

Institut für KMU-Management Institute for Small Business Management and Entrepreneurship

Annual Report 2019



KMU 

INSTITUT FÜR KMU-MANAGEMENT
INSTITUTE FOR SMALL BUSINESS
MANAGEMENT AND ENTREPRENEURSHIP

FiFB

FORSCHUNGSINSTITUT
FÜR FREIE BERUFE
RESEARCH INSTITUTE FOR
LIBERAL PROFESSIONS

FoFU

FORSCHUNGSINSTITUT
FÜR FAMILIENUNTERNEHMEN
RESEARCH INSTITUTE FOR
FAMILY BUSINESS

RiCC

RESEARCH INSTITUTE FOR
CO-OPERATION AND CO-OPERATIVES
FORSCHUNGSINSTITUT FÜR KOOPERATIONEN
UND GENOSSENSCHAFTEN



**“A small business
is not a little big
business!”**

(Welsh & White)

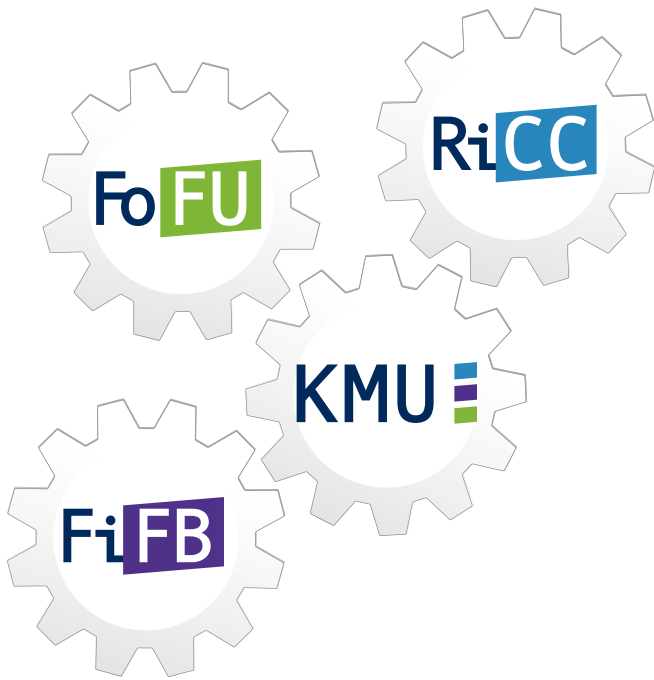
Mission Statement

The Institute for Small Business Management and Entrepreneurship and its associated research institutes are engaged in understanding the strategic development processes of dynamic small and medium-sized enterprises (SMEs), with a particular focus on the recognition of entrepreneurial opportunities. Applying this approach, research topics are viewed through their embeddedness within and effect upon their entire economic and societal context. In the handling of these highly aggregated themes, we take an inter-disciplinary perspective with a pluralistic approach to methods.

In research and teaching, we deal with the supporting pillar of the Austrian and the European economies: Small and Medium-sized Enterprises. SMEs are not simply small large-scale businesses – their dynamic developments and innovative decision-making processes pose particularly high demands on management. We teach and educate generalists who are able to handle those special challenges.

Research and Teaching for the Austrian Economy

The SME Institute Cluster:



The Institute for Small Business Management and Entrepreneurship and these three Research Institutes are autonomous institutes. Nevertheless, they are intertwined in terms of personnel and resources. Therefore, they are presented together in this annual report.

Prof. Dr. Dietmar Rößl

Head of the Institute for Small Business Management and Entrepreneurship and of the Research Institute for Co-operation and Co-operatives (RiCC), Deputy Head of the Department of Global Business and Trade, Visiting Professor at the University of Vaduz

Prof. Dr. Hermann Frank

Deputy Head of the Institute for Small Business Management and Entrepreneurship, Head of the Research Institute for Family Business (FoFU), Visiting Professor at the University of Salamanca, the University of Witten/Herdecke and the Université de Lorraine

Prof. Dr. Leo W. Chini

Honorary Professor at the Institute for Small Business Management and Entrepreneurship and Head of the Research Institute for Liberal Professions (FiFB)

PD Dr. Alexander Keßler

Senior Lecturer at the Department of Global Business and Trade and Research Associate at the Research Institute for Family Business (FoFU)

Prof. Dr. Herbert Neubauer

Professor at the Institute for Small Business Management and Entrepreneurship, Head of the Austrian Institute for SME Research (KMUFA), Visiting Professor at the University of Osnabrück



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Senior Research Associate at the Research Institute for Family Business (FoFU) (till 01/2019)

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Research Associate at the Research Institute for Family Business (FoFU)

Katie Hyslop, M.Sc.

Teaching and Research Associate at the Institute for Small Business Management and Entrepreneurship (till 06/2019)

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Research Associate at the Research Institute for Liberal Professions (FiFB)

Gregor Rabong, M.Sc.

Research Associate at the Research Institute for Co-operation and Co-operatives (RiCC)

Stefan Radakovics, M.Sc.

Research Associate at the Research Institute for Co-operation and Co-operatives (RiCC) (till 09/2019)

Michael Schwingsmehl, M.Sc.

Research Associate at the Research Institute for Liberal Professions (FiFB) (till 10/2019)

Christina Kruselburger, B.Sc.

Teaching Assistant at the Institute for Small Business Management and Entrepreneurship (till 09/2019)

Sabine Staudinger, B.Sc.

Project Assistant at the Institute for Small Business Management and Entrepreneurship (till 09/2019)

Jana Stefan, B.Sc.

Research Assistant at the Institute for Small Business Management and Entrepreneurship (since 12/2019)

Nico Troiani, B.Sc.

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Lea Schmidt

Secretary at the Institute for Small Business Management and Entrepreneurship



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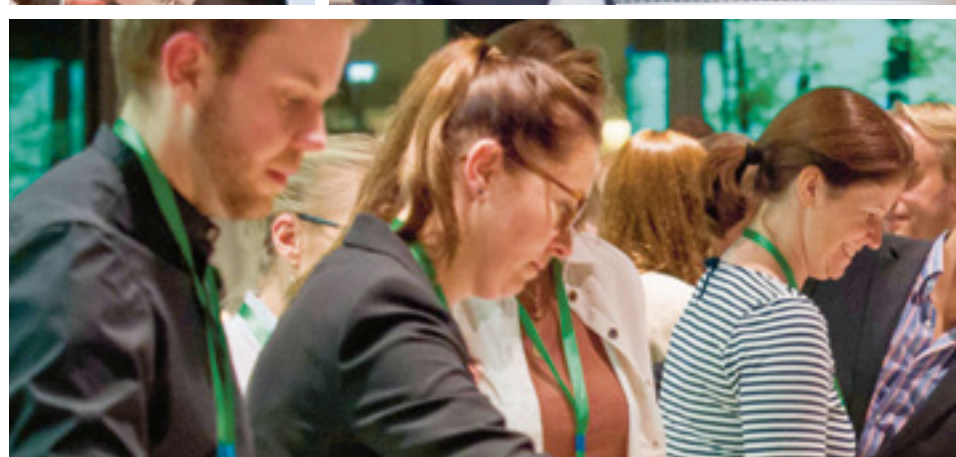
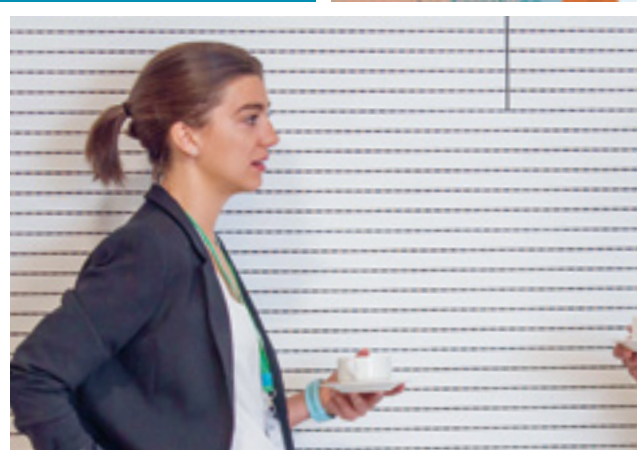
Herbert Neubauer
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23rd Annual Inter-disciplinary Conference on Entrepreneurship, Innovation and SMEs

The Institute for Small Business Management and Entrepreneurship hosted the 23rd Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum). Approximately 250 researchers participated in this conference and delivered almost 200 presentations within 64 sessions.

September 25th – 27th, WU (Vienna University of Economics and Business)





PUBLICATIONS IN SCIENTIFIC JOURNALS

- › **Frank, H. / Kessler, A. / Bachner, C. / Fuetsch, E. / Suess-Reyes, J.** (2019): Principles for Innovation Management in Family Firms: An Analysis of Long-term Successful Good Practices with a Practitioner Validation of the Principles, *Journal of Family Businesses Management*, 9/3/319-348.
- › Hiebl, M. / Duller, Chr. / **Neubauer, H.**: Enterprise Risk Management in Family Firms: Evidence from Austria and Germany, *Journal of Risk Finance*, 20/1/39-58.
- › **Keßler, A.** / Zipper, V. / Sitz, V.: Chancenorientierte unternehmerische Nachhaltigkeit als Treiber der Internationalisierung von KMU, *Zeitschrift für KMU und Entrepreneurship (ZfKE)*, 67/3/171-196.
- › **Kump, B.** / Engelmann, A. / **Kessler, A.** / Schweiger, C.: Toward a Dynamic Capabilities Scale: Measuring Organizational Sensing, Seizing, and Transforming Capacities, *Industrial and Corporate Change (ICC)*, 28/5/1149-1172.
- › **Kump, B.**: Beyond Power Struggles: A Multi-level Perspective on Incongruences at the Interface of Practice, Knowledge, and Identity in Radical Organizational Change, *The Journal of Applied Behavioral Science*, 55/1/5-26.
- › **Kump, B.**: Der Wandel von Praxis, Wissen und Identität in der Industrie 4.0, *Industrie 4.0 Management*, 35/2/18-22.
- › **Minichberger, A. / Schwingsmehl, M.**: Gazelle ≠ Gazelle – Betrachtung eines undifferenzierten Begriffs, *Zeitschrift für Klein- und Mittelunternehmen und Entrepreneurship (ZfKE)*, in print.

OTHER SELECTED PUBLICATIONS

- › **Frank, H. / Suess-Reyes, J. / Fuetsch, E. / Kessler, A.**: Introducing the Enterpriseness of Business Families: A Research Agenda, in: Memili, E. / Dibrell, C. (eds.): *The Palgrave Handbook of Heterogeneity among Family Firms*, Cham: Palgrave Macmillan, 263-296.
- › **Pieperhoff, M.**: The Explanatory Power of Reciprocal Behavior for the Inter-Organizational Exchange Context, in: Jabłoński, A. / Kożuch, B. (eds.): *Trust Management. Key Factor of the Sustainable Organizations Embedded in Network*, Basel [u.a.]: MDPI, 52-69.
- › **Röbl, D.**: Management von Genossenschaften aus der Netzwerkperspektive, in: Blome-Drees, J. / Göler von Ravensburg, N. / Schmale, I. / Schulz-Nieswandt (Hrsg.): *Handbuch Genossenschaftswesen*, Berlin/Heidelberg: Springer, in print.

CONFERENCE PRESENTATIONS

- › ACE – CASC – ICA-CCR – Joint Conference, Montreal, CA (**Rabong, G.**: Rural versus Urban – A Comparison of the Perception of Credit Cooperatives Operating in Different Environments)
- › Academy of Management 79th Annual Meeting (AoM), Boston, US (**Kump, B.**: A Literature Review on an Unfinished Tale: Definitions and Investigations of the Dominant Logic, co-authored by Engelmann, A. / Schweiger, Ch.)
- › Academy of Management 79th Annual Meeting (AoM), Boston, US (**Kump, B.**: Collective Rumination: A New Perspective on the Role of Conversations in Organizational Learning, co-authored by Knipfer, K.)



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Julia Süß-Reyes
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- › Academy of Management 79th Annual Meeting (AoM), Boston, US (**Pieperhoff, M.**: The Relevance of Organisation Size for Relationship Management)
- › 23rd Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), Wien, AT (**Kump, B.**: Dynamic Capabilities in Small Firms: A Qualitative Study, co-authored by Schweiger, Ch.)
- › 23rd Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), Wien, AT (**Minichberger, A.** / **Schwingsmehl, M.**: Zufall und Unternehmenserfolg, Eine systematische Literaturanalyse)
- › 23rd Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), Wien, AT (**Pieperhoff, M.**: A Group Theoretical View on SMEs as Members of a Cooperative, co-authored by Rabong, G.)
- › 23rd Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), Wien, AT (**Rabong, G.**: Metaökonomische Kund/inn/enförderung genossenschaftlich organisierter Unternehmen)
- › Congress on Humanities and Social Sciences, Valencia, ES (**Roessl, D.**: For Profit or Not for Profit: Are Credit Co-operatives Member-Focused or Third-Party-Focused? co-authored by Rabong, G.)
- › Community Innovation & Social Enterprise Conference, Cape Breton University, CA (**Roessl, D.**: Hybridization of Credit Co-operatives, co-authored by Rabong, G.)
- › European Academy of Management Conference (EURAM), Lisbon, PT (**Kump, B.**: Conceptualizations and Empirical Assessment of the Dominant Logic: A Systematic Literature Review, co-authored by Engelmann, A. / Schweiger, C.)
- › European Academy of Management Conference (EURAM), Lisbon, PT (**Kump, B.**: The Ruminating Organization: How Collective Rumination Impairs Learning from Failure, co-authored by Knipfer, K.)
- › European Academy of Management Conference (EURAM), Lisbon, PT (**Pieperhoff, M.**: Managing Inter-Organizational Exchange Relationships under Consideration of Different Organization Sizes)
- › International Conference on Organizational Knowledge, Learning and Capabilities, Brighton, UK (**Kump, B.**: Empirical Approaches to Capturing the Dominant Logic: A Systematic Review and Implications for Researchers, co-authored by Engelmann, A. / Schweiger, Ch.)
- › International Family Enterprise Research Academy (IFERA) Annual Conference, Bergamo, IT (**Frank, H.**: The Enterpriseness of Business Families: Empirical Results for The Involvement, Essence and Identity Dimensions, co-authored by / Fuetsch, E. / Kessler, A. / Suess-Reyes, J.)
- › International Family Enterprise Research Academy (IFERA) Annual Conference, Bergamo, IT (**Pieperhoff, M.**: Tracing Differences in Organizational Behaviour between Family Business and Non-Family Business – A Reciprocity-Based View)
- › Tagung der Arbeitsgemeinschaft genossenschaftswissenschaftlicher Institute, Nürnberg, DE (**Rabong, G.**: Unterschiede in der Wahrnehmung ländlicher und städtischer Kreditgenossenschaften)



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AWARDS AND DISTINCTIONS

- › Forschungsprämie für eine hervorragende Dissertation 2019 (**Pieperhoff, M.**)
- › Heinrich Stremitzer-Preis 2019 für herausragende Publikationsleistungen im Jahr 2018
 - › 1. Platz: **Kump, B.**
 - › 2. Plätze: **Pieperhoff, M.** / **Rabong, G.** (ex aequo)

CONTRIBUTIONS TO THE SCIENTIFIC COMMUNITY

Conference Chairs

- › Berger, E. / Block, J. / **Keßler, A.**: Session-I, Doctoral Colloquium, 23rd Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), Wien, AT
- › **Frank, H.**: track "Family and Business Identity Issues", International Family Enterprise Research Academy (IFERA) Annual Conference, Bergamo, IT
- › **Frank, H.** / Kuckertz, A. / **Kump, B.**: Session-II, Doctoral Colloquium, 23rd Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), Wien, AT
- › **Frank, H.** / **Kump, B.** / Stöckmann, Ch.: Session-VI, Doctoral Colloquium, 23rd Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), Wien, AT
- › Kensbock, J. / **Keßler, A.** / Kuckertz, A.: Session-V, Doctoral Colloquium, 23rd Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), Wien, AT
- › **Kump, B.**: track "Strategy in SMEs", 23rd Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), Wien, AT

- › **Kump, B.**: track "Corporate Entrepreneurship/ Intrapreneurship", 23rd Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), Wien, AT
- › **Pieperhoff, M.**: track "Entrepreneurial Teams", 23rd Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), Wien, AT
- › **Pieperhoff, M.**: track "Organisational Behaviour General Track", European Academy of Management (EURAM), Lissabon, PT
- › **Roessl, D.**: Congress on Humanities and Social Sciences, Valencia, ES

Editorials

- › Aufsichtsrat aktuell (Editor: Chini)
- › Entrepreneurship & Regional Development (Editorial Board Member: Frank)
- › Family Business Review (Editorial Board Member: Keßler)
- › Journal of Cooperative Organization and Management (Associate Editor: Rößl)
- › Journal of Family Business Strategy (Editorial Board Member for a Special Issue: Frank, Süß-Reyes)
- › Journal of Family Business Strategy (Editorial Board Member: Süß-Reyes)
- › Journal of Small Business and Enterprise Development (Editorial Board Member: Frank)
- › Journal of Small Business Management (Associate Editor: Frank)



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Michael Schwingsmehl
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Reviews for double blind reviewed journals

- › Entrepreneurship and Regional Development (Frank, Süß-Reyes)
- › European Journal of Innovation Management (Hyslop)
- › European Journal of International Management (Neubauer)
- › Family Business Review (Keßler)
- › Gruppe. Interaktion. Organisation. Zeitschrift für Angewandte Organisationspsychologie (GIO) (Kump)
- › International Journal of Entrepreneurial Venturing (Neubauer)
- › European Management Review (Frank, Süß-Reyes)
- › Journal of Co-operative Organization and Management (Hyslop, Pieperhoff, Minichberger, Rößl)
- › Journal of Emerging Markets (Hyslop)
- › Journal of Family Business Strategy (Frank, Fuetsch, Kessler, Süß-Reyes)
- › Journal of Small Business Management (Keßler, Minichberger)
- › Journal of Managerial Psychology (Kump)
- › MDPI Games (Pieperhoff)
- › Strategic Entrepreneurship Journal (Keßler)
- › Sustainability (Pieperhoff)
- › The Learning Organization (Kump)
- › VINE Journal of Information and Knowledge Management Systems (Kump)
- › Zeitschrift für KMU und Entrepreneurship (Neubauer)

Reviews for conferences

- › Academy of Management Annual Meeting (Kump)
- › European Academy of Management Conference (EURAM) (Hyslop, Kump, Pieperhoff, Rößl)
- › 23rd Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), (Frank, Kessler, Kump, Rößl)
- › IFERA Annual Conference (Frank, Neubauer)
- › 3rd International Family Business Research Forum, IFBRF (Kump)
- › International Conference on Organizational Learning, Knowledge, and Capabilities (OLKC) (Kump)
- › Konferenz deutschsprachiger Forscherzentren für Familienunternehmen (Neubauer)

Contributions to academic societies

- › Förderkreis Gründungs-Forschung: 23rd Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs "Opportunities for SMEs in a globalized world" (G-Forum), 25.– 27. September 2019, Wirtschaftsuniversität Wien
 - › Conference Chairs: **Keßler, A. / Rößl, D.**
 - › Program Committee: Block, J. / **Frank, H. / Keßler, A. / Kuckertz, A. / Kump, B. / Rößl, D.**

Contributions within the university

- › Academic Advisor for University Autònoma de Barcelona (Rößl)
- › Academic Advisor for University of St. Gallen (Neubauer)
- › Department of Global Business and Trade (deputy head: Rößl)



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- › Hiring Committee for the Professorship “Business and Psychology” at the Department of Management (Kump)
- › Hiring Committee for the Professorship “International Business with special focus on SME Internationalization” at the Department of Global Business and Trade (Röbl)
- › Institute for Small Business Management and Entrepreneurship (head: Röbl, deputy head: Frank)
- › Research Institute for Co-operation and Co-operatives (RiCC) (head: Röbl)
- › Research Institute for Family Business (FoFU) (head: Frank)
- › Research Institute for Liberal Professions (FiFB) (head: Chini)
- › Member of the Academic Works Council (Neubauer)

INTERNATIONAL INTEGRATION

Outgoing

- › **Frank, H.:** Visiting Professor, University of Salamanca, ES
- › **Frank, H.:** Leading and Intervening in Organizations – Some Systems-Theoretical Thoughts, Research Seminar, Faculty of Economics and Business, University of Salamanca, 30.09., Salamanca.
- › **Frank, H.:** Visiting Professor, Université de Lorraine, FR
- › **Frank, H.:** Dos and Don'ts for Publishing in Top Management Journals, Workshop together with Business Faculty, Université de Lorraine, 05.07., Nancy.

- › **Frank, H.:** Systems Theory as a Theoretical Lens for Understanding Family Firms, presentation at the Business Faculty, Université de Lorraine, 05.07., Nancy.
- › **Frank, H.:** Visiting Professor, Universität Witten/Herdecke, DE
- › **Frank, H.:** Die Enterpriseness von Unternehmerfamilien – empirische Befunde, Vortrag vor der Faculty der Universität Witten/Herdecke, 04.11., Witten.
- › **Frank, H.:** Workshop mit Fokusgruppe Entscheidungslogiken von Unternehmerfamilien, Forschungsprojekt der Universitäten Bern und Witten/Herdecke, 04.11., Witten.
- › **Frank, H.:** External Reviewer for a Doctoral Dissertation, University of Hasselt, BE
- › **Neubauer, H.:** Visiting Professor, Universität Osnabrück, DE
- › **Röbl, D.:** Visiting Professor, Universität Vaduz, LI

Incoming

- › Prof. Dr. Isabella Hatak
Lehrstuhl für KMU-Management
University of St. Gallen, CH
- › Prof. Dr. Christoph Hienerth
Chair of Entrepreneurship
WHU – Otto Beisheim School of Management, DE
- › Laura Hoekx, PhD Candidate
Hasselt University (RCEF), BE
- › Prof. Dr. Hartmut Holzmüller
Lehrstuhl für Marketing
Technische Universität Dortmund, DE



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- › Prof. Jean-Pierre Jeannet
Babson College, US
and IMD Institute, Lausanne, CH
- › Pavla Srbová, PhD Candidate
Brno University of Technology, CZ

TEACHING AND QUALIFYING THESES

- › In 2019, 180 students out of more than 300 applicants were admitted to the SME-Management program.
- › The SME-Team held 1.050 hours of teaching in the field of SME Management and additionally 387 hours of teaching in the Master's program "Export- and Internationalization Management".
- › 47 qualifying theses were successfully completed.

TRANSFERS RESEARCH – PRACTICE

- › **Chini, L.:** Moderation der Podiumsdiskussion im Rahmen der „WU matters. WU talks.“-Veranstaltung „Was macht die zunehmende Beschleunigung mit Menschen und Organisationen? 10.04., Wien.
- › **Frank, H.:** Emotionale Verstrickungen im Nachfolgeprozess in Familienunternehmen, BDO und Bank Gutmann, 10.10., Wien.
- › **Frank, H.:** How to Manage the Business Family – The Enterpriseness Approach, Workshop mit spanischen FamilienunternehmerInnen an der Universität Valencia – EDEM Business School, 03.10., Valencia.
- › **Frank, H.:** Auszeichnung: Die besten Familienunternehmen 2019, Die Presse.
- › **Frank, H.:** Interview in: Es bleibt in der Familie, Kleine Zeitung.
- › **Frank, H.:** Management Buyouts gewinnen an Bedeutung, Volksblatt.
- › **Frank, H.:** Stärken und Schwächen von Österreichs Familienunternehmen, wirtschafts-nachrichten.com.
- › **Frank, H.:** Unternehmen: Die Suche nach der passenden Rechtsform, Kurier.
- › **Kump, B.:** Was macht die Beschleunigung mit Organisationen? Vortrag im Rahmen der „WU matters. WU talks.“-Veranstaltung „Was macht die zunehmende Beschleunigung mit Menschen und Organisationen?“ 10.04., Wien.

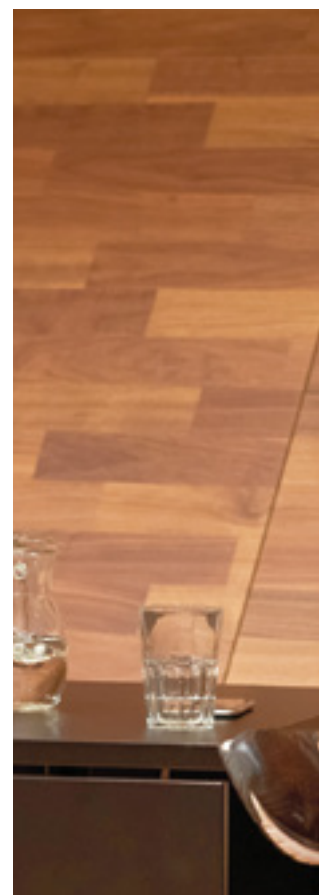
- › **Kump, B.:** Beschleunigung: Was Sie in Zeiten rascher Veränderung bedenken sollten, port41/21.06.2019; www.port41.at/artikel/beschleunigung-was-sie-in-zeiten-rascher-veraenderung-bedenken-sollten.
- › **Kump, B.:** Weise Entscheidungen: Zeigen Sie Verstand, Herz und Rückgrat! wissens.blitz 199, www.wissensdialoge.de/weise-Entscheidungen.
- › **Kump, B.:** Editorial board member and active authorship for the science blog www.wissensdialoge.de
- › **Kump, B. / Bernardis, S. / Teufl, St.:** Decision Making – The Critical Skill that Makes or Breaks a Leader, Talk at the Vienna Global Leaders (VGL) Forum, 12.06., Wien.
- › **Minichberger, A.:** The Effects of Professional Regulations, WU – Our research Impact. Stories and Achievements, 23.09., Wien.
- › Paradzik, L. / **Röbl, D. / Ruck, W. / Trinow, J. / Zwazl, S.:** Studienpräsentation: Digitale Transformation von KMU in Österreich 2019. Pressekonferenz, 24.09., Wien.
- › **Rabong, G.:** Editor and author for the "Geno schafft"-Blog www.wu.ac.at/ricc/geno-schafft
- › Reichl, J. / **Röbl, D.:** Genossenschaft kommunizieren?! CAMPUS Lehrgang für Spitzenfunktionäre, 15.02., Wien / 16.03., Bad St. Leonhard / 04.05., Eugendorf / 18.05., Illmitz / 21.09., Linz / 19.10., St. Ruprecht a. d. Raab.
- › **Röbl, D.:** Das genossenschaftliche Netzwerk als Innovationsmotor, cooperativ, 147/3/21-23.
- › **Röbl, D. / Rabong, G.:** Wenn Gemeinden und Bürger an einem Strang ziehen, cooperativ, 147/3/4-7.
- › **Röbl, D.:** Wie ist es um die Unternehmerkultur in Österreich bestellt? 17. Österreichischer IT- & Beratertag, Wien, 04.12., Wien.
- › **Röbl, D.:** Gibt es eine zunehmende Beschleunigung? Vortrag im Rahmen der „WU matters. WU talks.“-Veranstaltung „Was macht die zunehmende Beschleunigung mit Menschen und Organisationen?“ 10.04., Wien.



„Was macht die zunehmende Beschleunigung mit Menschen und Organisationen?“

Im Rahmen der „WU matters. WU talks.“-Veranstaltungsreihe diskutierte das Institut für KMU-Management folgende Fragen: Wie wirkt sich die Beschleunigung auf Organisationen aus? Ist noch Zeit für Konsolidierungs- und Stabilisierungsphasen oder ist die Krise ein Dauerzustand? Was heißt das für die Identität einer Organisation? Wie gesund ist somit der „Fast-forward Modus“ für Mensch und Organisation?

10. April, WU (Wirtschaftsuniversität Wien)





Contact Information

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Arriving by public transport:
Subway: U2 stations "Messe-Prater" or "Krieau"
Bus: 82A, "Südportalstraße" stop