

## Professional Development Workshops on ECSB Pre-Conference Day of RENT 2023

on 15 November 2023 at 13:30–18:00

at Gdańsk University of Technology, Faculty of Management and Economics  
(address: 79 Traugutta, 80-233 Gdańsk)

Professional Development Workshops (PDWs) were included in the programme of the RENT pre-conference day for the first time at RENT XXIX in Zagreb 2015. The concept proved to be successful and PDWs are now part of the pre-conference day. PDWs are workshops to share knowledge and expertise and foster practical, professional and intellectual skills of participants.

RENT XXXVII pre-conference day on 15 November 2023 will host four PDWs:

### PDW Programme on 15 November 2023:

Parallel Session 1  13:30-15:30	a) ECSB GENSIG PDW on Publishing Feminist Entrepreneurship Research (note: participants requested to submit an abstract by 15 Oct)	Registration closed
	b) Practical introduction to Adaptive Choice-based Conjoint Analysis as an experimental design technique in Entrepreneurship research	<a href="#">Register</a>
15:30-16:00	Coffee break	
Parallel Session 2  16:00-18:00	a) Designing for Uncertainty: Entrepreneurship course design experience	<a href="#">Register</a>
	b) International collaboration for grand challenges	<a href="#">Register</a>

### Participation

Participation in the PDWs is free, but participants must be ECSB members or registered for the RENT conference to attend. Please note that you can only register for one PDW in each parallel session (a or b).

**Register by 12 November!**

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## ECSB GENSIG PDW on Publishing Feminist Entrepreneurship Research

Organiser: [ECSB GENSIG](#)

**Target Audience:** Early Career Researchers and anyone looking to publish feminist entrepreneurship scholarship.

**Maximum participation:** 20 delegates

After a short introduction on using gender and feminist theory to develop your theoretical contributions, participants will break into small groups where senior scholars will lead feedback sessions to support participants in developing their papers for publication. Delegates who are aiming to submit to the special issue <https://protect-eu.mimecast.com/s/IXt2CA19wUqJKKZUGCZ9k?domain=emeraldgroupublishing.com> will be given preference.

**Requirements:** For this PDW, participants will need to submit extended abstracts to Sally Jones ([SJones@mmu.ac.uk](mailto:SJones@mmu.ac.uk)) by **15 October 2023**. The extended abstract should highlight how the paper draws on gender and/or feminist theory as a driver, and how it might complement, extend, or challenge current approaches to gender and entrepreneurship research.

[Read the full PDW description and register](#)

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## Practical introduction to Adaptive Choice-based Conjoint Analysis as an experimental design technique in Entrepreneurship research

Organiser: Jakub Golik, Gdańsk University of Technology ([jakub.golik@pg.edu.pl](mailto:jakub.golik@pg.edu.pl))

### Requirements

- **no prior knowledge** of Conjoint Analysis is required
- a computer with **Windows operating system**
- trial version of the **software will be provided** for the duration of the workshop and RENT

Experimental designs have recently been gaining on popularity among entrepreneurship researchers. Leading journals in the field indicated the scarcity of experimental designs which are arguably one of the best research methods to study decision problems central to the field; ranging from career choice, market entry and start-up decisions, through deciding on investment opportunities, making decisions in entrepreneurial teams, dealing with choices under uncertainty, ending on exit strategies or rebranding. Experimental designs are believed to be appropriate and exceptionally useful methods for studying entrepreneurship as they often determine causality and bridge theory with practice. The Conjoint Analysis is an example of particularly powerful and useful experimental design technique, yet still underused among entrepreneurship researchers.

This PDW aims to introduce Adaptive Choice-based Conjoint Analysis research method in an easy and intuitive way, using the leading software in the field i.e. Sawtooth Software Lighthouse Studio. The workshop will consist of two parts (60 minutes each) and will be interactive as participants are encouraged to ask questions and be involved in the conversation.

[Read the full PDW description and register](#)

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## Designing for Uncertainty: Entrepreneurship course design experience

**Organiser:** Rajiv Vaid Basaiawmoit, Aarhus University ([rvb@au.dk](mailto:rvb@au.dk))

Uncertainty is a difficult topic to teach and even more so when it comes to experiential learning, as we tend to prioritize student comfort and ability to learn and thereby the focus from the educators is to reduce uncertainty as much as possible during the course design process. Recent work on learning-environment uncertainty (Englund & Wennblom, 2022) found that students use a surface approach to learning as a coping strategy to reduce such uncertainties which may reduce original learning outcome if the learning-environment uncertainty was “planned” – it may not have been and is usually not. The question then arises how much and how deep should we “plan” for uncertainty in the classroom? What types of uncertainty should we as educators attempt to cover? How should the learning design incorporate uncertainty and how should we design for uncertainty and plan/prepare for unexpected outcomes as well as fallouts. Trying to answer these questions will be the focus of this PDW.

We will use both personal experience as well as collective experience to explore this interesting and challenging topic. I have been actively attempting to bring uncertainty in the classroom through various formats – some successful and some not-so-successful. Some of these include experiential exercises as well as gamification and also includes teaching “about” uncertainty so that students appreciate the science behind it as well and don’t just think it is something being done for the sake of improvisation. These experiences, collated over a decade, will serve as an introduction and context-setting for the you to comment, question and discuss the experiences, success and failures of the varied approaches. The second part of the PDW will then open up the floor for you to work in groups and co-create new learning design experiences that incorporate uncertainty. Your group will then present your ideas to each other for a P2P feedback session round and a recap at the end.

[Read the full PDW description and register](#)

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## International collaboration for grand challenges

**Organisers:** ECSB Country-VPs Julita Wasilczuk ([jwas@zie.pg.edu.pl](mailto:jwas@zie.pg.edu.pl)), Verena Meyer ([verena.meyer@leuphana.de](mailto:verena.meyer@leuphana.de)) and Kathleen Randerson ([kranderson@audencia.com](mailto:kranderson@audencia.com))

How can we as researchers address the grand challenges of our times? Grand challenges refer to wicked problems that are complex, messy and impact a high number of people beyond national boundaries (see Fernhaber and Zou, 2022). They need new ideas and solutions, that might well be facilitated through entrepreneurship, but need to be based on a multiplicity of perspectives as perspectives from single nations, single institutions and single re-searchers are too limited to address the grand challenges of our time. In order to cope with the uncertainty of the future, but also with the certainty that we need to act now to ensure a good future, we need more international collaboration that goes beyond the silos of our fields of research. Due to its broadness of conference tracks and topics, the RENT conference is a perfect starting point for this.

Our workshop offers the opportunity for a structured way of networking – that paves the way for international collaboration with more diverse perspectives enabling participants to find (potential) collaborators who want to take action on the same grand challenges.

[Read the full PDW description and register](#)