



4th Italian Business Forum

Re-creating the Will for Entrepreneurship

THE MISSING LINK BETWEEN INNOVATION AND COMPETITIVENESS

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Entrepreneurship and (or «is»?) Economic Growth


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Sixty-six percent of adults see entrepreneurship as a good career choice, and more than half of the working-age population feel they have the ability to start a business.

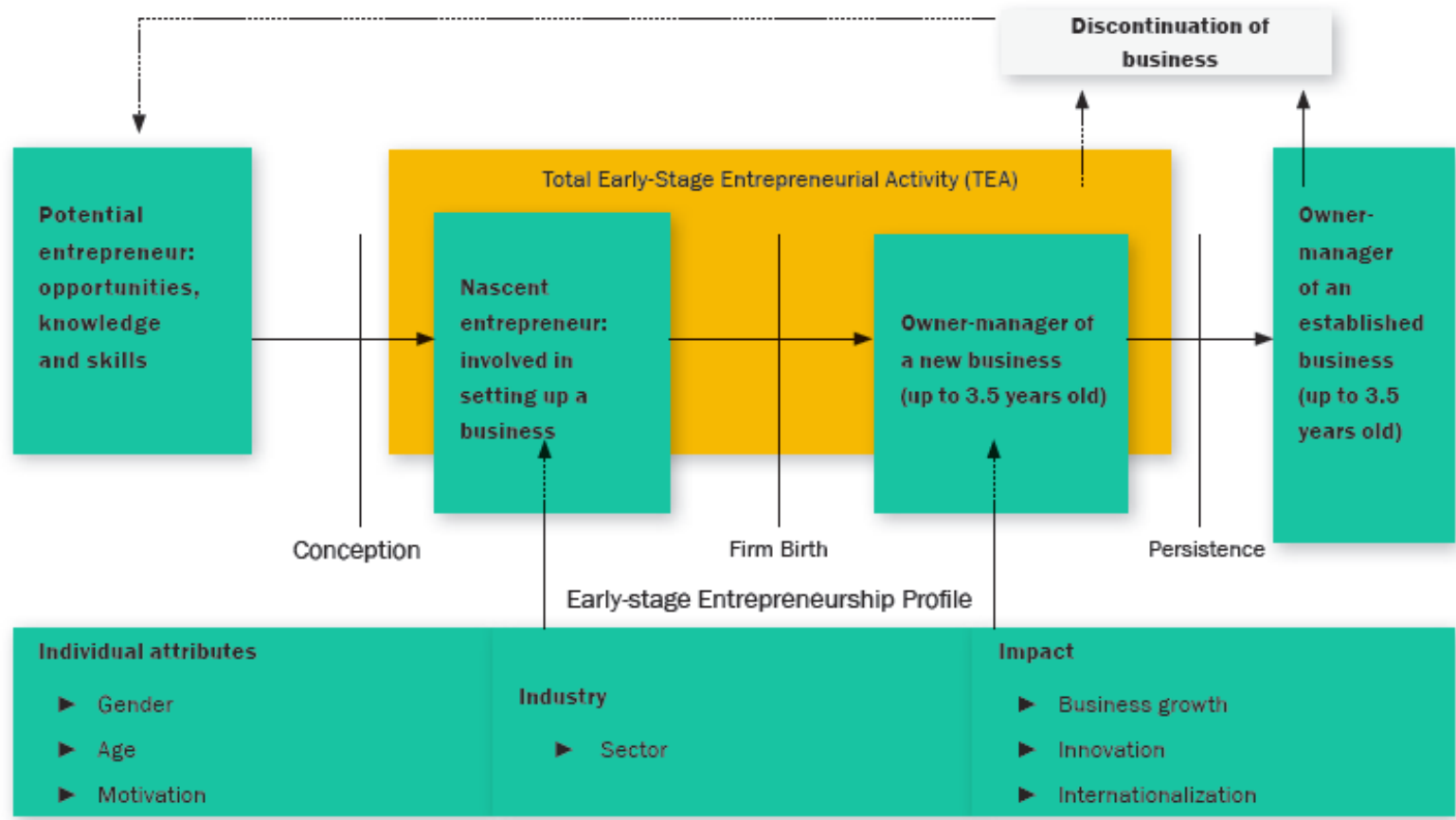
[...]

*d*SEA The majority of entrepreneurs worldwide are **fuelled by opportunity rather than necessity.**

They make up 78 percent of those in innovation-driven economies, and 69 percent in factor and efficiency-driven economies.



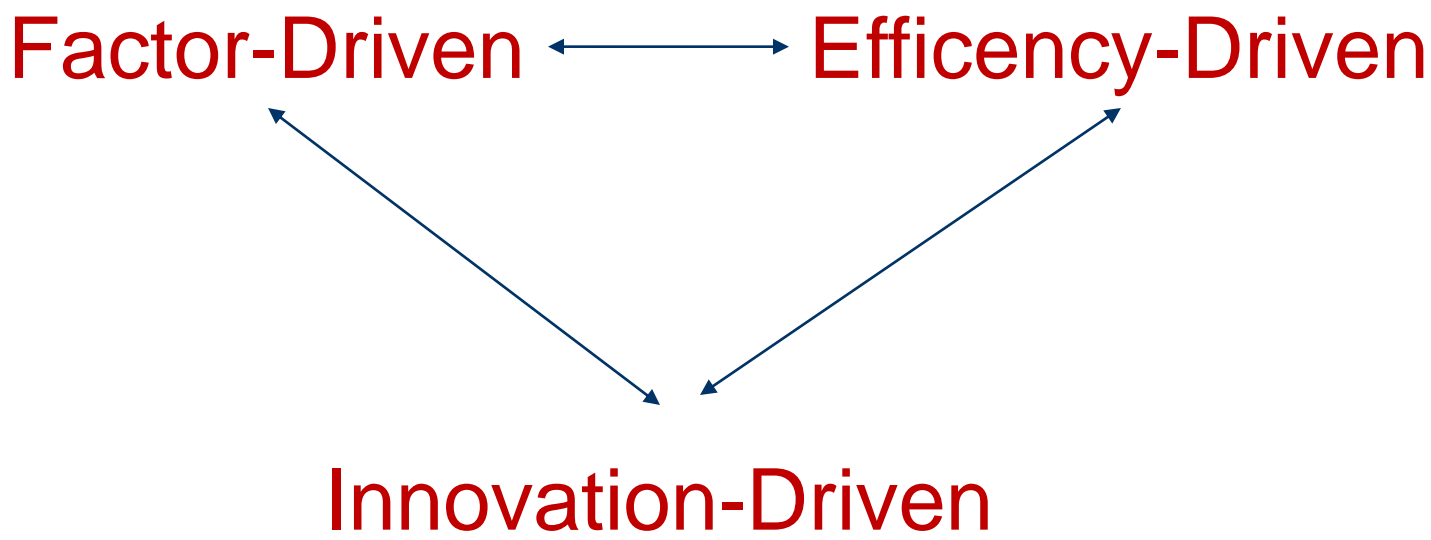
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Three Faces of the Medal



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Three Faces of the Medal

Factor-Driven Economies

- ✓ Basic factor conditions such as low-cost labour and unprocessed natural resources are the dominant basis of competitive advantage and exports. Factor driven economies are highly sensitive to world economic cycles, commodity prices, and exchange rate fluctuations.

Efficiency-Driven Economies

- ✓ A country's advantage comes from producing more advanced products and services highly efficiently. Heavy investment in efficient infrastructure, business friendly government administration, strong investment incentives, improving skills and better access to investment capital allow major improvements in productivity.

Innovation-Driven Economies

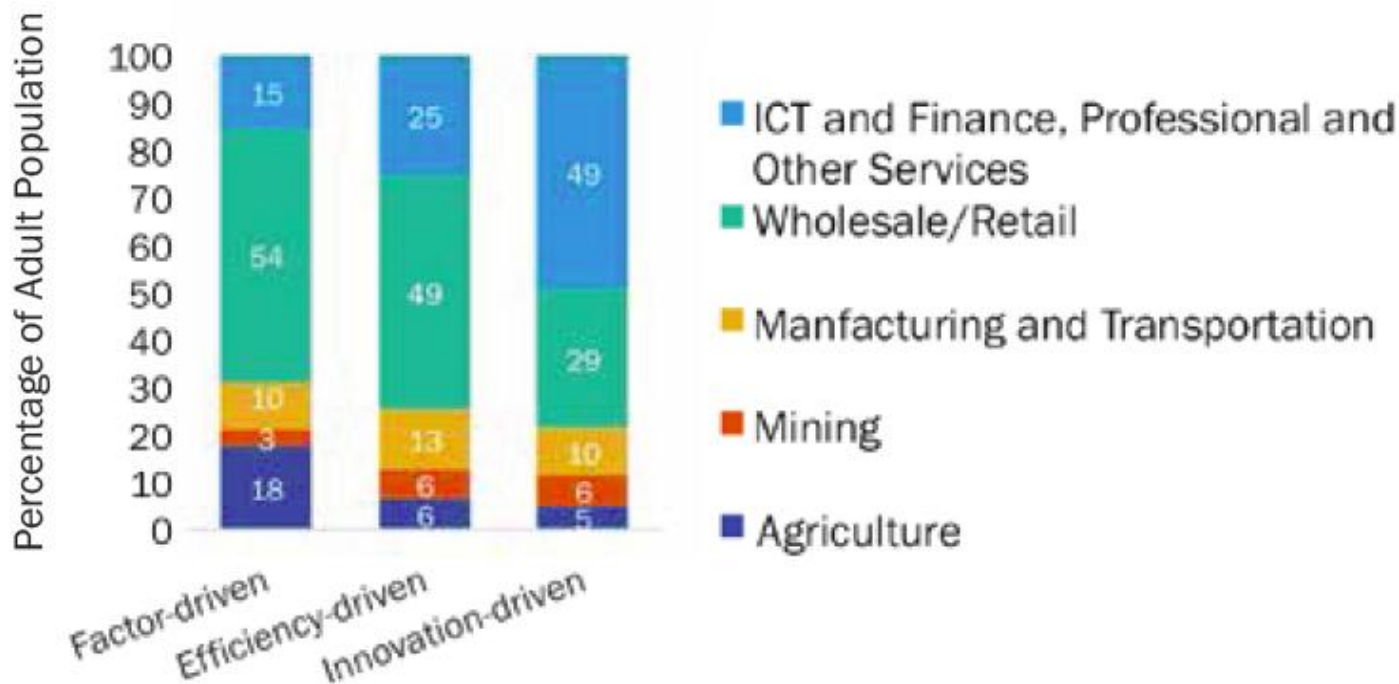
- ✓ The ability to produce innovative products and services at the global technology frontier using the most advanced methods becomes the dominant source of competitive advantage. An innovation driven economy is characterised by distinctive producers and a high share of services in the economy and is quite resilient to external shocks.



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The Threefold Challenge



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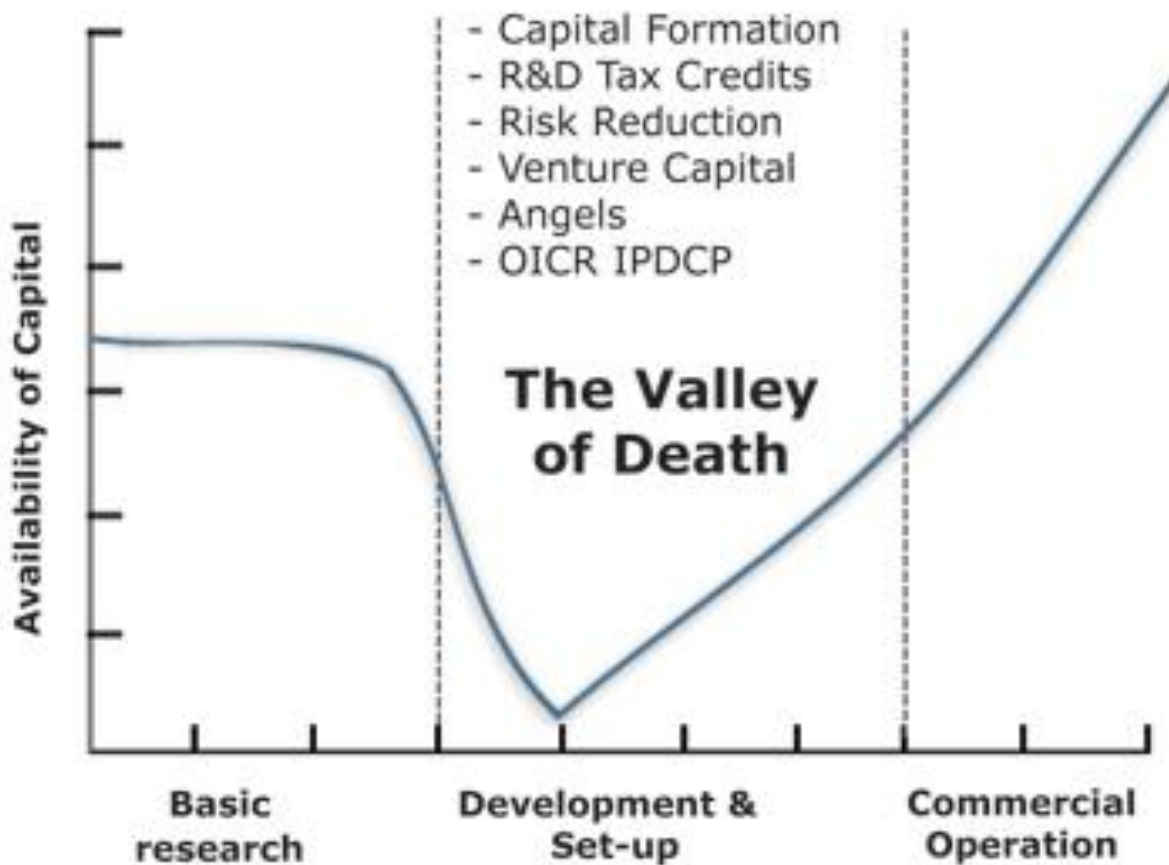


1. Fostering New Venture Creation





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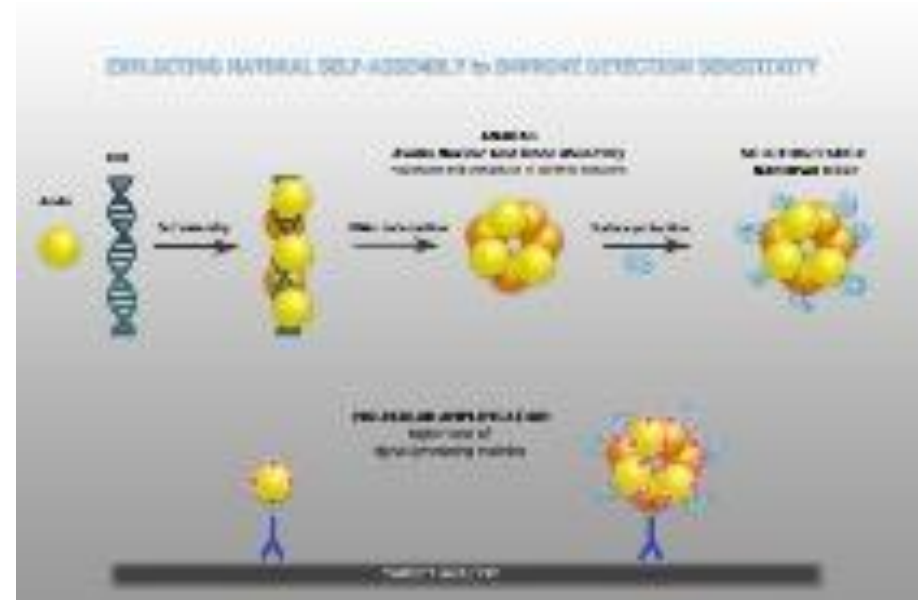


2. Improving TechTransfer Strategy





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Managerial Opportunities for PhD Candidate

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STEPS

4[^] Edizione

Seminars Towards Enterprise for Ph.D Students

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PMI Innovative



Le nuove misure rappresentano una vera e propria “fase 2” per il percorso avviato a fine 2012 con il varo della normativa a sostegno delle **startup innovative**.

Proponendosi di sostenere in modo ancora più massiccio e pervasivo la propagazione di innovazioni di tipo tecnologico all'interno del tessuto produttivo nazionale, il Decreto Legge 3/2015 (**Investment Compact**), convertito con modificazioni dalla Legge 33/2015, ha assegnato larga parte delle misure già previste a beneficio delle startup innovative a una platea di imprese potenzialmente molto più ampia: le PMI innovative, vale a dire tutte le piccole e medie imprese che operano nel campo dell'innovazione tecnologica, a prescindere dalla data di costituzione, dall'oggetto sociale e dal livello di maturazione.

Le piccole e medie imprese rappresentano la spina dorsale del sistema economico e produttivo nazionale. La “svolta espansiva” impressa dall'Investment Compact rappresenta pertanto un'evoluzione logica e ineludibile per una politica industriale che attraverso lo sviluppo tecnologico intende promuovere la crescita sostenibile e la diffusione di una nuova cultura imprenditoriale più incline ad attingere dal mondo della ricerca e dell'università e



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3. Injecting Innovation into business process




F2F Meeting - Hackathon

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H-ACK

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A **hackathon** (also known as a **hack day**, **hackfest** or **codefest**) is an event in which computer programmers and others involved in software development and hardware development, including graphic designers, interface designers and project managers, collaborate intensively on software projects. Occasionally, there is a hardware component as well. Hackathons typically last between a day and a week.

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