



Panel 3. Entrepreneurship and the New World of Work

The skills needed to stay competitive in today's world of cut-throat competition are changing. Bill Gates of the Microsoft Corporation, a visionary leader of the global business world, determined the need for change in running a business in the 21st century and drew attention to the following points for the coming years in the software industry: advances in pattern recognition, smart content, visualization and simulation, innovations in hardware, and displays and wireless networks.

The workplace has been changing steadily since the 1990s as the degree of global integration of all world markets increased and the information technology started to play an even increasing role in this process. Consequently the skills needed for entrepreneurs, all managers and also all levels of employees have been changing. This change is very wide and covers all areas of the business world.

Papers for this panel could be related to all aspects of this changing nature of work:

- The new role for entrepreneurs
- Visionary leadership
- Human resources aspects of running a business in the new world of work
- Financial aspects
- Economics of running a business and staying competitive
- Legal and cultural aspects of this new world
- Managing resources, employees and the value chain
- The role of technology