



Utrecht University

School of Economics

**TNO** innovation  
for life

## The International Summer School 2016

**'Entrepreneurship and Innovation in Organizations and Societies:  
Ecosystems, workplace & social innovation, social quality'**

**Zhejiang University**

**July 18 – 23, Hangzhou, China**

Organized by

*Chinese Academy of Social Sciences*

*College of Public Administration, Zhejiang University*

*School of Management, Zhejiang University*

*Utrecht University School of Economics, Utrecht University*

*Center for Sustainable Productivity and Employability, TNO*

Supported by



*Chinese Academy of Social Sciences*



**KONINKLIJKE NEDERLANDSE  
AKADEMIE VAN WETENSCHAPPEN**

*Royal Dutch Academy of Arts and Sciences (KNAW)*

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## International Summer School 2016

### **‘Entrepreneurship and Innovation in Organizations and Societies: Ecosystems, workplace & social innovation, social quality’**

The summer school brings together leading researchers from China and the Netherlands involved in the study of innovation and entrepreneurship in organizations and societies. Innovation and entrepreneurship are of utmost importance for solving societal issues in Europe and China, but both contexts are highly different with respect to the institutional, cultural and economic context, providing substantial variety for studying the locus and governance of entrepreneurship and innovation. The summer school explicitly focuses on the institutional context and governance of entrepreneurship and innovation, building on the world class research at Zhejiang University, Utrecht University, the Chinese Academy of Social Sciences, and the applied scientific research of TNO. The summer school will explicitly focus on how human talent is enabled by organizations to initiate and realize innovations, and how entrepreneurial ecosystems enable entrepreneurship and ultimately lead to improved socio-economic performance of cities, regions and national economies. There are two streams in one programme:

Governance and business related to entrepreneurship, innovation management, ecosystems, and workplace innovation, and; Governance and administration related to social innovation, social quality, and social security.

Students will be able to follow both streams. Students are required to make a presentation during the course, to participate in the discussions, and to submit a short paper on one of the two streams of the programme.

**Key topics:** intrapreneurship, innovation management, social innovation, workplace innovation, social quality and innovation, entrepreneurial ecosystems



Zhejiang University offers you the opportunity to study and immerse yourself in international entrepreneurship and innovation as part of an exciting one-week programme. Taking advantage of the vibrant, student friendly city of Hangzhou, and the rich history, culture and natural beauty of its West-Lake, the international summer school combines world-class tuition with international knowledge, academic-related field trips, and a wide variety of social activities.

### The programme

Host	College of Public Administration & School of Management, Zhejiang University
Dates	July 18-23, 2016
Language	English
Graduation	Transcript & Certificate issued by Zhejiang University
Highlights	With a focus on "Entrepreneurship and Innovation in China and Europe" Combining governance and business topics with social and organisational topics In one of the most dynamic areas of the economy and social life in China – Zhejiang Including exciting site visits to entrepreneurs and innovators in companies and public organisations Visit the World Heritage listed West Lake and Old Town Language and cultural sessions offered throughout the program
Modules	Orientation and welcome party Intrapreneurship Innovation management Social innovation Workplace innovation Social quality Entrepreneurial ecosystems Company visits & meeting with innovators and social entrepreneurs Project presentations

### Venue: Zhejiang University

Founded in 1897 and initially known as Qiushi Academy, Zhejiang University is one of the China's oldest and most prestigious institutions of higher education, member of the C9 League (Consortium of top 9 universities in China) and has been consistently ranked among top 3 in the nation. Located in the garden city of Hangzhou, Zhejiang University currently has five campuses (Zijingang, Yuquan, Xixi, Huajiachi, and Zhijiang), which occupies a total area of 450.5 hectares. It is a



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comprehensive research university with 7 faculties and 37 colleges/schools, covering 12 disciplines of philosophy, law, education, literature, history, art, science, engineering, agriculture, medicine, management and etc. Following its motto of “Faith of Truth and Innovation”, the University is making substantial contributions to China’s economic, social and technological development.

## **Organizers**

### **The Institute of Sociology of the Chinese Academy of Social Sciences (CASS)**

The Institute of Sociology has 11 research departments, including Social Theory, Family and Gender, Organization and Community, Agricultural and Industrial Sociology, Social Policy, Social Psychology, Juvenile and Social Problems, Social Survey and Methodology, Social Anthropology, Social Development, and Incorrupt Government Studies and Social Assessment. The Institute has several support research centers including Social Survey and Data Processing, Social and Cultural Anthropology, Social Psychology, Rural Environment and Rural Society, and Community Informatization. At present, there are 81 employees in the Institute, including 18 research fellows, 27 associate research fellows and 21 assistant research fellows. CASS has 8 research centers in the field of Anti-corruption Studies, Social Policy, Private Business Owner Group, the Observer of the National Development. CASS edits the scientific journals of Sociology Studies and Youth Studies.

### **College of Public Administration, Zhejiang University**

The College consists of seven departments, which are Public Governance, Land Resource Management, Urban Development and Management, Social Security and Risk Management, Information Resource Management, Political Science, and Sociology. The College has one strategic research base related to the Ministry of Education, two key research bases of social sciences at the provincial level, nine university-level research institutes, and ten university-level inter-disciplinary research centers. The College provides a doctoral program of Public Administration



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with seven disciplines and, in addition, one in Political Science. The college has four joint-doctoral programs with other colleges, 16 minor discipline master programs and ten bachelor programs. The College has 135 faculties and staff members, including 50 professors, 49 associate professors and 36 lecturers. Currently, there are 48 PhD supervisors and 86 master supervisors. The College has national and international exchanges of students and faculties on a wide scale, and has built excellent cooperative relationships with foreign universities and institutes.

### **School of Management, Zhejiang University**

The School of Management conducts teaching and research in the disciplines of Management Sciences and Engineering, Agricultural Economics and Management , and Business Administration. The School offers Ph.D. programs in these disciplines, and in addition, in the disciplines of Entrepreneurship Management and Technology and Innovation Management (TIM). The School has two national-level research centers, ten university-level interdisciplinary research centers, and twelve university-level research groups. The School is the first business school in China that gained international accreditation in 2006. At present, the School is accredited by three major international accreditation institutions (AACSB, EQUIS, AMBA) on five-year terms, and by one important domestic accreditation institution (the CAMEA of the Ministry of Education).

### **Utrecht University, School of Economics**

Founded in 1636 and located in the heart of the Netherlands, Utrecht University is one of Europe's leading research universities. The Shanghai Ranking ranks the university in the Netherlands on 1, on a 17th place in Europe and worldwide on a 56th place. Inspiration, ambition, independence and commitment are the core values that define both the conduct and attitude of the students and employees of Utrecht University. Utrecht University offers 50 Bachelor's and 169 Master's degree programmes. The University is home to 29,755 students and 6,500 staff. Each year, more than 2000 students and researchers from abroad come to Utrecht for a short or longer time. Utrecht University conducts fundamental and applied research in a wide



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array of disciplines. Its wide-ranging research activity provides an inspiring basis for multidisciplinary research inside and outside the University. The University works collaboratively with the business and public sector to undertake societally relevant and innovative research.

The Utrecht University School of Economics is a centre of expertise for multidisciplinary economics teaching and research. Its starting point is a strong economics profile emphasising the institutional, historical and spatial dimensions of economic issues as well as the integration of and collaboration between general economics and business economics. The economics research in Utrecht focuses mainly on societal themes regarding the future of work, behavioural insights for policy making, entrepreneurship, sustainable finance, and sustainability and economic development. The economics education is English-taught. One third of the students and one fourth of our staff have an international background. The School offers a broad Bachelor's programme Economics and Business Economics and several specialized Master's programmes, including Business Development & Entrepreneurship, and Multidisciplinary Economics.

### **Center for Sustainable Productivity and Employability, TNO**

TNO, the Netherlands Organisation for Applied Scientific Research TNO ([www.tno.nl/en/](http://www.tno.nl/en/)), was founded by law in 1932 to enable business and government to apply scientific knowledge. It is Europe's third largest Research and Technology Organisation, covering all major scientific disciplines and employing over 2.000 staff. TNO participates in EU social innovation projects (see [www.si-drive.eu/](http://www.si-drive.eu/); and: [www.simpact-project.eu/](http://www.simpact-project.eu/)) and in EU Workplace Innovation networks (<http://portal.ukwon.eu/>). The Sustainable Productivity & Employability expertise group (50 researchers and consultants) enhances sustainable labour productivity in organisations, through solutions like workplace innovation, organisational innovation, social innovation of employment, health and safety of employees, ergonomics, and corporate entrepreneurship.

[\(https://www.tno.nl/en/focus-area/healthy-living/prevention-work-health/innovation-and-labour-productivity/\)](https://www.tno.nl/en/focus-area/healthy-living/prevention-work-health/innovation-and-labour-productivity/)



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## **Fees**

2016 programme fee for **external** students/graduates/participants: 300 USD.

Included in the programme tuition fee are:

- Programme
- Field trips and excursions
- Social programme
- Study materials
- Certificate

Excluded are:

- Accommodation and breakfast, lunch & dinners
- Flights, insurance, and visas.

### (PhD) students of Zhejiang University and Utrecht University:

The program is free of charge for a selection of Zhejiang University and Utrecht University (PhD) students. Requirements: University / College MA and PhD students with proficient English language skills.

### Other (inter-)national (PhD) students, researchers, professionals, officials:

When you have received your acceptance letter (by email) you will be required to pay 300 USD. The fees can be paid at the registration desk upon your arrival.

Accommodation can be arranged at Zijingang Hotel (at Campus). The cost of a standard room per person is RMB 280 per night (or RMB 140 for a shared room). The cost of staying at the university dormitory is RMB 50 for one bed per night in a four-bed room.

Rechargeable cards are offered for meals at University Cafeteria.

The estimated extra costs are RMB 100 per day, excluding RMB 200 for the reception and farewell dinners.



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## Application & Admission

- Application deadline May 31, 2016.
- How to apply

Applicants from partner universities (associated institutes in China) please apply to your home institution and nominations will be submitted through university coordinator. All other applicants apply directly. All applicants shall provide a completed Application Form (see last page). Email these documents to [houbaiqian@163.com](mailto:houbaiqian@163.com). (and, if applicable, to your university coordinator).

- Admission procedure

Accepted participants will receive a confirmation email from International Summer School within 10 days after the deadline (May 31, 2016).

## Contact & Application

Mr. Richard Hou, Dept. of Social Security and Risk Management

College of Public Administration, Zhejiang University

866, Yuhangtang Road, Hangzhou, 310058, P. R. China

Email: [houbaiqian@163.com](mailto:houbaiqian@163.com), Tel: +86 139-6714-1603

### **China Exchange Programme (CEP) – Summer Schools of Royal Netherlands Academy of Arts and Sciences (KNAW)**

The Summer School received a contribution from the KNAW as part of its CEP programme. CEP aims to foster long-term research collaboration between the Netherlands and China by providing seed money for new cooperation.

The programme supports the exchanges of researchers, joint research projects, and summer schools. The Academy has cooperated with scientists in the People's Republic of China for more than 30 years, and coordinates these efforts with the Netherlands Organisation for Scientific Research (NWO) in the Netherlands. The Academy and NWO pursue a comprehensive strategic policy aimed at international scientific cooperation. The Royal Netherlands Academy of Arts and Sciences ([www.knaw.nl](http://www.knaw.nl)) was founded in 1808 as an advisory body to the Dutch Government – a role that it continues to play today. The Academy derives its authority from the quality of its members, who represent the full spectrum of scientific and scholarly endeavour and are selected on the basis of their achievements.

It is also responsible for fifteen internationally renowned institutes.







## APPLICATION FORM

Name	
Gender	<input type="checkbox"/> male <input type="checkbox"/> female
Date of birth Nationality	
Title	<input type="checkbox"/> prof. dr. <input type="checkbox"/> dr. <input type="checkbox"/> ma./msc. <input type="checkbox"/> ba./bsc <input type="checkbox"/> mr <input type="checkbox"/> mrs./ms.
Name of the (associated institute) Department / University; or your company	
Your status	<input type="checkbox"/> Master student <input type="checkbox"/> PhD student <input type="checkbox"/> Graduated, but no longer student <input type="checkbox"/> No master or PhD student or graduate/ Other:
Home address: Street name / number City, Zipcode, Country Phone number E-mail address	
A brief biographical note (200 words): discipline, research experiences and professional activities, interests, publication etc.)	
Your motivation for this program (five sentences)	
Your main interest in the streams of the program:	<input type="checkbox"/> the business-related issues: entrepreneurship, managerial innovation, ecosystems, and workplace innovation. <input type="checkbox"/> the administration-related issues: social innovation, social quality, and social policies. <input type="checkbox"/> I have similar interest in both streams

Send this Application form together with a copy of your passport, and a passport-sized photo to

**houbaiqian@163.com**

Mr. Richard Hou, Dept. of Social Security and Risk Management

College of Public Administration, Zhejiang University

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