

The Role of Venture Capital to Support Entrepreneurship

Basic Data

Project Title: The Role of Venture Capital to Support Entrepreneurship
Research field: Social Sciences
Main Discipline: 10204 Science of management
Universities: HES-SO, School of Management Fribourg (CH) & Bucharest University of Economic Studies (ASE-București) (RO)
Funding Institutions: Swiss National Science Foundation (SNSF) & Executive Agency for Higher Education, Research, Development and Innovation Funding (UEFISCDI)
Research Budget: 382.138 CHF

Context

Europe is facing an economic and political crisis. This impacts directly the situation of Romania. **Foreign Investments and Venture Capital (VC)** seem to **decrease** at both Institutional and Private Level. **Principal-Agency Theory** comes into play and Governance between Venture Capitalists and Entrepreneurs seems to be challenged. Sustainable entrepreneurship is more important than ever. The situation to attract VC has changed tremendously. It is important to reanalyze and understand the status quo of the new investments perspectives and the new entrepreneurial conditions in Romania.

The objective of this research project is to better understand and put into value the role of vc/svc/cdvc (venture capital/ social venture capital/ community development venture capital) driven innovation policies in building the favorable environment for a sustainable growth (development) of underdeveloped regions from Romania, by generating creative-innovative economic and/or social enterprises.

Research objectives

- 1. Identification and analysis** of objective and subjective **attractors and repellers**, meaningful for generation of VC/SVC/CDVC driven innovation, in the context of competition with other ways of innovation: corporate, entrepreneurial, financed from public funds or mixed funds;
- 2. Conceiving of a theoretical model and of a methodology for evaluation**, quantification and characterization of a Regional VC Implementation Readiness (RVCIR) and the experimental application of the built model for the case of development regions in Romania
- 3. Design of a policy recommendations guide** for diminishing the repellers and for cultivating / putting into value of the objective and subjective attractors meaningful for the generation of VC/SVC/CDVC driven innovation in underdeveloped regions
- 4. Design and initialization of pilot model for lifelong learning** and specification of appropriate learning instruments needed to implement the policy recommendations.

Schedule

The research will take **24 months** and will be deployed in **3 phases**.

1st phase - 6 months

- **Preparative activities:** inventory of data sources for analysis, preparation of interview guide and working protocol and preparation / training of the research team.
- **Action-research iteration:** to present and negotiate with VC actors of a test-project, anteriorconceived by the Romanian team. After this action-research exercise will be upgraded the interview guide and will start the interview with Swiss VC actors needed for the situational analysis.
- **Collection, processing and analyzing data** (desktop and field research) at European level (desktop research), national and at the level of the 8 Romanian development regions (desktop and field research).
- **Final analysis and synthesis of the research findings:** discussion and validation of data from the perspective of their utility to practice for relationship with Swiss VC actors.

2nd phase - 12 months

From the situational analysis, based on Participative Roles in Regional Innovation (PRRI) model will be determined a methodology for evaluation, quantification, characterization and presentation of a RVCIR, useful for the decisions of the VC actors, elaboration of development policies of VC driven innovation at regional level and the elaboration of the programs for academic (professional) forming/ specialization at regional level

- **To design activity of the methodology and of instruments** needed to operationalize a system for RVCIR periodical report

3rd phase - 6 months

- **The Policy recommendations guide** for attracting VC in underdeveloped regions.
- **The lifelong learning model and specification of the training tools** - appropriated to the application of policy recommendations and organized.
- A pilot cycle of **post-university formation in the field of VC driven innovation** at the Faculty of International Business and Economics (FIBE) of ASE Bucharest a final validation and reflection group in Bucharest

Project Team

Prof. **Thomas Straub, PHD** is Professor of Strategic Management & Entrepreneurship at the University of Applied Sciences Western Switzerland, School of Management Fribourg, Switzerland. At the same time, he is Associate Professor at the University of Bucharest, UNESCO Department, Romania. Furthermore, he is the Director of the Certificate for Advanced Studies, Modern Management for Non Profit Organizations at HEC, University of Geneva.



Prof. **Mihai Korca, PHD** is professor of International Business Environment Analysis at the Bucharest University of Economic Studies (ASE). He is also associate professor at the University of Bucharest, UNESCO Department. His research interests are interdisciplinary ones, covering themes of applied statistics, entrepreneurship and entrepreneurship education, economics of SMEs, university strategic management and internationalization of higher education.



Assoc. Prof. **Roxana Voicu-Dorobanțu, PHD** is professor of International Risk Management and International Project Management at the Bucharest University of Economic Studies (ASE). Her research interests span from the topic of her Ph.D. thesis to eco-innovation and sustainable endeavors, with the constant of community involvement, increase of economic, environmental and social sustainability. Apart from her academic involvement, her skills are validated in the business environment, Roxana also operating as business consultant.



Prof. **Stefano Borzillo, PHD** works as a Professor at SKEMA Business School Paris and Researcher at the School of Management Fribourg. His main research fields are communities of practice, knowledge creation, and transfer in organizations. He obtained his PhD in Organizational Behavior from the University of Geneva (Switzerland) and was a Visiting Research Fellow at the Stern School of Business (New York University). Stefano also conducts research on communities of practice.



Aron Jinaru, PHD is a PHD in Economics on the topic of financing innovation. He also holds an EMBA from Université du Québec à Montréal and McGill University. Since 1996, he has been working for the Center for Complexity Studies as Managing Director. Since 2005, he works for PISC (Perspective Innovations Science Creativity). Between 1998 and 2001, he was main counsellor for the Ministry of Research and Technology and the National Agency for Science and Research.



Alexandru Caragea has been working for the Center for Complexity Studies as Researcher. He has provided his expertise in almost a dozen research projects financed by, amongst others, the World Bank and the European Commission (FP7). He has done research for the Institute for Prospective Technological Studies (IPTS), one of the institutes of the EC's Joint Research Centre (JRC). His research interests focus on innovation, knowledge society and the impact of complexity theory on socio-economic topics.



Assoc. Prof., **Roxana Marinescu, PHD** holds the title of Doctor in Philology awarded by the University of Bucharest with Magna Cum Laude. She is an examiner certificated Cambridge ESOL, a language consultant, course facilitator with PROSPER-ASE language center. Has participated as project coordinator or team member in almost a dozen research projects. She has a certificate from the American Studies Summer Institute with the University of Illinois at Chicago and a CELTA from International House London.



Lecturer **Mihaela Maftai, PHD** holds a PHD in Economics and teaches Entrepreneurship, Quality Management and Human Resources Management in the Bucharest University of Economic Studies (ASE). She has been unit deputy manager in the National Programme CALIST (Quality and Standardization) and a research project financial supervisor for the Romanian Accreditation Association RENAR (INFRAS). She was an independent assessor for the IFA (CERES) and IPA-SIAT (AMTRANS) & CEEX.



Cantemir Călin, PHD holds a PHD in Economics from the Bucharest University of Economic Studies (ASE) and also he holds a double specialization in International Business and Finance. He is a researcher for the Romanian Institute for Economic Forecasting. His research interests include credit risk modelling, financial markets and flows, econometric modelling of economic processes and quantitative analysis.



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