

# Sustainable Entrepreneurship and Eco-Innovation

Research and teaching of the ad. Professorship of Innovation Management and Sustainability centers on sustainable entrepreneurship and eco-innovation. The main focus of current research and teaching are the following projects:

## Master Module "Eco-Venturing"

- Students work with entrepreneurs to develop sustainable business concepts for green future markets
- Hands-on experience with chance of further business contact
- Team-teaching and coaching with endowed Chair of Entrepreneurship
- Every winter semester
- Award-winning course (Hans Sauer Prize, in the Competition for the promotion of Environmental Innovations)

## ScaleUp4Sustainability: Student-Business-Collaboration in Green Venturing (Erasmus+ project)

- Transnational Cooperation between the University of Oldenburg, the University of Linköping (Sweden), Vennebroek Academic Services (Netherlands) and several business partners to improve student-business collaboration in green venturing
- Evaluation of outputs and outcomes of existing approaches of green venturing in these partner countries will lead to newly developed approaches and tools of teaching and learning sustainable entrepreneurship
- We will facilitate and boost the transnational exchange of knowledge and experiences with university-business collaboration in green venturing and disseminate good practices and knowledge in university-related green venturing across Europe
- Students can directly participate via Eco-Venturing and be part of a European Knowledge Alliance
- ScaleUp4Sustainability started on 1st November 2018 and will be financed 3 years

## Sustainability4All: Sustainability as a Success Factor For All Start-Ups

- In cooperation with key players in the German start-up ecosystem, the project "Sustainability4All will stimulate the early and lasting integration of climate protection and other sustainability issues in newly founded, innovative companies
- Aimed at intermediaries such as start-up competitions, university start-up institutions, funding programmes and other supporters of young companies, especially innovative start-ups
- Creation of practical tools for the development of sustainability management for the new companies as well as for the consideration of climate protection and other sustainability issues in the development of products/services and business models
- Sustainability4All started on 1st January 2019 and will be financed 3 years



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### Research

- Eco-Innovation & Green Economy
- Sustainable Entrepreneurship
- Corporate Strategies for Adaptation to Climate Change

### Teaching

- Innovation Management
- Eco-Venturing
- Extra Occupational: MBA Innovation Management

## Selected Publications

- Volkman, C., Fichter, K., Klofsten, M. et al. (2019) Sustainable entrepreneurial ecosystems: an emerging field of research. *Small Bus Econ* (2019).
- Clausen, J. & Fichter, K. (2019). The diffusion of environmental product and service innovations: Driving and inhibiting factors. *Environmental Innovation and Societal Transitions*, 31 (2019), 64-95.
- Breuer, H.; Fichter, K.; Lüdeke-Freund, F. & Tiemann, I. (2018). Sustainability-oriented Business Model Development: Principles, Criteria, and Tools. in: *International Journal of Entrepreneurial Venturing*. Vol. 10, No. 2, 2018.