



SIG 03: ENTREPRENEURSHIP

Welcome to the SIG Entrepreneurship!

The purpose of the SIG Entrepreneurship is to develop an ongoing and constructive dialogue among entrepreneurship scholars to conduct research that is relevant for entrepreneurship theory and practice in the contemporary world. The SIG Entrepreneurship aims at promoting research and networking interests for individuals and research groups focused on entrepreneurship and entrepreneurial styles of management. This is done by providing a wide-range, engaged, and internationally focused forum to discuss and develop research and practice in the field. The SIG Entrepreneurship aims to respond to the broadly acknowledged need within the European Entrepreneurship Research Community for building accepted paradigms and theories within the various subfields of entrepreneurship, while still embracing entrepreneurial forms of organizing in all its diversity as well as novel ways of researching such organizing.

We put a distinct focus on the key European feature – “context matter” – why we try in all activities to promote and stimulate what “European” might mean in any given context. It means different things in different contexts – and that is the whole point – and thereby the key strength of the European takes on the matter as we see it. This is our idea of the European perspective on entrepreneurship.

Our agenda for EURAM 2015 in Warsaw includes the following tracks, topics, and activities:

- Entrepreneurship General Track: which invites contributions from all areas related to entrepreneurship that are not explicitly covered by the topics sponsored by the SIG.
- One standing track: Entrepreneurship and societal change.
- Six topics sponsored by SIG Entrepreneurship:
 - The Impact of Entrepreneurship Education.
 - Academic Entrepreneurship and the Entrepreneurial University.
 - Entrepreneurial Finance.
 - Entrepreneurship in family firms.
 - Entrepreneurial passion.
 - Visionary entrepreneurship in complex worlds: Computer modelling, business games and scenario analysis.
- Activities during EURAM 2015 conference in Warsaw:
 - Contribution to the EURAM Doctoral Colloquium.
 - Publication opportunities in the Book Series “The Entrepreneurship SIG at European Academy of Management: New Horizons with Strong Traditions vol.3”, managed by the SIG Entrepreneurship.
 - Fast track related to Entrepreneurship and societal change standing track for a special issue to be published in International Journal of Transitions and Innovation System (IJTIS).

- Two meetings with the SIG Entrepreneurship members: a pre-conference and a plenary session.
 - Social networking activities (welcome dinner for the SIG Entrepreneurship members, etc.).
 - Awards for best paper, best reviewer, best PhD student's paper.
- Other activities sponsored by the SIG Entrepreneurship:
 - Mini Conference 2014 – Rome, October 29, 2014, aimed at favouring collaborative research.
 - SIG-ENT LinkedIn group [[click here](#)].
 - SIG-ENT Facebook group [[click here](#)].

SIG Officers:

SIG chair:

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SIG General Track

03-00 Entrepreneurship General Track

Entrepreneurship is a working attitude, a mode of thinking, a concrete everyday practice and increasingly an identity marker for ways of being and living within liquid modernity. Entrepreneurship is nowadays a broadly endorsed and accepted signifier for forms of organizing that targets human, organisational, and economic renewal and growth. While empirical evidence for these politically and individually appealing ends are to be found, the contingency and “contextuality” of the myriad of entrepreneurial forms of organizing may humble us in face of the elusive quality of entrepreneurship; the more determined the efforts to pinpoint, box and fence it gets, the more it retreats back to various in-between voids. Such a quality is unbearable for conceptual monopolists and impractical for those in positions where efficiency and effectiveness are agenda setting norms, why the discourse on entrepreneurship is a constant prey for unidirectional advocates.

Accordingly, and in line with our mission – methodological, theoretical and empirical pluralism in entrepreneurship research – we welcome contributions from all areas related to entrepreneurship that are not explicitly covered by the other topics sponsored by the SIG. Papers adopting different theoretical lenses, using different research methods, analysing different types of organizations and exploring entrepreneurship less common empirical contexts are strongly encouraged.

This general track is intended to capture new and emerging research areas within as well as classical areas of study.

Some examples of these topics are listed below, though we welcome also other kinds of contributions:

- Entrepreneurial Social Capital and Entrepreneurial Social Networks.
- Different paradigms for entrepreneurship: Effectuation Vs. Causation.

- Entrepreneurial behaviours.
- Entrepreneurial decision-making.
- Entrepreneurship and performance.
- Entrepreneurship, knowledge, and innovation.
- Entrepreneurial entry and exit.
- Business transfers and firm acquisitions.
- Methodological issues in entrepreneurship studies.
- Entrepreneurship and aesthetics.
- Corporate entrepreneurship and Entrepreneurship.
- Senior-entrepreneurship.
- Entrepreneurial contexts.

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Keywords	Corporate Entrepreneurship	Social Networks	Effectuation and Causation
	Entrepreneurial behaviours and decision making	Contexts of Entrepreneurship	Entrepreneurial Entry, Exit, Transfer and Acquisition

SIG Standing Tracks

ST_03-01 Entrepreneurship and societal change

There has been a “social turn” in business. Business was slow to absorb ideas about sustainability, stakeholders’ interests and social enterprise, but today is way ahead of policy makers and the research community in their knowledge of conditions for and consequences of integrating social, environmental and economic concerns. This track calls for papers that investigate the impact of social concerns in the strategies of new ventures or existing business units, or papers that take the opposite point of view and investigate the influence of entrepreneurial activities on institutional, environmental, and societal contexts.

New theory is emerging from the field, even if research is yet in a “pre-paradigmatic” state, and there are numerous theoretical debates (Nicholls 2010). One consolidating feature of extant research is that it attempts to transcend existing economic and social theoretical constructs. The conceptualization of the social turn in terms of “shared value” is one example (Porter & Kramer 2011). “Shared value creation” occurs when externalities are integrated into the core of a business strategy. The concept has been criticized for not really transcending the profit-non-profit divide, and for not giving enough credit to research in related fields (Crane et al. 2014). With the track, we aim to contribute to development of sound new theory and call for papers that question, criticize, and test social impact assumptions and arguments.

The social turn is also manifest in the rapidly growing number of social enterprises all over the world, innovations in investment tools like social bonds, new organizational formats like social franchising and so on. A huge real-life laboratory is in operation. The knowledge gained from the many trials and errors is sporadic and ad hoc, and there is a need for systematic comparison. We therefore welcome papers that enable the research community to discuss findings across industries, geographical areas, professions, or historical eras, as well as papers that suggest how to involve managers, investors, or policy makers.

Some examples of the subjects included in the call are (but not limited to):

- Social, environmental, and sustainable entrepreneurship and enterprises.
- Entrepreneurship in Emerging and transitional economies, Entrepreneurship at the bottom of the pyramid (BOP) and in extreme context (war, poverty, post-crisis).
- Entrepreneurship and social brand community.
- Hybrid and innovative business models.

Proponents:	Benedicte Brøgger Massimiliano Pellegrini	BI Norwegian Business School Princess Sumaya University	benedicte.brogger@bi.no
Keywords:	Social Entrepreneurship Entrepreneurship in emerging countries and extreme contexts	Social Innovation, and Social Impacts of Innovations Women entrepreneurship	Green entrepreneurship and sustainability Hybridity and no-profit

Topics sponsored by the SIG

T_03-01 The Impact of Entrepreneurship Education

Uncertainty as an opportunity requires entrepreneurs who take the risk to start their own business and foster economic growth. How can we educate such entrepreneurs and how can we assess the impact of entrepreneurship education at the level of educational institutions? The need for assessment is obvious as it justifies the resources committed to it. An intensified interest within Entrepreneurship Education research focuses on this question. The track focuses on the question how entrepreneurship education stimulates the intentions of individuals to become an entrepreneur. Therefore, we invite scholars interested in sharing their conceptual and empirical findings of this aspect of entrepreneurship education to contribute to the debate on the effects and impact of Entrepreneurship Education. Entrepreneurship education seeks to prepare people to be responsible, enterprising individuals who have the attitudes, skills and knowledge necessary to achieve the goals they set for themselves to live a fulfilled life.

As the recent European survey indicated, the teaching methods deemed effective in entrepreneurial education were often different from the methods traditionally used in academia and these educational themes and methodologies were often new for most of the HEIs. In addition, some research findings from European countries indicate that teachers have difficulties on the one hand in understanding what entrepreneurial and enterprising pedagogy means and on the other hand, they are unsure about their competences to adopt it in teaching. An assessment

of the impact of entrepreneurship education could determine the degree to which it has accomplished its objectives and it justifies the resources committed to it.

This topic focuses on the impact of entrepreneurship education programmes provided by higher education institutions on four dimensions:

1. Impact on society and the economy
2. Impact on the individual's employability
3. Impact on the intentions towards entrepreneurship
4. Impact on the entrepreneurial and/or entrepreneurial competencies

Examples of Themes:

Learning processes and approaches in entrepreneurship education; Entrepreneurship curriculum development; Impact of Entrepreneurial education, evaluation measures and processes; Problems of pedagogy in entrepreneurship education; State of the art in entrepreneurship education in different countries or regions; Quarter helix and triple helix.

Proponents:

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Marina Dabic	University of Zagreb, Croatia
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Keywords:	Entrepreneurship Education	Entrepreneurial Learning	Entrepreneurial Intention
	Action Learning	Evaluation	Pedagogy and Teaching methods

T_03-02 Academic Entrepreneurship and the Entrepreneurial University

The advancement of science and technology has long been identified as the driving force behind economic growth and social welfare in knowledge intensive societies. While the responsibility for the creation and dissemination of new knowledge typically lies with leading research institutions, such as universities, the translation of this knowledge into economic value is typically performed outside of universities. As a consequence, society's main creators of valuable knowledge cannot reap the accruing economic rent. Moreover, the transfer of knowledge and technology into society must overcome the frequently encountered frictions between its creators and its users. For the self-understanding of the university according to Humboldt a sceptical attitude towards any profit motive is comprehensible. However, since universities increasingly depend on additional funds for new and expensive research, there is an increasing interest in the so-called "entrepreneurial university." The reference to the "entrepreneurial university" is meant to emphasize a specific, more focused, economic understanding of the university as a firm or enterprise. It is important to stress, however, that this view of the university does not automatically imply a general acceptance of the capitalization of knowledge. More important is the notion of the university as an economic institution designed specifically for the creation and

delivery of economic value. With the creation of a value chain within the transfer process, the university is confronted with new challenges within the institution itself as well as in its cooperation with the economy. Academic entrepreneurship confronts the university with a new incentive system and perhaps a new type of researcher. Moreover, if the university itself becomes entrepreneurial, it is not forced to finance itself exclusively from funds or tuition, but it can also act as a market participant equipped with the competence to produce innovative spin offs or directly market its research. Thereby, the university would even assume the role of a public-private entrepreneur acting as an innovation stimulus within a regional ecosystem. The purpose of this topic is to bring together international theoretical and empirical research approaches dealing with academic entrepreneurship, the organizational design of, and the transition to the entrepreneurial university, and the impact of these developments on the structure and development of the (regional) ecosystem.

Proponents:

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Keywords:

Entrepreneurial University	Value Creation	Entrepreneurial Ecosystem
Knowledge and Technology Transfer	Incubator	Academic Spin-off

T_03-03 Entrepreneurial Finance

Small businesses are the backbone of economies and drivers of both economic development and employment. Yet, these firms often suffer from financing constraints, which limit their growth and threaten their survival. Actors providing capital to young and innovative businesses (e.g. venture capitalists and business angels) are germane to the creation, development, and growth of new technologies, industries, and markets. These investors have always been a key element in national and regional systems of innovation and entrepreneurial ecosystems. However, despite the relevance of these “classic” forms of capital, in recent years a whole set of innovative financial instruments have emerged. Nowadays numerous ways to raise capital are available to entrepreneurs in science and technology start-ups such as accelerators and incubators, proof-of-concept centres, university-based seed funds, crowdfunding platforms, and IP-backed financial instruments. Considering the importance of these phenomena there is a need for research on these topics to understand how they are interrelated and how they affects small businesses. What is the effect of being embedded in different multiple funding networks to business outcomes? Are new forms of capital for small businesses going to replace venture capital and angel finance? If not, what is the competitive advantage of VCs and business angels? What are the advantages and disadvantages of each form of capital? What is the impact of these forms of capital on survival and growth of small businesses? When and why should an entrepreneur favour a particular form of financing over another? What type of capital is available in developing countries?

Proponents:

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Keywords: Entrepreneurial Finance Venture Capitals Crowdfunding
Accelerators Innovative Supporting Systems for Start-Ups Business Angels

T_03-04 Entrepreneurship in family firms

The competitive landscape of the twenty-first century is dynamic, heightening the need for organizations to be entrepreneurial.

This topic aims to stimulate a scientific dialogue on entrepreneurial orientation and spirit in family business. The capacity to conjugate entrepreneurial spirit with the managerialisation of the organizational structure and mechanisms as well as professionalization of people involved in the company is critical for the long-term survival and development of family firms.

We are looking for contributions that explore the ability of successful family business to maintain fresh entrepreneurial spirit while consolidating management mechanisms, but also for contributions that analyse the consequences of losing momentum in that balance.

Themes include, but are not limited, to:

- how entrepreneurial orientation can be transferred from the entrepreneur/family into the company;
- the characteristics of family entrepreneurs/ entrepreneurship;
- the role of incumbent generation and generation in charge on entrepreneurial orientation;
- the influence of simultaneous participation of family members across generations on entrepreneurial orientation;
- the influence of gender in developing, renovating and transferring entrepreneurial spirit in family firms;
- the role of managerial mechanisms and professional managers in the company development and growth of family firms;
- how can the company balance entrepreneurship and managerialisation/ professionalization in family firms;
- the role of family members and non-family members in this balance;
- the relation between entrepreneurial spirit and firm performance;
- the relation between managerialisation/professionalization and firm performance.

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Keywords:	Entrepreneurial orientation	Managerialization and professionalization	Family firms
	Cross-generation survival	Entrepreneurial spirit	Long-lasting family firms

T_03-05 Entrepreneurial passion

Entrepreneurial passion has been studied in the last couple of decades in various terms (see Cardon, Wincent, Singh & Drnovsek 2009). For example, entrepreneurial orientation (Lumpkin & Dess 1996), persistence (Gombers et al. 2008), and affect (Baron 2008) have been widely under the interest of scholars. However, the question of how entrepreneurial passion comes to be still remains unanswered (Cardon, Foo, Shepherd & Wiklund 2012). In other words, although the outcomes of entrepreneurial passion (opportunity-creating behaviour, alertness, persistence, creativity, flow etc.) were theoretically assumed or empirically proven, we know relatively little about how and why such a phenomenon occurs. As an example, which are the underlying reasons of developing an inventor, founder, or developer passion (as roles related to new venture creation)? Moreover, we know that passion develops at the individual-venture nexus (Cardon et al. 2009). However, does being passionate really imply taking action towards your passion target? By answering these kinds of questions, we will be able to better understand how to foster entrepreneurial processes, that is, passionate processes. Passion can be found in many other life domains and social contexts than in business (Hjorth & Johannisson 2008; Imas, Wilson & Weston 2012; Vallerand, Blanchard & Mageau 2003). Therefore, we should be able to widen the scope of this research stream to tackle with these new perspectives. In this track, we call for scholars to submit papers that try to stretch out the current notions of entrepreneurial passion in various contexts, empirically and conceptually. In this way, we aim to refresh the idea that entrepreneurial passion can only be developed by special kinds of people, and look more towards the activity-related experiences of passionate people.

Entrepreneurial passion can be investigated from the following angles and/or contexts, among others:

- Corporate entrepreneurship.
- Subversive entrepreneurship.
- Entrepreneurial failures and learning.
- Sense-making and cognitive processes.
- Opportunity-seeking activities.
- Exploration and exploitation activities in strategic entrepreneurship.
- Institutional entrepreneurship and contexts we do not traditionally consider entrepreneurial (e.g. creative behaviour in rural areas).
- Social entrepreneurship and social engagement.

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Keywords:	Entrepreneurial passion	Entrepreneurial affect	Motivation
	Entrepreneurial opportunity	Entrepreneurial engagement	Passion in success and failure

T_03-06 Visionary entrepreneurship in complex worlds: Computer modelling, business games and scenario analysis

Doing business around the world offers opportunities but forces confrontation with socio-political unstable scenarios. Is a business idea suitable for specific environments? New business ideas often lack analysis of their long-term sustainability. What is the inter-temporal rate of growth a business can sustain without incurring in limits to growth? Business ideas might be well designed but lacking dynamics test for sustainability. The dynamic resource-based view (Dierickx and Cool, 1989) has unveiled the limits of an equilibrium-based-analysis of entrepreneurship.

Building computer model to run simulation experiments in virtual environments provides a strong tool to support scenario-based analysis of long-term sustainability of business ideas (Delauzun and Mollona, 1999). Computer-aided process of deduction goes far beyond the human capability to appreciate long-term consequences of strategic decisions. Thus, computer simulation support entrepreneurs interpreting complex patterns of behaviour such as peaks and lowest point, oscillations with different characteristics and changes in rates of growth or decline (Serman, 2000).

In addition, computer simulation supports leadership and aggregates support around a business idea. First, by learning through computer simulation, entrepreneurs are able to overcome typical bias such as focusing on neighbourhood search and past decisions, overestimating current capabilities, and adopting mimetic behaviours. Second, as suggested by Ajzen's theory of planned behaviour, perceived control over actions reinforces the intention to realize the actions. Simulating long-term scenario represents a test bed of the robustness of a specific strategy thereby increasing perceived control over the strategy. Third, when implementing their strategies, by having simulated different scenarios, entrepreneurs are able to recognize weak signals and better interpreting unfolding behaviour.

The track encourages the analysis of:

1. Learning/teaching entrepreneurship through business games.
2. Utilization of computer modelling for scenario analysis.
3. Organizational complexity with computer-based scenario analysis.
4. Environmental complexity with computer-based scenario analysis.
5. Business game as experimental test-bed for internal corporate entrepreneurship.

We especially welcome papers that present business games and computer models or that report cases of utilization of these tools for education or as supports for entrepreneurial decision-making.

References:

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- Serman, J.D. 2000. *Business Dynamics: Systems thinking and modelling for a complex world*. McGraw Hill.

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System Dynamics Computer simulation Scenario Analysis
Business games Learning Strategic Intelligence
environment

Other relevant information:

Publication Opportunities:

- Best papers from all tracks will be invited in the third volume of the book series “The Entrepreneurship SIG at European Academy of Management: New Horizons with Strong Traditions”.
- Best papers of the track “Entrepreneurship and Societal change” if inherent to the call, will be invited to the special issue of *the International Journal of Transitions and Innovation system (IJTIS)* with the fast track formula. The call will be out in October and it will be related to the social impacts of innovations.

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