

Strategic Entrepreneurship and Innovation Research Seminar
Goethe Universität Frankfurt & Technische Universität Darmstadt

22. January 2020

Goethe Universität Frankfurt am Main, Campus Westend, RuW 4.201

- 10:00 - 11:00** **Introduction of organizers and participants**
- 11:00 - 12:00** **Christian Resch, Technische Universität Darmstadt**
„New ideas through knowledge exposure in social networks —
The interaction between knowledge exposure and broker status in
online maker communities“
- Daniel Ehnes, Goethe Universität Frankfurt**
“Should corporate culture be implemented top-down or bottom-up?
Cultural gaps over time and firm performance“
- 12:00 - 13:00** **Lunch**
- 13:00 - 14.00** **Daniel Dilmetz, Technische Universität Darmstadt**
“The value-adding role of creativity assessment in crowdfunding projects“
- Christan Hüning, Goethe Universität Frankfurt**
“The CSR Organization and the Soft Law: Effects on Tax Avoidance“
- 14:00 - 14.15** **Coffee break**
- 14:15 - 15:30** **Discussion:** How should the format in the future look like?
- 15:30** Internal Meeting (Room RuW 4.238)