

**Gender, Work & Organization**  
**11th Biennial International Interdisciplinary Conference**  
**24<sup>th</sup> to 26<sup>th</sup> June 2020**

**Transforming Contexts, Transforming Selves: Gender in New Times**  
**University of Kent, Canterbury, UK**

**Stream No.28**

**“Extending the Boundaries”: Thinking about Diversity, Difference and  
Otherness in Entrepreneurship Research and Practice**

**Andrea Jimenez Cisneros**

Research associate at the Sheffield Institute for International Development, Sheffield University,  
[a.jimenez@sheffield.ac.uk](mailto:a.jimenez@sheffield.ac.uk)

**Banu Özkazanç-Pan**

Associate professor of management, University of Massachusetts Boston,  
[banu.ozkazanc-pan@umb.edu](mailto:banu.ozkazanc-pan@umb.edu)

**Caroline Essers**

Associate professor of entrepreneurship and leadership, Nijmegen School of Management, Radboud University,  
[c.essers@fm.ru.nl](mailto:c.essers@fm.ru.nl)

**Gemma Lord**

Research associate at the Alliance Manchester Business School, Manchester University,  
[gemma.lord@manchester.ac.uk](mailto:gemma.lord@manchester.ac.uk)

**Huriye Yeröz**

Lecturer in entrepreneurship, Leicester Castle Business School, De Montfort University,  
Research associate at Gothenburg University Research Institute (GRI), Gothenburg University  
[huriye.yeröz@dmu.ac.uk](mailto:huriye.yeröz@dmu.ac.uk)

**Mine Karataş-Özkan**

Professor of strategy and entrepreneurship, Southampton Business School, Southampton University,  
[M.Karatas-Ozkan@soton.ac.uk](mailto:M.Karatas-Ozkan@soton.ac.uk)

**Seray Ergene**

Assistant professor of management, College of Business Administration, the University of Rhode Island,  
[serayergene@uri.edu](mailto:serayergene@uri.edu)

## **“Extending the Boundaries”: Thinking about Diversity, Difference and Otherness in Entrepreneurship Research and Practice**

In this subtheme, we set out to explore how diversity, difference and otherness can be theorized and engaged in entrepreneurship research and practice. In particular, we call entrepreneurship scholars to attend to one of the most basic yet intriguing questions of our contemporary organizing: “how do we live (and work) together in a world beset by difference?” (Rhodes & Wray-Bliss, 2013: 40). To tackle this question, we seek interdisciplinary perspectives, inviting inquiries on how, where and with what effect discursive and material (re)production of gendered and racialized bodies, borders and difference take shape. We also invite feminist and critical discussions about alternative conditions of possibilities for ethical engagement with the embodied-human and non-human ‘others’ of entrepreneurship.

Previous research described ‘entrepreneurship’ as highly diverse, heterogeneous and contextual form of organizing (Karatas-Ozkan, 2018). As entrepreneurship often moves beyond dominant institutional arrangements, organizations, and practices (Garud, Hardy & Maguire, 2007), it is the tension within which a ‘particular imagination-practice relationship’ (Schatzki, 2001: 3) comes to fore, which lies at the heart of entrepreneurship. Yet, multiple theoretical streams have pointed out that inquiries such as ‘who can be recognised as an entrepreneurial actor’ and ‘what constitutes entrepreneurial process and actions’ are yet to be thoroughly discussed (Welter, Baker, Audretsch, & Gartner, 2017). Thus, scholars from different perspectives have been increasingly voicing concerns about approaching an ‘epistemological dead-end’ in entrepreneurship research (Ahl & Marlow, 2012) by favouring few subject positions (Lewis, 2006; Ogbor, 2000) and contexts (Blake & Hanson, 2005) at the expense of majority ‘others’.

Taking emancipatory sensibilities and perspectives on tackling questions of difference and otherness, feminist and critical entrepreneurship scholars have shown the ways difference/otherness is being discursively re(produced) by attending primarily to gendered but less so ethno-racial and otherwise power relations. Being other and less than the masculine male is discursively constructed in and through research (Ahl, 2006), media (Achtenhagen & Welter, 2011) and policy texts (Ahl & Nelson, 2015); in classrooms (Jones, 2014); and in ‘high-flyer’ meetings in Silicon Valley (Ozkazanc-Pan, 2014). This occurs both in rural and ‘distant’ indigenous settings (Banarjee & Tedmanson, 2010) and in Western societal encounters, e.g., where Muslim immigrant woman entrepreneurs are labelled as cultural ‘other’ (Essers & Tedmanson, 2014). Exploration of the ways individuals come to negotiate their own and others’ difference in response to universalizing and homogenizing discourses of entrepreneurship provides additional depth towards understanding how similarity and difference are negotiated and legitimated in specific entrepreneurial encounters (Aygören & Wilińska, 2013; Essers, & Benschop, 2007).

These few examples not only foregrounded struggles of not fitting into heroic, western and masculine archetype subject of entrepreneurship – thus documented what it is like to be an(other)– but also revealed ongoing negotiations and contestations against otherness. Taking these insights further, we argue for going beyond the backdrop of popular narratives, clearly drawn discourses of social distinctions, and categorizations informing most entrepreneurship research in this stream. We invite scholarly attention for thinking more carefully about gendered and ethnicised borders, boundaries and relationality in entrepreneurship practice and research. The range might vary from multi-cultural and multi-ethnic, (post)colonial, transnational encounters (Khader 2019) as well as those occurring across all, and often

intersecting strands of diversity i.e. gender, class, race, ethnicity, religious expressions, sexuality, age, (dis)abilities and so on. Such research can open up further inquiries on meaning, power, subjectivity, identity and ethics. Attending to this will allow for reflection upon the organization of diversity and gender and the gendering of organizations via engagement with the unpredictable ways in which difference and similarity are negotiated, enacted, legitimated and even internalized and normalized through societal discourses and categorizations.

Yet, we observe that the mode of engagement with the other and/or otherness has been primarily framed around domination and submission. As bell hooks (1990) reminds us sometimes the margins can be spaces for radical openness as well as resistance. Therefore, we suggest directing attention towards alternative and more positive possibilities for theorizing relationality and inter-subjectivity (Kenny & Fotaki, 2015). It is thus, a request for theoretical attendance to the capacity and activity of relational connectivity of the subjects, as opposed to the typical ‘self-centered-fashioning’ of neoliberal entrepreneurial identities and subjectivities.

Finally, in addition to critical neoliberal and emancipatory agenda as outlined above, multiplying unorthodox epistemologies (Calás, Smircich & Bourne, 2009) and ‘empirical ontologies’ (Lüthy & Steyaert, 2019) in politicizing entrepreneurship practice and research have gained increasing momentum. This interdisciplinary body of research have advanced the debates by questioning the involvement of other-than-human, i.e., the material and affective nature of entrepreneurial resources, actors and forms of organizing. Instead of divisions and asymmetry, these studies have shifted attention towards assemblages, attachments, affective relations and narratives of being alongside by paying attention to ‘socio-material negotiations’ (Symon & Whiting, 2019), ‘ecologies of sustainable concerns’ (Ergene, Calás, & Smircich, 2018), and ‘tinkering with space’ (Barinaga, 2017). Doing so has expanded the limits of available terminologies to discuss (un)making relations with heterogeneous others in entrepreneurship.

Following these discussions, we invite scholars to inquire both theoretical and methodological inquiries including but not limited to the following questions:

- 1) What is the role of entrepreneurship scholar (ship) in encountering diversity and otherness? Does s/he prevail over research subject (s) or demonstrate efforts towards a more reflexive, inclusive and symmetrical approach? How does entrepreneurship researcher(s) help enact different realities?
- 2) What are some entrepreneurial accounts of *margins as spaces for radical openness and resistance*? Can these accounts illustrate formation of new entrepreneurial subjectivities?
- 3) How does the inclusion of non-humans contribute to studying difference and otherness in entrepreneurship scholarship? How do accounts of affective relations further politicize entrepreneurship research and practice?
- 4) How do different meta-theoretical approaches, such as (post)colonial, transnational, and posthuman, inform research designs as we attempt to observe diversity, difference and otherness in entrepreneurship scholarship? What are some of the challenges they each bring, and how do we deal with them?

With this stream proposal, our aim is to expand our collective capacity to further challenge mainstream and conventional thinking on entrepreneurship, diversity and otherness. As such, we invite empirical and conceptual inquiries that consider questions similar to those above.

Abstracts of approximately 500 words (submitted direct to stream leaders, ONE page, WORD NOT PDF, single spaced, excluding any references, no headers, footers or track changes) are invited by Friday 1st November 2019. Decisions on acceptance of abstracts will be made by stream leaders within one month and communicated to authors by Monday 2nd December 2019. All contributions will be independently refereed. Abstracts should include FULL contact details, including name, institutional affiliation, mailing address, and e-mail address. Abstracts should be emailed to [huriye.yeroz@dmu.ac.uk](mailto:huriye.yeroz@dmu.ac.uk).

## References:

- Achtenhagen, L., & Welter, F. (2011). 'Surfing on the ironing board'—the representation of women's entrepreneurship in German newspapers. *Entrepreneurship & Regional Development*, 23(9-10), 763-786.
- Ahl, H. (2006). Why research on women entrepreneurs needs new directions. *Entrepreneurship theory and practice*, 30(5), 595-621.
- Ahl, H., & Marlow, S. (2012). Exploring the dynamics of gender, feminism and entrepreneurship: advancing debate to escape a dead end?. *Organization*, 19(5), 543-562.
- Ahl, H., & Nelson, T. (2015). How policy positions women entrepreneurs: A comparative analysis of state discourse in Sweden and the United States. *Journal of Business Venturing*, 30(2), 273-291.
- Aygören, H., & Wilińska, M. (2013). "People like us": experiencing difference in the working life of immigrant women. *Equality, Diversity and Inclusion: An International Journal*, 32(6), 575-591.
- Banerjee, S., & Tedmanson, D. (2010). Grass burning under our feet: Indigenous enterprise development in a political economy of whiteness. *Management Learning*, 41(2), 147-165.
- Barinaga, E. (2017). Tinkering with space: The organizational practices of a nascent social venture. *Organization Studies*, 38(7), 937-958.
- Blake, M. K., & Hanson, S. (2005). Rethinking innovation: context and gender. *Environment and planning A*, 37(4), 681-701.
- Calás, M. B., Smircich, L., & Bourne, K. A. (2009). Extending the boundaries: Reframing "entrepreneurship as social change" through feminist perspectives. *Academy of Management Review*, 34(3), 552-569.
- Ergene, S., Calás, M. B., & Smircich, L. (2018). Ecologies of sustainable concerns: Organization theorizing for the Anthropocene. *Gender, Work & Organization*, 25(3), 222-245.
- Essers, C., & Benschop, Y. (2007). Enterprising identities: Female entrepreneurs of Moroccan or Turkish origin in the Netherlands. *Organization Studies*, 28(1), 49-69.
- Essers, C., & Tedmanson, D. (2014). Upsetting 'Others' in the Netherlands: Narratives of Muslim Turkish Migrant Businesswomen at the Crossroads of Ethnicity, Gender and Religion. *Gender, Work & Organization*, 21(4), 353-367.

Garud, Hardy, & Maguire, S. 2007. Institutional Entrepreneurship as Embedded Agency: An Introduction to the Special Issue. *Organization Studies* 28(7): 957-969.

hooks, b. (1990) *Yearning: Race, Gender, and Cultural Politics*. South End Press

Jones, S. (2014). Gendered discourses of entrepreneurship in UK higher education: The fictive entrepreneur and the fictive student. *International Small Business Journal*, 32(3), 237-258.

Karatas-Ozkan, M. (2018) 'Diversity dimensions of entrepreneurship, in J-F.Chanlat and M. Ozbilgin (Eds) *Diversity and Management*, Emerald Publishing.

Khader, S. (2019). *Decolonizing Universalism. A transnational Feminist Ethic*. Oxford University Press.

Kenny, K., & Fotaki, M. (2015). From gendered organizations to compassionate borderspaces: Reading corporeal ethics with Bracha Ettinger. *Organization*, 22(2), 183-199.

Lewis, P. (2006). The quest for invisibility: female entrepreneurs and the masculine norm of entrepreneurship. *Gender, Work & Organization*, 13(5), 453-469.

Lüthy, C., & Steyaert, C. (2019). The onto-politics of entrepreneurial experimentation: re-reading Hans-Jörg Rheinberger's understanding of 'experimental systems'. *Entrepreneurship & Regional Development*, 1-17.

Ogbor, J. O. (2000). Mythicizing and reification in entrepreneurial discourse: ideology-critique of entrepreneurial studies. *Journal of Management Studies*, 37(5), 605-635.

Ozkazanc-Pan, B. (2014). Postcolonial feminist analysis of high-technology entrepreneuring. *International Journal of Entrepreneurial Behavior & Research*, 20(2), 155-172.

Rhodes, C., & Wray-Bliss, E. (2013). The ethical difference of organization. *Organization*, 20(1), 39-50.

Schatzki, T. R. (2001) Introduction: practice theory, in Schatzki, T. R., Knorr Cetina, K., and Von Savigny, E. (Eds.) *The Practice Turn in Contemporary Theory*. London/New York: Routledge, pp. 1-14.

Symon, G., & Whiting, R. (2019). The sociomaterial negotiation of social entrepreneurs' meaningful work. *Journal of Management Studies*, 56(3), 655-684.

Tedmanson, D., Verduyn, K., Essers, C., & Gartner, W. B. (2012). Critical perspectives in entrepreneurship research. *Organization*, 19(5), 531-541.

Welter, F., T. Baker, D. B. Audretsch, and W. B. Gartner (2016). "Everyday Entrepreneurship: A Call for Entrepreneurship Research to Embrace Entrepreneurial Diversity," *Entrepreneurship Theory and Practice* 41(3), 311–321.

Wilson, H. F. (2017). On geography and encounter: Bodies, borders, and difference. *Progress in Human Geography*, 41(4), 451-471

## **Biographies:**

Andrea Jimenez is currently a research fellow at the Sheffield Institute for International Development (SIID), although starting September she will become a lecturer at the Information School at the University of Sheffield. She holds an MSc in sustainable development and a PhD at the School of Management at Royal Holloway University of London. For 7 years she has been interested in exploring how the concepts of innovation and entrepreneurship have entered the international development sector as a buzzword, to mean everything and nothing at the same time. Her research interest evolves around the impact of inclusive innovation and digital entrepreneurship from lenses of intersectional feminism and decolonial thinking. Through this exploration she has come to the realization that most of what we know around innovation is embedded in Western thinking, characterized by individualism and an obsession with growth and progress. She suspects that there is a need to adopt alternative epistemologies that work in conjunction - not opposition to ontologies and value systems in the global South.

Banu Ozkazanc-Pan, Ph.D. is an Associate Professor of Management and member of the Organizations and Social Change faculty at the College of Management, University of Massachusetts, Boston. Prof. Ozkazanc-Pan is currently Visiting Associate Professor of Sociology and Faculty at The Jonathan M. Nelson Center for Entrepreneurship, Brown University. She is also a visiting scholar at The Pembroke Center for Teaching and Writing on Women at Brown University during 2018-2019. She is the current co-PDW chair and incoming co-chair for the Academy of Management Diversity and Inclusion Theme committee and past co-chair of the Critical Studies Management Division. Her research interests include leading for diversity and inclusion in organizations and entrepreneurial ecosystems, examining the Future of Work and its impact on different people, organizations and societies and studying the intersections of culture, postcoloniality and transnationalism as they relate to changing nature of work and societies.

Dr. Caroline Essers is an Associate Professor Entrepreneurship and Leadership at the department of Business Administration, Radboud University Nijmegen, Faculty of Management. Caroline's research particularly centers on the identity constructions of female (migrant) entrepreneurs in which she focuses on the intersections of gender, ethnicity, religion as well as class. She uses diverse perspectives in her research, such as intersectionality and postcolonial feminist theory, and is specialised in the narrative/life-story approach. Her work has been widely published in high rated journals such as Organization Studies, Organization, Human Relations, Gender, Work and Organization, British Journal of Management, Entrepreneurship and Regional Development, and International Journal of Entrepreneurial Behaviour & Research.

Dr. Gemma Lord has recently completed her PhD at The University of Manchester. Her current work focuses upon austerity policies, non-profit organization, and the mobilization of entrepreneurship in organizational change. Gemma is particularly interested in the marketization of public and social care and also the implications of this upon work, and has recently published in the Journal of Organizational Ethnography. Gemma's other publications have focused upon identity work and organizational culture in the academy and in industry.

Huriye Yeröz is a lecturer in entrepreneurship at the Leicester Castle Business School, De Montfort University Leicester, United Kingdom and a research fellow affiliated with Gothenburg Research Center, Gothenburg University in Sweden. Her research concerns socio-cultural and material processes of identity formation of immigrant women

entrepreneurs and family business founders. She uses diverse perspectives in her research mainly feminist theory and practice theory. Methodologically, she draws on ethnographic approach and life story narratives. Her work has been published in international peer reviewed journals and conferences such as International Journal of Entrepreneurial Behavior & Research, European Journal of International Management, Equality, Diversity and Inclusion: An International Journal, etc.

Mine Karatas-Ozkan is a Professor of Strategy and Entrepreneurship and Associate Dean for Research for the Faculty. Her research focuses on social and diversity dimensions of entrepreneurship. She has published several books and articles in these areas.

Seray Ergene is an assistant professor of management at the University of Rhode Island. She received her Ph.D. in Organization Studies and Graduate Certificate in Feminist Studies from the University of Massachusetts Amherst. Her research explores nature-human relations, and she utilizes feminist materialist theories to advance more-than-human and more-than-capitalist approaches in organization studies.