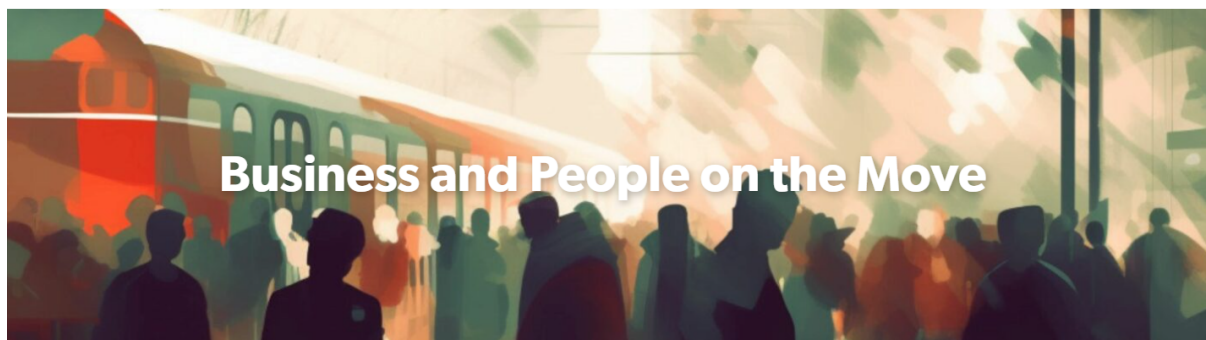




Business and People on the Move conference

5–6 of October 2026, University of Southern Denmark, Odense, Denmark

Theme: Human Mobility, Digitalization, and Grand Challenges – Navigating the Future of Business and Work

Organised by **University of Southern Denmark** together with **Refugee Entrepreneurship Research Group** at Åbo Akademi University

Contact persons: David Schulzmann (dsch@sdu.dk) and Maria Elo (melo@sdu.dk)



Program for the conference:

Day 1 – 5th of October 2026	
8:30-9:00 Registration, Aula (main entrance)	
9:00-9:30	Welcoming words Room O100 <i>Maria Elo, Maria Ivanova-Gongne, Stefan Lång</i>
9.30-10.50	Keynotes Room O100 <i>Leo-Paul Dana, Dalhousie University, Canada</i> <i>Juliane Marie Neiiendam, European Economic and Social Committee</i>
10:50-11:00 - Short break	
11:00-12:00	Panel "Human Mobility, Digitalization, and Grand Challenges – Navigating the Future of Business and Work", chair Maria Elo Room O100 <i>Panelists: Juliane Marie Neiiendam, EESC; Leo-Paul Dana, Dalhousie University; Søren Land, SDU StartupStation; Nicolai Strøm-Olsen, StartupMigrants; Maria-Ivanova Gongne, Åbo Akademi University; Muntaser Alhamad, StartupRefugees</i>
12:00-13:00 – Lunch, Room Panorama	

13:00 – 14:15	Session 1. <i>Migrant pathways and motivations</i> Room: O95 Chair: Sarah Tobin, Chr. Michelsen Institute Alessandro Arrighetti, Simone Baglioni, Andrea Lasagni & Maria Molinari <i>Return migration and transnational cultures: the case of Albanian returnee entrepreneurs</i> Eduardo Picanco Cruz, Edmilson de Oliveira Lima & Roberto Pessoa de Queiroz Falcão <i>Beyond profit: non-financial motivations in immigrant entrepreneurship: an integrative framework</i> Gisele Msann & Agnieszka Nowinska <i>Crisis-Induced Personality Trait Reallocation and Migrant Adaptive Advantage: Evidence from a Cross-National Psychometric Study</i> Dan Ha Le “There are several intertwined layers to the (dis)comfort”: Negotiating belonging in a hierarchical unequal world	Session 2. <i>Gender and inclusion</i> Room: O100 Chair: Agnieszka Nowinska, Aalborg University Lena Sy Seye <i>Where Is Gender in African Migrant Entrepreneurship? A Critical Intersectional Review</i> Linh Duong <i>Migration, gender and rural context in entrepreneurship research: an integrative review for future direction</i> Nasim Aryannejad <i>The Intersection of Religion and Gender among Immigrant Women Entrepreneurs</i> Pessoa de Quieroz Falcão, Eduardo Picanco Cruz, Heila Magali da Silva Veiga, Kamila Batista de Melo & Amalia Raquel Pérez <i>Rebuilding Careers Through Entrepreneurship: Brazilian Immigrant Women in Four European Countries</i>
14:15 – 14:45 – Coffee break, Room Panorama		
14:45-16:00	Session 3: <i>Place, talent and internationalization</i> Room: O100 Chair: Elham Kalhor, University of Southern Denmark Ihssane Marzak & Mohamed Adrdour <i>Beyond blockchain potential: cost as a boundary condition for SME internationalization</i> Sara Vinyals Mirabent <i>Leveraging on Place Brands' Attractiveness to Attract International Talent Signaling City Brand Image in Digital Recruiting Advertising</i> Gisele Msann & Per Servais <i>Migrants at work and their hybrid entrepreneuring</i> Roberto Pessoa de Queiroz Falcão & Eduardo Picanco Cruz <i>From marginality to cultural brokerage: multidimensional mixed embeddedness among Brazilian immigrant entrepreneurs in Spain</i>	
19:00 – 22:00 – Conference dinner at Storms Pakhus, Lerchesgade 4, 5000 Odense C		

Day 2 -6th of October 2026	
9-10:00	Session 4: <i>Grand Challenges and geopolitics</i> Room: O100 Chair: Stefan Lång, Åbo Akademi University Xuefei Yu & Shuping Li <i>Framings in Indirect Social Activism: Evidence from Anti-Immigrant Protests and MNEs' Strategic Responses</i> Thiri Lynn <i>Suppressed and Selectively Activated: War-Related Forced Migration and Entrepreneurial Intention among High-skilled Myanmar Migrants in Finland</i> Maria Elo, Maria Ivanova-Gongne, Raushan Aman & Mukhammadyusuf (Yusuf) Shaimardanov <i>International migration, intermediaries and labour exploitation- Insights from Central Asian migration in Northern Europe</i>
10:00 – 10:30	Meet the editors, Room O100, Chair Maria Ivanova-Gongne <i>Matti Muhos, Leo-Paul Dana and Maria Elo</i>
10:30 - 10:45 – Short break	
10:45-11:30	Interactive methods session, Chair Joyce Treptow, UNU Merit/Maastricht University Room O100 <i>Panelists: Roberto Pessoa de Queiroz Falcão, Xuefei Sophie Yu, David Schulzmann</i>
11:30-12:15 – Lunch , Room Panorama	
12:15-13:00	Session 5: <i>Digital Futures of Entrepreneurship: Moral Economy, Ethnic Enterprise, and Regional Resilience Across Arctic and Arctic-like regions</i> Room: O100 Chair: Santeri Halonen, Oulu University Santeri Halonen et al. <i>Moral economy and immigrant entrepreneurship under polycrisis: evidence from Arctic communities</i> Johan Sjölund <i>Migrant entrepreneurs navigating small island entrepreneurial ecosystems</i> Tukummeq Olsen <i>Mobilising Regional Development: Entrepreneurial Ecosystem Coordination and the New International Airport in Nuuk, Greenland</i>

13:00-14:15	Session 6: <i>Opportunities and digitalization</i> Room: O100 Chair: Nafisa Yeasmin, Oulu University Muntaser Alhamad, Rani Shahwan & Tabish Zaman <i>From Opportunity Recognition to Opportunity Mediation: Migrant Entrepreneurship in Rural Finland</i> Thao Laavunen <i>Learning how to Learn: The practice-based development of critical literacy in entrepreneurship</i> Joyce Treptow, Jarred Ormiston & René Kemp <i>Localising Intelligence: Entrepreneurial organising in the global flow of artificial intelligence in Sub-Saharan Africa</i> Inasse Nioua & Mohamed Adrdour <i>How Influencers Affect Consumer Decisions in Morocco: A systematic literature review</i>
14:15-14:45 – Coffee break, Room Panorama	
14:45 – 15:30 – Wrap up and farewell, Room O100	