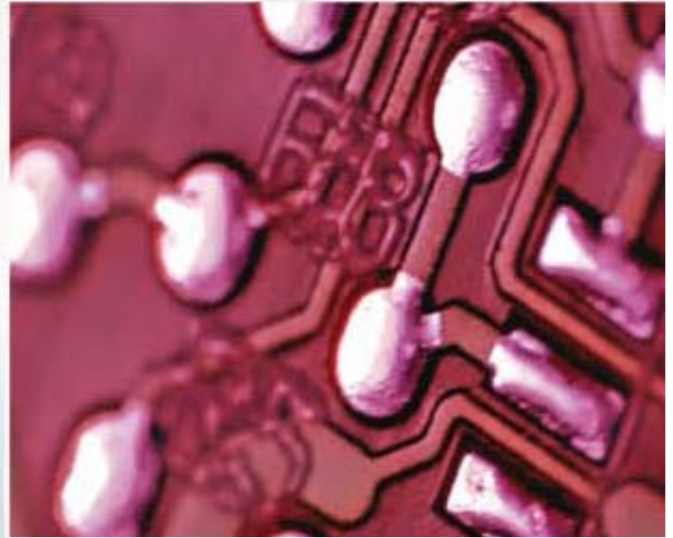


6TH INTERNATIONAL CONFERENCE FOR ENTREPRENEURSHIP INNOVATION AND REGIONAL DEVELOPMENT 2013

REGIONAL ECONOMIC RESILIENCE THROUGH INNOVATION AND ENTERPRISE

JUNE 20-21, 2013
ISTANBUL, TURKEY



PROCEEDINGS

OF THE 6TH INTERNATIONAL CONFERENCE
FOR ENTREPRENEURSHIP INNOVATION AND
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Dear International Conference for Entrepreneurship Innovation and Regional Development Participants,

On behalf of the Organizing Committee, I am privileged to welcome you to the 6th International Conference for Entrepreneurship, Innovation and Regional Development ICEIRD 2013. Over the past six years ICEIRD has grown to be the major international conference in entrepreneurship and innovations. It is an honor to preside the 6th anniversary issue of the conference themed Regional Economic Resilience through Innovation and Enterprise, which continues the tradition of high-quality, broad international participation in all areas of entrepreneurship and innovation for regional development.

The ICEIRD 2013 conference brings together academicians, researchers, business executives, industry organizational leader, government and non-government representatives, management consultants, service providers, technological and business experts and entrepreneurs and innovators. The program consists of thoughtful leadership, industry research, best-of-breed practices and technology solutions that can be deployed on regional development. While doing this entrepreneurship and innovation are the main pillars of the Conference.

The spirit of the Conference lies in the belief that the global and regional economy favors organizations that can reach across boundaries effectively. It rewards those that can collaborate smoothly with their partners and customers. As a result, business excellence is no longer about individual players—it's about effortless coordination and communication.

We are honored to have Dr. Lars Eklund, Founder & Chairman of Scandinavian Competitiveness Group, Mikel Landabaso, DG Region Head of Unit of the thematic competence center on smart and sustainable growth at the European Commission, Christopher Mondini, ICANN's Vice President and Professor Soumodip Sarkar of University of Evora, Portugal as our keynote speakers.

Istanbul Şehir University provided all the facilities for the Conference. Therefore we thank to the Rector Ahmet Ademoğlu for his motivating support and all the personnel of the University. Moreover we thank Istanbul Development Agency, International Competitiveness Research Institute(URAK) and KOSGEB for their supports.

Today's developed world, crisis is everywhere and we come together in order to understand and resist against it. Let us experience value of ICEIRD2013 and bring that energy to your community for positive changes.

Melih Bulu

ICEIRD2013 Conference Chair

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BIOGRAPHIES OF KEYNOTE SPEAKERS AND WORKSHOP CHAIRS



Keynote Speaker / Professor Soumodip Sarkar

Soumodip Sarkar is a professor at the Department of Management, University of Evora, Portugal, and researcher at CEFAGE-UE. He is also the coordinator of the Program in Entrepreneurship and Innovation. He received his PhD in Economics from Northeastern University, Boston in 1995. He previously worked at the Harvard Institute for International Development (HIID) and later CID, Kennedy School, Harvard University.

Professor Sarkar is currently the Dean of Doctoral School (IIFA), of the University of Évora, responsible for all PhD programs and research centers at the University.

His research interests are innovation, entrepreneurship and international business. He has published papers in many scientific journals and is in the editorial board of four international peer-reviewed scientific journals. He is a project leader in many Portuguese and European projects and has been a consultant to the USAID and

Nathan Associates. He holds copyrights to the integrated innovation model developed by him along with simulation software.

He was a Visiting Fellow at the Asia Center, Harvard University, in 2006. His book on innovation entitled: *Innovation, Market Archetypes and Outcome* was published in 2007, by Springer-Verlag. Another book on entrepreneurship and innovation *Empreendedorismo e Inovação*, published by Escolar Editora, was released in September of 2007, now in its third edition. In 2008 his third book *The Entrepreneurial Innovator*, was published by Elsevier-Campus in Brazil. He has given diverse talks and workshops all over the world, including at the Helsinki School of Economics, Harvard University, University of Massachusetts, Indian School of Management etc. He is a much sought after speaker, and has appeared as a keynote speaker in many international conferences, as well as giving talks on innovation for senior managers and organizations all over the world, and advising firms on innovation management and growth. In 2008, he was considered one of the top 100 experts internationally by the World Economic Forum (WEF Innovation 100).



Keynote Speaker and Workshop Chair / Dr. Lars Eklund

During his 30 years as a practitioner in social science research, in the private sector, in government, and as a consultant Dr. Eklund has acquired first-rate skills in developing innovation and competitiveness on all levels and in many places around the world. He has spearheaded major initiatives in Sweden, Baltic Sea Region, Europe, Middle East, Africa, and Asia. As Director of Competitiveness and Head of Division of Vinnova, Swedish Governmental Agency for Innovation Systems and as President, Vice President, and Director of The Competitiveness Institute, the leading global network of competitiveness practitioners, he obtained a unique global connectedness and leading position in the field of innovation and cluster based competitiveness. His track record as innovation development analyst and facilitator of innovation processes on regional, national and multinational levels is marked by his typically Scandinavian values dialogue and pragmatism. He has served in a number of leading positions in the field of development and innovation, reporting directly to

the ministers and deputy ministers of various concerned governments. Dr. Eklund is a facilitator second to none when it comes to design, preparation, and conduct of stakeholder dialogues targeting innovation strategy, policy, and action. The outcomes of his stakeholder workshops are the robust building blocks needed in his recent challenging constructs of innovation competition and innovation super markets.

Dr. Eklund's recent positions are the Founder and Chairman of the Scandinavian Competitiveness Group (2009-2012), concentration on concept development and business practices perfection regarding innovation competition and innovation super markets, preparation of a major global feasibility study on the subject, foundation of the Institute for Innovation Competition. (2009-2012); Director of Competitiveness, Head of Department, and Member of the Executive Board at Vinnova, the Swedish Governmental Agency for Innovation Systems (2001-2008), design and execution of major innovation and competitiveness initiatives in Sweden, Baltic Sea Region, Europe, Middle East, Asia, and Africa; Founder, Ambassador, and Fundraiser Pan African Competitiveness Forum (2007-2008); President and Chairman on the Board of Directors at The Competitiveness Institute and Vice President for Europe, Middle East, and Africa (2003-2008).

BIOGRAPHIES OF KEYNOTE SPEAKERS AND WORKSHOP CHAIRS



Keynote Speaker / Mikel Landabaso

Mikel Landabaso is DG Regio Head of Unit of the thematic competence centre on smart and sustainable growth at the European Commission. He has worked in DG Regio since 1990, both in horizontal Units on policy conception and in Geographical Units on policy implementation, including working as the assistant to the Director General. Previously he was Head of the Research Department at the Basque regional development agency – SPRI. He was given the 2004 annual “Christiane Bom Award” by the European Regional Development Agencies Association – EURADA for his contribution to innovation in European regional policy. He has a PhD in Economics (University of the Basque Country), Diploma in Advanced European Studies, (College of Europe), M.A. in Development Economics (University of East Anglia). He has been a Visiting Scholar at the University of North Carolina at Chapel Hill and he was part-time professor of regional development at the Free University of Brussels and the University of Deusto.



Keynote Speaker / Christopher Mondini

In this role he works to broaden and deepen relationships with companies beyond the domain name sector, to educate global business on the workings and role of ICANN, and to provide ways for continued dialogue and collaboration on Internet Governance issues. His aim is for the voice of business to be heard in a rapidly evolving multi-stakeholder framework. Christopher is a former management consultant, United States diplomat and corporate investigator, whose work has focused on cross-border regulatory challenges faced by technology companies. He holds degrees in Economics and International relations.

Workshop Chair / Prof. Metin Türkay

Metin Türkay is Professor of Industrial Engineering and the Director of Koç-IBM Supply Chain Research Center at Koç University. His main area of interest is in the development of discrete-continuous optimization models and solution algorithms for complex problems. His methods had been applied to sustainable supply chain management and logistics, optimization of energy systems and systems biology. He received BS and MS degrees from the Middle East Technical University, Ankara, Turkey and PhD degree from Carnegie Mellon University, Pittsburgh, Pennsylvania. His PhD work received Ted Peterson PhD Dissertation Award on computing and systems theory. He received a number of awards including TÜBİTAK Career Award, TÜBİTAK Young Scientist Incentive Award, IBM SUR Award, IBM Faculty Award and IBM OCR Award.