

Special Edition call for papers:

Emerging themes in Entrepreneurial Behaviours, Identities and Contexts

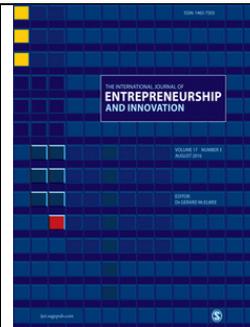
Guest Editors

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Special Issue context

Entrepreneurs both respond to and help to create novelty. This novelty may involve new artefacts and ways of doing things, but also new ways of being and working. What are the relationships between entrepreneurial behaviours, identities and contexts? This special issue aims to build connections between the literatures of entrepreneurial behaviours, identity and context as broadly interpreted.

Interest in context and contextualisation of entrepreneurship and enterprise creation has only emerged relatively recently, despite authors such as Cope (2005), Pittaway and Thorpe (2012), Welter (2010), Rousseau and Fried (2001) emphasising the importance of contextual influences on entrepreneurship. For example, Cope (2005) argued that it is vital to view each entrepreneur's development as dynamic, contextual and cumulative (Cope 2005, 379). Baughn and Neupert (2003) argued that the ability to translate individual predisposition to entrepreneurship into effective action is context-specific.

However, not all contexts offer suitable opportunities for action, nor do they all provide the entrepreneur with access to finance and other resources required for the start-up phase (Klapper et al. 2012; Shane et al. 1991). Particular contexts have certain economic, social, legal and political attributes, all with their own influences on entrepreneurial activity. More generally, Johannisson et al., (1994) proposed that contexts carry generic functions within which the entrepreneur must balance their need for both guidelines and independence, as well as their enterprise's need for both stability and change. Thus, in an ideal case, context helps the entrepreneur to practically realize and enact their venture; in the worst case, context can present a significant obstacle to getting that venture off the ground (Klapper et al. 2012, Klapper 2008).

From another perspective, Granovetter (1992) viewed economic activity as embedded in social contexts and markets as institutions resulting from socially situated individuals embedded in networks of personal relations, often with a mix of non-economic and economic goals. This interconnectedness between the entrepreneur, their activities and the social context means that entrepreneurship can be understood as a social process, not simply as an isolated individual activity (Gartner, 1985; Bygrave, 1989; Bygrave and Hofer, 1991). Following from this, we can also say that entrepreneurial identity is shaped by ongoing structures of social relations as part of certain contexts (also cultural contexts) e.g. Gartner (1985); Aldrich and Zimmer (1986); Carsrud and Johnson (1989); and Anderson

(2000).

While the social science literature on identity is substantial (Strauss 1959; Giddens 1991), the literature on entrepreneurial identity is more limited, with examples including Downing 2005, Fletcher 2003, Foss 2004, du Gay and Salaman, (1992); Hytti 2005, Ritchie, (1991); du Gay (1996); Cohen and Musson (2000) and Ray (2002), who explore the notion that actors are reflexively constituted by the discourse of enterprise. Wenger (1998), explored the concept of identity through the notion of the Community of Practice, posited as setting a context for the entrepreneur and their activities and drawing on parallels between 'practice as negotiation of meaning' and identity as 'negotiated experience of self'. Similarly, Ray (2002) conceptualized entrepreneurial identity as a reflexive journey and entrepreneurship as a networked social process.

Context also matters in entrepreneurship teaching and learning. Much has been written about entrepreneurial behaviour and in particular in Higher Education the promotion of entrepreneurial behaviours, skills, competences and values has been considered essential. As a result, the UK Quality Assurance Agency for higher education (QAA, 2012) has taken Gibb's (2002) work on entrepreneurial behaviours, skills and values as a benchmark for developing entrepreneurship education, with the objective of fostering entrepreneurial mind-sets, behaviours and capabilities in young people (Gibb 2002, Herrmann et al. 2008). Such entrepreneurial behaviours, as defined by Gibb (2002) and QAA (2012) encompasses, for instance, opportunity seeking, initiative taking, pursuing a personal project, commitment to look beyond, controlling one's own destiny, making intuitive decisions in situations of little information, building professional networks and so on. This has given universities world-wide a key role in encouraging entrepreneurial, and enterprising behaviour through their entrepreneurship teaching initiatives (Jones et al. 2015), with the aim being for all students to benefit from an enterprising mindset and skillset to prepare them for employment (Klapper & Farber 2016, QAA 2012).

Entrepreneurial behaviour may be understood in a variety of ways: for example, entrepreneurship in the Gartnerian (1985) sense of creating an enterprise, or in the sense of becoming self-employed, or as pursuing entrepreneurial and enterprising behaviour within an existing business. Market-based economies offer opportunities to undertake self-employment roles, with many underpinning drivers in recent times. Ongoing economic recession has seen the reduction of the public sector and growth of the private sector. The development of information communication technologies has enabled a generation to undertake e-commerce and has supported growth in online businesses. Employment trends have changed, with people expected to work until well into their sixties. There is also increased pressure on the value of pensions to support people into retirement. From a more positive perspective there has been an increase in flexible working patterns with increased home working. Such issues have given rise to a new generation of older members of society undertaking self-employment options. This often takes the form of second careers following retirement from an initial career, for example, within the public sector.

At the same time, younger generations face challenging employment conditions, with long periods of economic recession and limited economic growth. Graduate unemployment remains high in many European countries, forcing graduates to consider self-employment career options. Employment trends favouring employers have emerged including zero hour

contracts. In addition, individuals currently joining employment markets are expected to experience portfolio careers with a range of employment and self-employment roles undertaken over the duration of the career. The growth of the service sector has seen the increase in the number of minimal wage jobs. Such employment trends have resulted in individuals having to undertake multiple job roles to maintain an adequate level of income and lifestyle.

Cultural trends are also influencing employment and self-employment options. For example, there is an increased trend towards personal fitness, well-being and self-image. This has led to a proliferation in sporting occupations particularly self-employment in roles such as fitness trainers, coaches and so on. Similarly, increased concern about threats to environmental integrity has resulted in the growth of businesses pursuing the key dimensions of environmental, social and ethical sustainability, with new business models seeking to express the multiple strands of sustainability (Schaltegger et al. 2016).

Special Issue Focus

This special issue seeks to capture the variety of dynamics involved in new and emerging entrepreneurial behaviours, identities and contexts, as each affects the other. Topics may include but are not limited to:

- New, emerging and extant forms of entrepreneurial behaviours and identities in different (also cultural) contexts, including different industries such the creative, biotech, digital and sharing economies;
- Entrepreneurial behaviours in existing businesses in a variety of contexts;
- Comparative studies of entrepreneurial behaviours and identities across contexts;
- Behaviour, identity and context in relation to self-employment opportunities arising from, for example, sporting, well-being, general fitness trends and an aging population;
- New, emerging and extant forms of entrepreneurial behaviours and identities emerging from increasing concerns with environmental, social and ethical sustainability;
- Behaviour, identity and context in relation to hybrid entrepreneurial careers that involve both self-employment and employment roles as expressions of self-development.

Potential submissions may involve qualitative, quantitative or mixed method studies. The core theme of papers should concern the inter-relationship of behaviour, identity and context. Initial queries should be directed toward Professor Paul Jones on Paul.Jones@coventry.ac.uk. The last submission date for papers to the call will be 30th April 2017.

About the Journal

The International Journal of Entrepreneurship and Innovation is an International peer reviewed journal which is published quarterly and provides a worldwide forum for the exploration and dissemination of ideas and experience relating to the development and application of entrepreneurship. The journal takes an interdisciplinary approach, drawing on the highest-quality work in business and management and in the social sciences.

Guest Editorial Team

Paul Jones is a Professor in Entrepreneurship at Coventry University. He is an experienced academic with over 50 journal publications, five book chapters and one edited book. His current focus of research is entrepreneurial activity within Africa. Dr Jones has published his work in leading international journals such as “International Small Business Journal”, “Environment and Planning C”, “Omega” and “Journal of Business Research”. Dr Jones is currently the Editor in Chief for the “International Journal of Entrepreneurial Behaviour and Research” and Associate Editor for the “International Journal of Management Education”. Dr Jones has previously co-edited special editions with the “Journal of Small Business and Enterprise Development”, “Education + Training”, “Strategic Change”, “International Journal of Management Education” and “Journal of Systems and Information Technology”.

Dr Rita G. Klapper is Senior Lecturer in Business and Management at Abertay University (UK) and Visiting Senior Research Fellow at Leuphana University (Germany). Rita increasingly works at the interface between entrepreneurship and sustainability, applying innovative tools involving art, music, theatre, visualisation, meditation and story-telling in both her research and teaching. She has worked and living in different international contexts, including Finland, France, Germany, Japan, Korea, Peru and Poland. She has been invited to be keynote speaker on European Entrepreneurship Education at the European Foundation for Management Development (EFMD) conference in Oslo, Norway in 2016. She has published in journals such “Technological Forecasting and Social Change”, “International Journal of Entrepreneurial Behaviour and Research”, “International Journal of Management Education” and “Education + Training”. She has co-authored five book chapters and written one book on entrepreneurial networks and social capital. She has also co-edited one SI on innovative pedagogy in “Industry and Higher Education”.

Dr Vanessa Ratten is an Associate Professor at the La Trobe University, Australia. She completed her PhD at the UQ Business School, The University of Queensland, Australia, which is rated as Australia’s number one business school and highest ranked in the Asia-Pacific region. She currently is the Programme Coordinator of the Entrepreneurship and Innovation degrees at the La Trobe Business School and teaches innovation, entrepreneurship, and management courses. She has previously been on the business faculties of Deakin University, The University of Queensland, Queensland University of Technology and Duquesne University (USA). Her research interests include: international entrepreneurship, technology innovation and sport entrepreneurship. She has published in journals including “Journal of Business Research”, “Entrepreneurship and Regional Development”, “Marketing Intelligence and Planning”, “International Journal of Entrepreneurship and Small Business”, “Journal of Management and Organisation” amongst others. She has also coedited five books about Entrepreneurship.

Alain Fayolle is a Professor of Entrepreneurship, the founder and the director of the entrepreneurship research centre at EM Lyon Business School, France. His research interests cover a range of topics in the field of entrepreneurship. He has been (or still is) acting as an expert for different governments and international institutions (OECD, EC, UNIDO). Alain has published 30 books and over 150 articles in leading international and French-speaking journals. Among his editorial positions, he is notably an Associate Editor of Journal of Small

Business Management and an Editor of two leading French-speaking journals. In 2013, Alain Fayolle received the 2013 European Entrepreneurship Education Award and has been elected officer of the Academy of Management Entrepreneurship Division (a five year commitment culminating with position as Chair of Division in 2016). In 2015, he has been awarded Wilford L. White Fellow by ICSB.