



## SIG 03 - ENT - Entrepreneurship

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20<sup>th</sup> Conference.

We look forward to receiving your submissions.

### T03\_15 - Micro-entrepreneurship and Microenterprises

#### Proponents:

Matti Muhos, University of Oulu; Daniel Yar Hamidi, University of Wolverhampton; Ho-Don Yan, Feng Chia University Taichung, Taiwan; Anna-Mari Simunaniemi, University of Oulu, Kerttu Saalasti Institute, MicroENTRE research group.

#### Short description:

Micro-enterprises (< 10 employees) form the basis of national economies (Makowska et al. 2019). Micro-enterprises need managerial capability to take over new long-term strategic and operational changes related to megatrends such as digitalization, labour mobility, climate change and digitalization. Politicians and scholars emphasize the importance of economic growth and internationalization for companies, but those are not enough for in-depth understanding the scale and success of micro- and small-scale companies. Therefore, we bring out research to investigate success and management in the contexts of micro-enterprises.

#### Long description:

Business environment is facing large global change trends such as digitalization, labour mobility and climate change demands business managers to react and readjust ways of operating. Micro-enterprises with less than ten employees form the basis of national economies. Number of micro-sized companies is close to 95 per cent globally. Consumer awareness and political pressure force companies of any size to act more responsibly. Together with large companies, micro-enterprises form business ecosystems where micro-enterprises create value. Megatrends are not only relevant to large companies, but it is essential that micro-enterprises have managerial capability to take over new long-term strategic and operational changes. However, micro-enterprises lack resources to predict future changes and focus on long-term strategic planning.

This track aims to focus on research that highlights sustainable renewal from the micro-enterprise management perspective. Enterprises who want to survive must constantly be in a renewal process due to on-going shifts in the business context and society. We are interested in approaches that provide understanding on ways micro-enterprises can recognize needs for change, act proactively and become change leaders in their business environment.

Micro-enterprises and micro-entrepreneurship are challenging research subjects. Business renewal and internationalization efforts are constantly being emphasized by politicians and academics. Traditional econometric measures are important, but they alone are not enough for



understanding the whole scale of vitality and success of micro- and small-scale companies. Only a limited share of micro-entrepreneurs actively pursues for higher sales or number of employees, and their full economic impact is indirect and formed through networks. We would like to bring out research approaches to conceptualize and investigate the motivations, success and managerial priorities from the perspective of micro-entrepreneurs.

We invite researchers to further discuss and develop the following research themes with micro-enterprises in focus. Other approaches are also welcome.

- Renewal and management capabilities and maturity
- Development capabilities of entrepreneurs
- Entrepreneurial orientation, motivation and values
- Entrepreneurial contexts and society impact (including networks, regional development and entrepreneurial climate)
- Resilience of small business managers in change
- Micro-enterprises in value chains and networks
- Micro-enterprises and regional development

**Keywords:**

- Micro-enterprises
- Management
- Chance and renewal
- Growth capabilities and digitalization
- Global megatrends

**UN Sustainable Development Goals (SDG):**

Goal 8: Decent work and economic growth.

**Publication Outlet:**

**For more information contact:**

Anna-Mari Simunaniemi - [anna-mari.simunaniemi@oulu.fi](mailto:anna-mari.simunaniemi@oulu.fi)

**AUTHORS GUIDELINES**

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