



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 20th Conference.

We look forward to receiving your submissions.

ST03_06 - Social and Sustainable Entrepreneurship

Proponents:

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Short description:

There has been an undeniable “social turn” in business and in the market that is increasingly absorbing ideas about sustainability, stakeholders’ interests and social enterprise. This track calls for papers investigating the impact of social and environmental concerns in the strategies of new ventures or existing ones, and in the formation of social enterprises and other forms of social movements in business to meet the grand challenges facing societies all over the world. We also welcome papers that investigate the reverse relation i.e., the influence of entrepreneurial activities on institutional, environmental and societal contexts.

Long 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. 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-nonprofit divide, and for not giving enough credit to research in related fields (Crane et al. 2014). With this 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 manifested 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 enterprises,
- CSR and small businesses and entrepreneurship,
- Environmental and sustainable entrepreneurship and enterprises,
- Sustainable Development Goals (SDGs),
- Hybrid organizations,
- Social innovation
- Entrepreneurship in emerging and transitional economies (e.g. Middle East, Africa, South America, and South and South-east Asia as well as Central-East Europe, Ex-Soviet Union block, and Balkans).
- Religions, religiosity and entrepreneurship (e.g. Catholic, Islamic and other religions tradition)
- Entrepreneurship at the bottom of the pyramid,
- Entrepreneurship in extreme contexts (war, poverty, post-crisis).

Keywords:

Social Enterprises
 Corporate Social Responsibility
 Shared Value
 Sustainable Development Goals
 Bottom of the Pyramid
 Social Innovation

UN Sustainable Development Goals (SDG):

Goal 1: No poverty, Goal 2: Zero hunger, Goal 3: Good health and well-being for people, Goal 4: Quality education, Goal 5: Gender equality, Goal 6: Clean water and sanitation, Goal 7: Affordable and clean energy, Goal 8: Decent work and economic growth, Goal 9: Industry, Innovation, and Infrastructure, Goal 10: Reducing inequalities, Goal 11: Sustainable cities and communities, Goal 12: Responsible consumption and production, Goal 13: Climate action, Goal 14: Life below water, Goal 15: Life on land, Goal 16: Peace, justice and strong institutions, Goal 17: Partnerships for the goals.

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AUTHORS GUIDELINES

<http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-dicussants-guidelines.html>