

The 5th Innovation and Entrepreneurship International Conference.

# *Innovation & Entrepreneurship in Nursing and Mobile Health*

Dates of conference : 13th - 14th November 2014

Hosting: Research Institute of Nursing Science/ College of Nursing  
Institute for Health Informatics System

KNU Innovation Center, Korean Academy of Management (Regional Forum)

Location of conference : Global Auditorium at the Nursing School,  
Kyungpook National University, Daegu, South Korea



## *Innovation & Entrepreneurship in Nursing and Mobile Health*

As we move into the world of advanced economy, creative ideas and innovative entrepreneur behaviors are necessary to improve the quality of business and nursing practice in healthcare settings. Understanding our mission and vision is considered to be the sources for innovation and entrepreneurship. We aim to find how innovative entrepreneurship affects on the development of both business in general and nursing and health care arena in specific. This conference seeks to solidify and extend scholarly researches on innovation and entrepreneurship in every level of business and health care organization, providing a forum where novel contributions to these fields can be showcased. Theoretical and empirical presentations in areas of nursing, mobile health, and business as well as case studies are welcome!

After finishing the conference, two special issues, *International Journal of Business Excellence* and *International Journal of Business Innovation and Research*, will be published. Critical reviewing of presented manuscripts will be processed with the consent of the author(s).



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### **Abstract due by Sept 30, 2014.**

Contributors should submit, by e-mail, a double-spaced abstract of not more than 300 words. The abstract should succinctly summarize the research to be presented, highlighting the contribution of the paper.

### **Full papers due by October 31, 2014.**

Contributed papers will be published in the Conference Proceedings and posted on the conference website. Papers must be written in English.

Paper submission: [homecare93@hanmail.net](mailto:homecare93@hanmail.net) or <http://nlab.vrvox.com>

Registration: [homecare93@hanmail.net](mailto:homecare93@hanmail.net) or <http://nlab.vrvox.com/>

**Conference Fee** : early bird: 100 US \$, 40 US \$ (students)

Bank information: 간호과학 연구소



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Areas of interest include, but are not limited to, the following:

## **Innovation**

- The nature of innovation (types, sources, models, processes, dynamics of innovation, e-innovation, etc.)
- Innovative behavior, absorptive capacity, creativity, invention, innovators
- Leadership, organizational learning and knowledge management, CoPs(Communities of Practice)
- Innovation and culture, cultural competence
- Innovation clusters and inter-organizational networks



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## **Entrepreneurship**

- Entrepreneurship cognitions and the process of entrepreneurship
- Entrepreneurship in the Asian context
- Recognizing, seizing, and constructing business opportunities
- The entrepreneurial manager, the new venture team, personal ethics and the Survival and growth strategies for venture companies and small/medium enterprises Family enterprises
- Entrepreneurship as practice
- Venture capital and the financing of entrepreneurial ventures
- Entrepreneur

## **Entrepreneurship in Nursing and Mobile Health**

- Nursing background with business and utilize creativity and resourcefulness
- Topic may focus on patient care, consulting, computerized system, home care, and education
- Mobile telemedicine
- Health Information exchanges in healthcare organization
- Personal Health Record



# *Innovation & Entrepreneurship in Nursing and Mobile Health*

Contact(s) for questions and submissions:

Prof. Committee Members : Gyewan Moon (KNU), Paul Hong(Univ. of Toledo),  
Kagami Shigeo (Univ. of Tokyo)  
Youngwon Park (Univ. of Tokyo), Jay Kim (INSEAD),  
Jongkwan Kim (PNU), Ilsang Ko (CNU), Ilkon Kim (KNU)  
Eunjoo Lee (KNU)