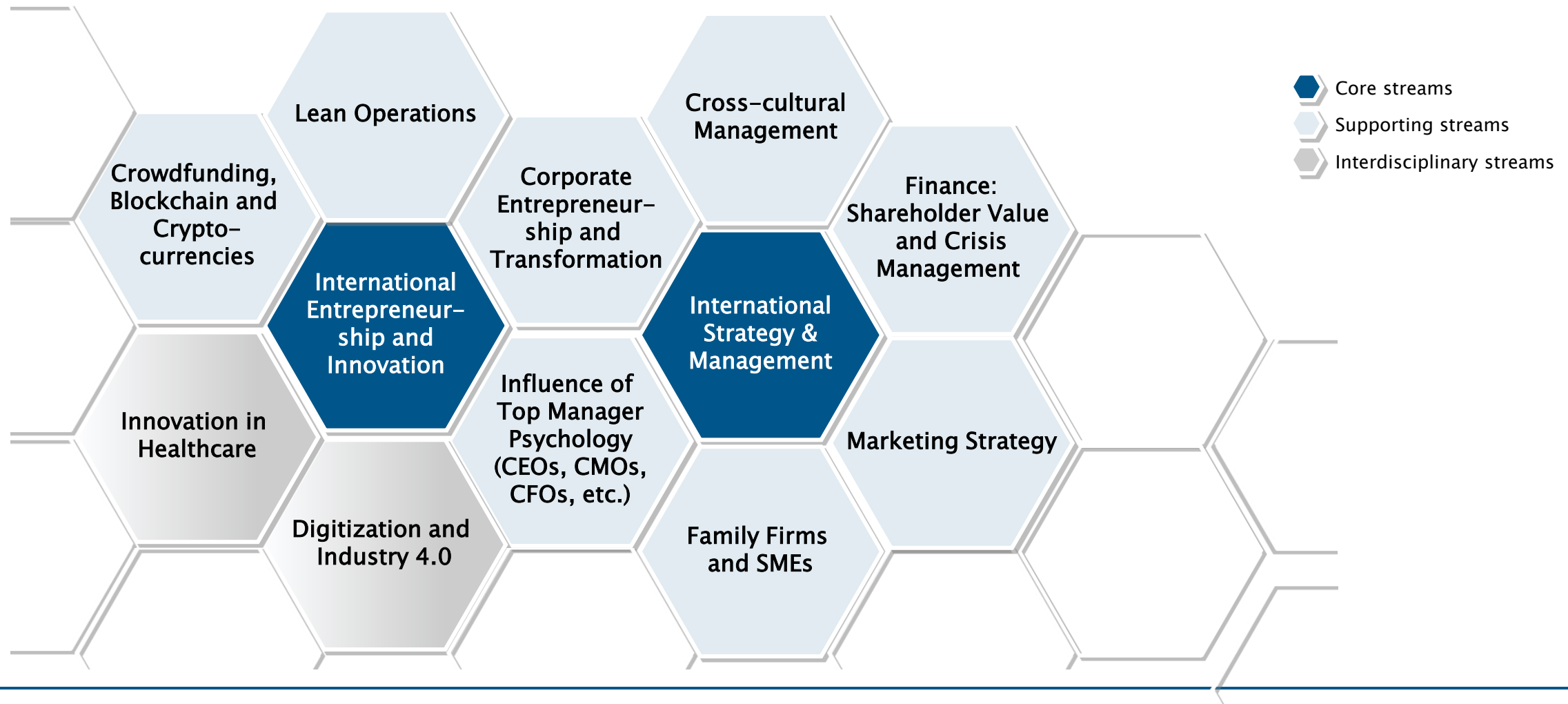
- E.ON Inhouse Consulting: Senior Consultant and recruiting support
- PricewaterhouseCoopers & RWE: Internships

Educational background

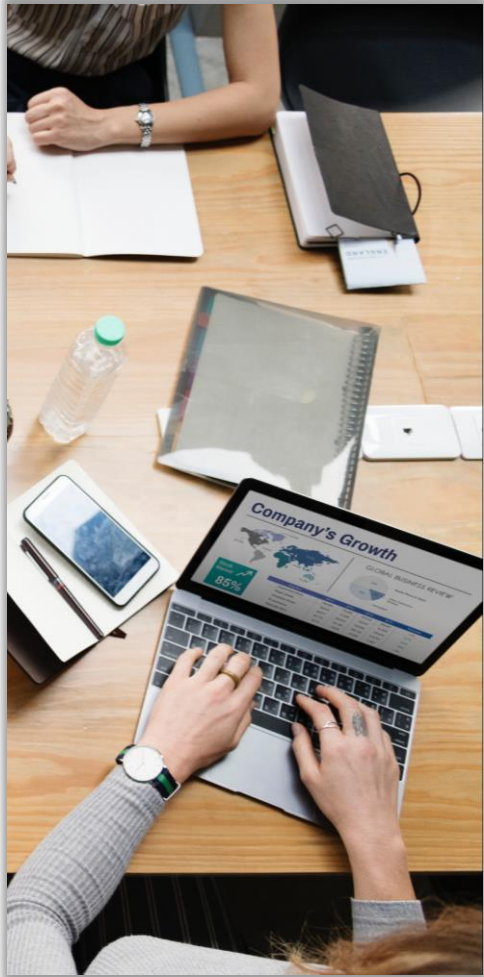
- Head of Chair of Behavioral International Management at OVGU Magdeburg
- Ph.D. at RWTH Aachen University
- Tsinghua University Beijing: Lecturer and visiting scholar
- Catholic University Eichstätt-Ingolstadt: Master of Science

- Research assistant at the Chair of Behavioral International Management at OVGU Magdeburg
- RWTH Aachen University: Master of Science
- NTNU Trondheim: Exchange semester
- RWTH Aachen University: Bachelor of Science

Diverse selection of topics at the chair of Entrepreneurship



Fact Sheet: Empirical Research on (Corporate) Entrepreneurship



Focus of the course

- Understand the **latest scientific methods** of (Corporate) **Entrepreneurship**
- **Exemplary topic:** “Can you buy cool? – analysis of successful post-acquisition integration of start-ups by established companies.”

What to expect

- **Analyze current data sets** using empirical and methodological techniques.
- Learn to **work productively in a team** and to **present** and **defend self-developed content**
- **Best preparation for your Master Thesis**

Format

- **12 ECTS** within the framework of the PO Master (2010) for the **Major Management**

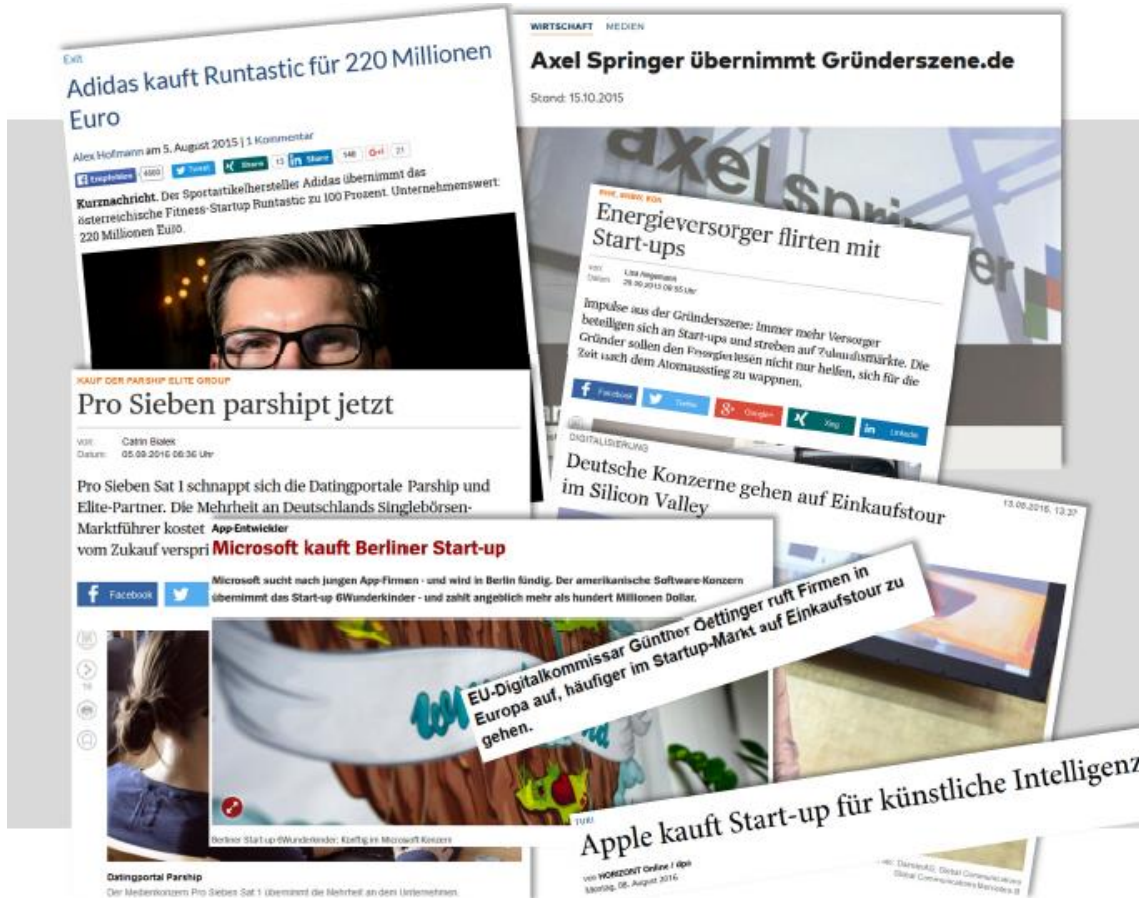
Deliverables for grading

- **Seminar paper**
- **Presentation**

Application

- CfM internal **registration period:** **20.05.2020 - 28.05.2020**
- Registration forms are available as online forms from 20.05.20 on the CfM website (www.wiwi.uni-muenster.de/cfm/) and can be filled out directly on the site.

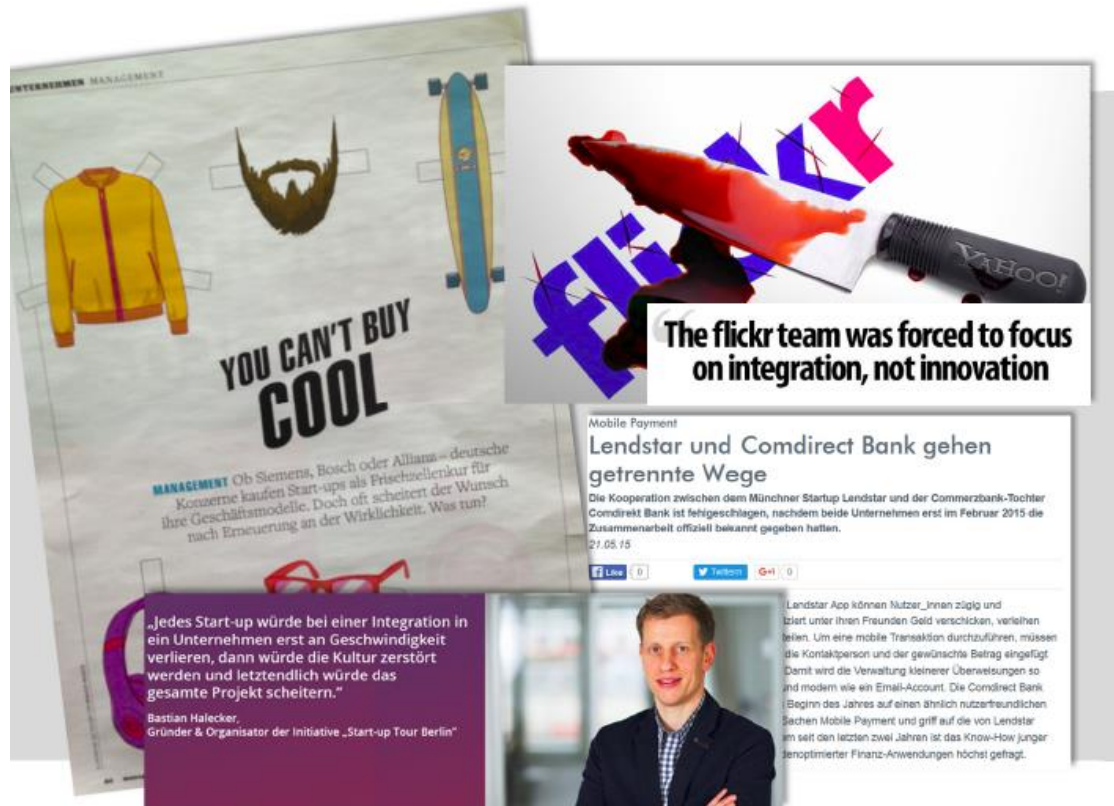
Why research about (Corporate) Entrepreneurship is important



- **Start-up acquisitions by large firms gain increasing importance** to participate in new venture innovativeness and novel technologies
- Large incumbents **with a strong focus on different start-up acquisitions** – e.g., the **automotive industry** with focus on **mobility start-ups**: **VW invests Gett; Daimler acquired MyTaxi; GM invests in Lyft; Toyota invests in Uber**
– *press releases*
- Up to 2015, **47 out of 105 Dax and MDax companies** founded **corporate venture capital (CVC) departments** aiming at start-up investments
- **CVC share based on total venture capital invested in Germany *WiWo 2015***
 - **2005: 6.5%**
 - **2014: 10.8% (+66%)**

Source: Handelsblatt, Manager Magazin, Wirtschaftswoche, Gründerszene, Company websites

However, integration is widely accepted as the main reason why mergers and acquisitions fail

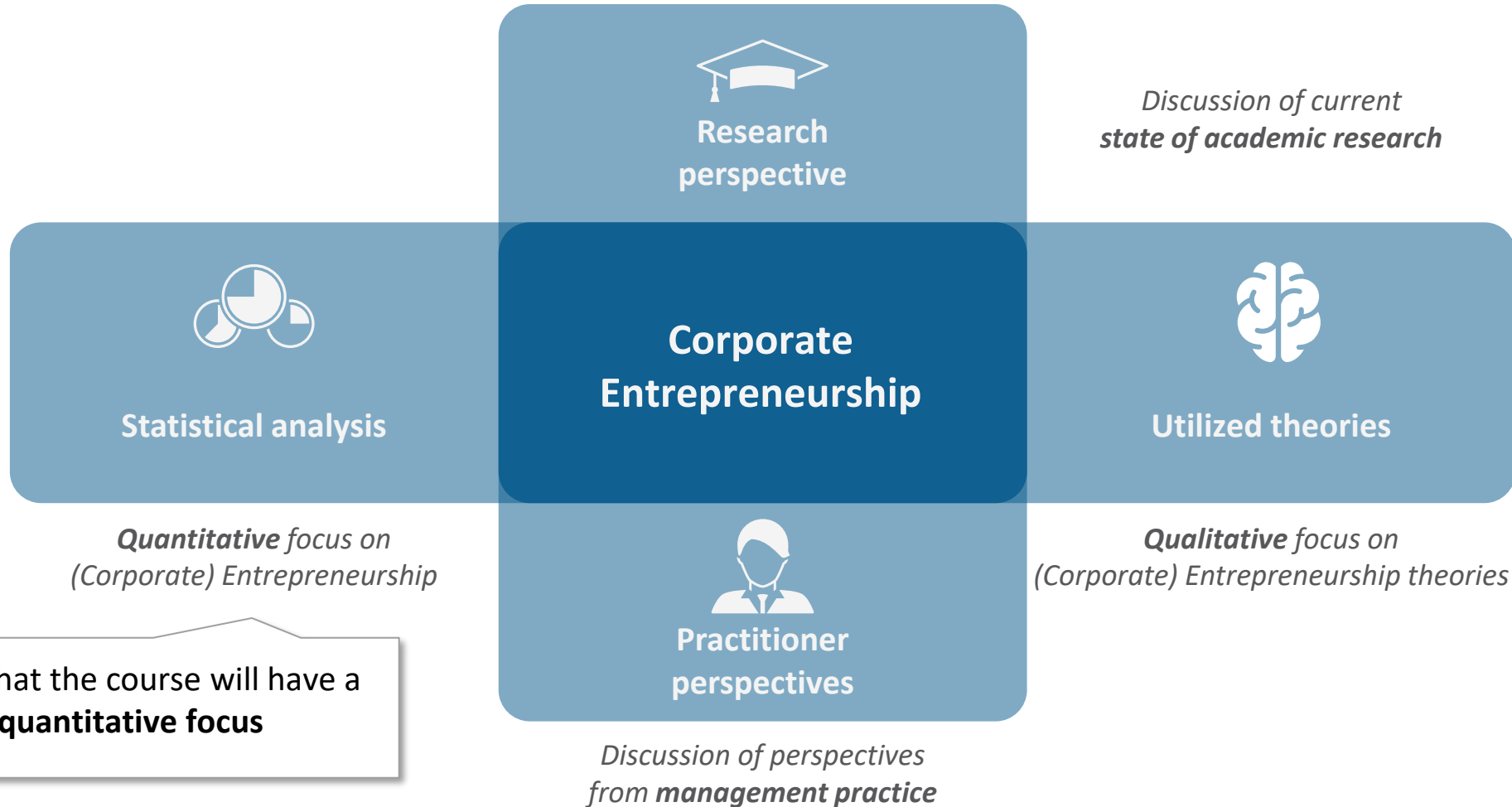


- ~80% of all cooperations between start-ups and established companies fail
- *Manager Magazin, May 2016*
- In a survey of 250 global executives, two out of the three top causes for the failure of mergers related to integration – "Ignoring integration challenges," cited by 67% of respondents, problems integrating management teams and/or retaining key managers," cited by 61%
- *Vestring et al; 2004; MIT Sloan Management Review*

The question is:
HOW CAN YOU BUY COOL?

Source: MIT Sloan Management Review, Manager Magazin, Wirtschaftswoche, Gizmodo, Cardscout, Company websites

We will explore (corporate) entrepreneurship in theory and practice



Be aware that the course will have a **statistical, quantitative focus**

This course will introduce you to academic research and prepare you for your master thesis

- The course will prepare you to **write your master thesis** through literature research, data crunching, and academic writing
- You will get to know **academic research** first-hand by collecting a large dataset on top management executives
- You will also get acquainted with **advanced tools for statistical analysis**
- You will **learn to work independently** and **diligently** since the course will be **challenging**



Academia

Business
development



Entrepreneurs

Innovation
Management

**Statistical
analysis**

Strategy
consulting

Timeline for the seminar Empirical Research on (Corporate) Entrepreneurship

Date

21st May 2020

20th May 2020 – 28th May 2020

Mid June 2020

Mid/end June 2020

Beginning July 2020

July – December 2020

Tbc

11th December 2020

14th - 18th December 2020

Description

Course information event

Registration period

Allocation of seminar participants

Survey about topic preferences

Kick-off lecture and topic allocation

Working period

Feedback sessions

Hand-in of seminar paper

Final presentations

Further information will be given in the kick-off lecture, e.g.:

- **Dates for feedback sessions**
- **Final presentation date**