



## Strategic Interest 03 – Entrepreneurship (ENT)

<http://www.euram-online.org/annual-conference-2017.html>.

Dear EURAM members and friends,

With our theme **“Managing Knowledge: Making Knowledge Work”**, we invite you to participate in debate about how we can use and develop our knowledge better so that solving problems and dealing with issues can become more effective. We look forward to receiving your submissions.

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### ST 03\_01 Social Entrepreneurship and Societal Change

#### Proponents:

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#### Description:

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 and environmental concerns in the strategies of new ventures or existing business units, as well as inquiries about formation of social enterprises or other social movements in the business. On the other hand, we also invite 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 as 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, Hybrid and innovative business model, Entrepreneurship in Emerging and transitional economies, entrepreneurship at the bottom of the pyramid and in extreme context (war, poverty, post-crisis).

**Publish:**

To be announced at conference.

**For more information:**

Contact the proponents above mentioned.

**Submission Deadline: 10 January 2017 (2 pm Belgian time)**

**Authors Guidelines and Submission Deadline:**

As an author, it is crucial to follow the guidelines and formatting instructions to prepare and submit your paper in order to have it published in proceedings.

### ONE PRESENTING AUTHOR PER PAPER SUBMISSION

Each individual is limited to one personal appearance on the programme as a presenting author. This policy precludes acceptance of papers for more than one presentation. In other words, **an author can submit and present only one paper**. However, a presenter can always be a non-presenting co-author on additional papers.

Please read the instructions carefully prior to submitting:

1. Each paper can only be submitted to ONE track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2017 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements from the text, and document/file properties. (Any submissions with author information will be automatically DELETED; author information and acknowledgements are to be included in a SEPARATE document).
4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.
5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references). The paper format should follow the [European Management Review Style Guide](#).
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
7. Number all of the pages of the paper.
8. No changes in the paper title, abstract, authorship, track and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free. Submissions will be done on-line on the EURAM 2017 website (open as of 1 December 2016: see <http://www.euram-online.org/annual-conference-2017.html>.)
10. Only submissions in English shall be accepted for review.
11. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference. A presenting author can only present one paper at the conference.