



ULYSSES CONTEST - FAMILY FIRM CASE STUDY COMPETITION PARTNER MEETUP IN BOLZANO

The Free University of Bozen-Bolzano, specifically colleagues from the Faculty of Economics and Management, takes part in the Erasmus+ project, called Ulysses Contest. Together with an international consortium, they are developing a digital case study student competition on family businesses. The project leader is the University of Szeged (Hungary), but partners include Management Center Innsbruck (Austria), University of Vienna (Austria), Univations GmbH (Germany), Free University of Bozen-Bolzano (Italy) and marketing agency Agentur fundus GmbH (Austria). The competition is focused on solving family firm-related challenges, the so-called case studies, which would enhance students' problem-solving skills and entrepreneurship competences.

Project partners from all Ulysses partner institutions recently took part in a partner meeting in Bolzano, on September 19th-20th 2022. The aim of the in-person meeting was twofold. Partners finalized the case studies and agreed on the final competition setup.

Family firms constitute the basis for the competition and are considered one of the oldest forms of business organizations. They are prevalent in all countries across the world. Family firms take all kind of shapes, they range from small and medium-sized companies to large and internationally successful brands. The partners of the Ulysses Contest are working closely with family firms across Europe to provide solid grounds for the case studies they are compiling for the contest.

Students all over Europe can now prepare, as the consortium will reveal what family firms (some extremely well-known) from all around Europe will participate in the competition, as they will be providing their real-life challenges for the basis of the case studies. Competition and application details will be available soon. To stay up to date with the news, make sure that you follow the social media sites of the contest and subscribe to the Ulysses newsletters on the project website.

The Ulysses Contest is funded by the European Union and its Erasmus+ program for a duration of 2 years. For more information, please visit our webpage, social media channels, or reach out to us via email.

Website of Ulysses Contest: <https://www.ulysses-contest.eu>

Facebook page: <https://www.facebook.com/Ulyssescontest>

Instagram: <https://www.instagram.com/ulyssescontest/>

LinkedIn: <https://www.linkedin.com/company/ulysses-contest/>

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Press release, Bolzano, 30 September 2022