



**TARPTAUTINIŲ KONFERENCIJŲ ATGARSIAI  
FROM INTERNATIONAL CONFERENCES**

**CONFERENCE ON KNOWLEDGE MANAGEMENT  
IN SOZOPOL, BULGARIA**

Professor Irena Mačerinskienė from the Faculty of Economics and Finance Management, Mykolas Romeris University, participated in the first International Conference “Knowledge Society” of the foundation of Knowledge Society Institute (Bulgaria) together with Federation of the Scientific and Technical Unions in Bulgaria, Scientific-Technical Union of Mechanical Engineering, Scientific-Technical Union of Mining, Geology and Metallurgy (3-5 September, 2008 in Sozopol, Republic of Bulgaria). Scientists from Slovakia, Czech Republic, Romania, Russia, Macedonia, Serbia and Montenegro, Latvia, Lithuania and Bulgaria participated in this international conference. The main objective of the conference was to discuss the opinions on the knowledge management and innovation in knowledge economy. Thematic spheres of the section “Knowledge Society” of the international conference were problems about modern aspects of the knowledge society, knowledge management, legal and economic aspects of the knowledge society as well as education aspects of the knowledge society.

Prof. Dr. Irena Mačerinskienė presented a paper on “University Role in the Knowledge Society: Theoretical Insights” In the paper she discusses two problems: theoretical aspects of knowledge society, its reflection in a university and the second problem deals with disclosing university’s role in the knowledge management. Knowledge society refers to any society where knowledge is the primary production resource instead of capital and labour, i.e. this society creates, shares and uses well-being of its people. Knowledge society puts great requirements for universities; it requires closer cooperation of universities, the business environment and the state. In order to assess the challenges that universities face in embedding knowledge management, it is possible to discuss four types of knowledge society objectives, i.e. the creation and maintenance of knowledge repositories; improving knowledge access; enhancing

knowledge environment, and valuing knowledge. Universities can be seen as highly important in the development of the know-how society, economic competitiveness and social unity, i.e. it has to transform into an entrepreneurial university.

In the second paper “Entrepreneurship Research Dimensions”, Prof. Dr. Irena Mačerinskienė discusses on the research dimensions of entrepreneurship, its components and related processes. Despite the definitional problems, entrepreneurship research recently focus on two basic dimensions: individual (trait) approach and organizational (behavioural) approach, concluding on the outcome – new value creation that fuels economic growth, but these dimensions exclude some important entrepreneurship phenomena components, such as nexus between entrepreneur and entrepreneurial team and the influence of close and remote environment to entrepreneurial process. As the trait approach support only the individual as the primary level of analysis and the behavioural approach concerns on the organization as the primary level of analysis, other aspects should be also calculated into the possible entrepreneurship research dimensions. The analysis show, that some kinds of variation of trait taking into account six entrepreneurship aspects: entrepreneur (individual), entrepreneurial team (group), organization, creative/entrepreneurial process (value creation), close environment and remote environment. The three aspects: entrepreneur, entrepreneurship process and created new value (reward), that can be distinguished but not separated from each other, form the true nexus or core of entrepreneurship considered from a behavioural or process point of view. This nexus is the actual object studied in the field of entrepreneurship, having in mind that the environmental components cannot be disregarded. Thus, the two contextual factors, e.g. close and remote environment, are important environmental dimensions that could help to gain the closest to reality research results.