



Building Together for Tomorrow

The world as a source of inspiration to rethink entrepreneurship education.

Roanne (France) - April 15 to 17, 2024

Whether seen as a socio-economic challenge, a pathway to personal emancipation and fulfillment, or a tool for public policy, the teaching and practice of entrepreneurship are central concerns worldwide. For decades, understanding and nurturing these entrepreneurial trends, supporting businesses in innovation and growth, and ensuring their sustainability have been pivotal to political agendas, research initiatives, and entrepreneurial education globally. From a Schumpeterian viewpoint, entrepreneurs have historically been agents of change, reshaping our economies and certain societal norms, such as work relationships and desired outcomes, often aiming for increased flexibility and economic performance. Current crises underscore that entrepreneurship cannot be the sole solution or an endless growth driver. The IPCC advocates for a profound shift in activities and behaviors across all sectors, including entrepreneurship.

The younger generation is clearly poised for these transformative shifts, placing a premium on purpose and authenticity in their work and entrepreneurial endeavors. Driven by self-determination and a desire to shape their own futures, they are more inclined to embark on ventures than their predecessors, championing projects that reflect their values, prioritize environmental responsibility, and aim for tangible impact. While not confining themselves to the social and solidarity economy, they often prioritize factors other than just economic performance, embracing alternative criteria and emerging business models. Yet, the entrepreneurial ecosystems they seek to join often remain entrenched in traditional evaluation metrics and ROI criteria, especially during crises. Recent GEM reports emphasize the vast disconnect between recognizing environmental challenges and taking actionable steps. A collective narrative, one that inspires hope and action, is missing. This void, combined with a lack of inspiring examples, leads to societal apathy, resignation, and indifference. This context also diminishes the perceived legitimacy of entrepreneurs and their varied-impact projects, complicating their funding and viability. This evolving entrepreneurial paradigm, with its emphasis on impact, hasn't yet reached its tipping point or found the right narrative to spread its ideas and dominate the discourse. Numerous innovative approaches are being explored globally, and while it's impossible to catalog them all, discussing these pioneering efforts can guide our way

forward. While the concept of entrepreneurship inherently suggests social transformation, it's often sidelined in contemporary research. Now, more than ever, the idea of collaboratively "building a better world" is a focal point of discussions among scholars, commentators, and advocates.

Our world is abundant with positive action examples, potential role models, and leaders who inspire collective action towards shared goals, even in uncertain times. It's a tapestry of diversity: in origins, cultures, academic disciplines, roles, and adaptability to the significant changes we face. This diversity challenges our existing paradigms, urging us to recognize and adopt successful strategies from other contexts. **The world offers a wealth of inspiration, and it's with this spirit of openness and receptivity that we believe we can envision the future. The CREE 2024 conference aims to conceptualize the future entrepreneur, drawing from this rich tapestry of experiences and ongoing or prospective research, with a focus on practical insights.** We're especially keen to amplify voices from the Francophone community, in partnership with the **Francophone University Agency**, spanning regions from Morocco to Madagascar and Senegal to the Caribbean, but also give a voice and share conversations with European communities. Sharing our practices is meant to inspire and assist in navigating an unpredictable future. We also aim to spotlight collaborations between practitioners and academics across disciplines, showcasing the inclusive spirit of entrepreneurship that supports individuals both within and outside the entrepreneurial realm. Additionally, we'll provide a platform for non-academic organizations and initiatives that support the youth in their entrepreneurial journeys.

These exchanges and the information we can draw from them seem essential to us to adapt and anticipate entrepreneurial education. This calls for many questions, research, and case studies, here are some ideas without being exhaustive:

- We want to know more about the figures of this entrepreneur of tomorrow, who is he, who is she? What are his/her knowledge, skills, and attitudes? How is his/her project different? For what impacts?
- What are the motivations of future entrepreneurs, their values, their motivations, their commitment, their vision of the world, the project, themselves?
- We also expect local case studies describing the specifics of entrepreneurship, and what supports young people in these approaches with micro, meso, and macro insights.
- We want to identify ecosystem dynamics likely to support transitions and those that hinder them. What are the structural, interactional, temporal, and spatial dimensions of those ecosystems?
- We want to understand the nature of interactions with stakeholders, what are their expectations, their openness or their resistance to change? How to convince them?
- How are entrepreneurs perceived in their territory? What is their place, how does it evolve? What are the representations and emerging myths? What are the social expectations and barriers to be lifted?
- Beyond economic and financial criteria, what other criteria are used to convince of the merits of the project? What about other criteria from, for example, ecological and social accounting, the informal sector, or the development of non-technical skills (communication, collaboration, problem-solving, creativity, etc.)?
- How do these new ideas spread in society, what are the variations of the message (nature, communication vector, coding, context, etc.) that allow the propagation of ideas?
- How do some entrepreneurs manage to spread their impact project?

- How to adapt entrepreneurial education and support project leaders? What knowledge, skills, and attitudes need to be developed? How to integrate these teachings into our institutions?
- What roles for teachers and supporters? What commitment on their part?

The scientific committee welcomes both conceptual proposals and empirical research, encompassing both qualitative and quantitative approaches. Cross-cutting approaches, calling on diversity, and multidisciplinary, in the fields of anthropology, sociology, earth, life sciences, and philosophy to better understand what is at stake around the entrepreneur of the future are welcome and will allow us to think about our "Together". The conference is also widely open to young people and all non-scientific organizations or approaches undertaken to support this youth in their ecosystem. Welcoming "elsewhere" requires us to discuss the new knowledge we are capable of producing but also the always necessary ones, research avenues to explore, collaborations to engage, impacts of our work, and indicators to support them. To imagine the entrepreneur of the future together, we want the most interactive possible session formats. The idea is to engage the future based on current research and write a research agenda together. The conference format is deliberately open to engage in conversation. Workshops and communications can be in **French** or **English**.

Two formats are mainly proposed, symposiums, and PDWs:

SYMPOSIUM

Symposiums are the first type of sessions with a reading committee, in which several speakers discuss a common subject or theme in a way that brings new ideas to the subject. The scientific committee expects symposium proposals but also theoretical, empirical, or practical communication proposals, case studies highlighting and illuminating the previous questions. The CREE 2024 organizers will also be able to build symposiums from the submitted and retained proposals to generate discussions and engage new research and ways of valuing the work done. Dialogue being the leitmotif of the conference, exchange times will be favored over presentation times. To facilitate discussions and ongoing research, the expected proposals are extended abstracts. These abstracts concern completed research and results obtained as well as ongoing research.

- Extended abstracts are between 4 and 8 pages and can include references, tables, and figures.
- Abstracts must clearly explain the main subject, the method, and the results used to collect and analyze the data as well as a discussion to understand what we will know with this research that we did not know before.
- A double-blind evaluation process is used. The author's name and information must not appear anywhere in the abstract. Submission suggestions
- The importance of the subject for research and the practice of entrepreneurship and entrepreneurial education is explicit. Abstracts open new research frontiers or offer new perspectives that enrich the discussion and discourse. Abstracts must deal with important, timely, and relevant subjects.
- Abstracts must clearly explain the methods used to collect and analyze data. Data sources must be clearly indicated. It is also helpful to indicate the current stage of data collection and the date you plan to complete data collection and analysis.

PDW - PROFESSIONAL DEVELOPMENT WORKSHOP

Professional Development Workshops (PDWs) are the second format. Professional Development Workshops are a platform for colleagues to share their knowledge and expertise and promote the professional development of workshop participants. It's an opportunity for you to develop innovative and creative workshops that will benefit conference participants. PDW sessions are generally structured as workshops, small group sessions, tutorials, discussion panels, research incubators, or other interactive formats. They provide a forum for the exchange of ideas and the establishment of relationships in a way that does not usually fit the constraints of lecture sessions and symposiums. Knowledge sharing and participation are essential, and PDWs offer the opportunity to experiment with new interaction and engagement models. We encourage submissions presenting innovative topics or themes, new forms of exchange, and experimental formats - for example, sessions that use technology in innovative ways, that create interactions between participants before or after the session, and that engage participants in new ways. **Poster sessions are also welcomed.** Applicants are encouraged to consider the general theme of the conference, "**The Entrepreneur of the Future**", when developing their proposals. PDWs are open to a wide audience and also concern students from partner countries of the **Tranform4Europe alliance** and the **Francophone University Alliance**.

Proposals will be evaluated based on (a) expected benefits for participants in terms of content and networking, (b) plans to create an interactive and engaging session, (c) the extent of the session's interest for participants and communities, (d) the novelty of the subject or forum for exchanges, (e) effective use of program time, and (f) alignment with the theme of the entrepreneur of the future and his education. We encourage proposals that explicitly address these six criteria. Proposals will be evaluated based on their ability to attract an audience from the discipline concerned or from all communities, as well as their innovative nature and potential impact on the professional success of participants. As PDWs are intended for professional development, proposals must explain how their session will promote interaction and personal development of participants, as well as the audience they aim to attract. To allow interaction, PDWs usually last at least two hours, but sessions can last only one hour. In addition, all submissions are limited to a maximum of 8 pages but must be at least 4 pages. The title page must include the workshop title (in capital letters), an abstract (maximum 250 words), a page explaining why the workshop should interest CREE 2024, a PDW format description page, 1 to 3 workshop presentation pages. The page format requirements for all submissions are as follows: Times New Roman 12 point, double-spaced, 2.5 cm margin all around, and 8.5" x 11" page format. The entire submission must be contained in a single .pdf, .doc, .docx, or .rtf format document.

PUBLICATION OPPORTUNITIES:

The journal "Entreprendre & Innover" offers two special issues associated with CREE 2024.

The first format concerns research questioning theories and practices around the entrepreneur of the world, the entrepreneur of the future, and how entrepreneurial education supports and accompanies specific territories.

The second issue is intended for authors from around the world to offer them a path and support them in disseminating their research work.

The objective is also to accompany participants through discussions towards participation in conferences and events organized by the Academy of Innovation and Entrepreneurship and the Academy of Management, particularly the AEI 2025 congress and the annual AoM conference which will be held in Copenhagen the same year.

SCIENTIFIC COMMITTEE

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Members of the Coactis laboratory

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PROVISIONAL CALENDAR:

- PDW, symposium, and research paper proposal: 01/15/2024
- Feedback to authors: 02/15/2024

- Conference dates: from April 15 to 17, 2024

PRACTICAL INFORMATION

- Conference location:

Université Jean Monnet – Campus Roanne

20, avenue de Paris

42300 ROANNE

France

- Submission methods on the ScienceConf.org platform: <https://cree2024.sciencesconf.org>
- Registration fee: 250 euros (including materials, coffee breaks, meals, and visit)
- Suggested partner hotel (negotiated prices): coming soon.
- Information about the city of Roanne: coming soon.
- Organizers contact: stephane.foliard@univ-st-etienne.fr