

## ENTREPRENEURSHIP INNOVATION AND GOVERNANCE

ENIG – 2025 (7<sup>th</sup> edition)

Paris (France), April 10, 2025

# Transformative Trends: Entrepreneurship, Innovation, and Family Business in a Changing World



Co-organized by:



In partnership with:



## PRESENTATION

The global economy is facing profound changes in recent years, driven by the acceleration of digital transformation, the multiplication of geopolitical crises, and societal and environmental mutations (Ahlstroma et al, 2020). Entrepreneurs, SMEs, and large family businesses must adopt new strategies to stay competitive and resilient. How companies adapt to these changes is key to understanding the future of entrepreneurship.

Digital transformation is the process of introducing new technologies within organizations to improve performance and competitiveness (McKinsey, 2023). Recently, the accelerated diffusion of digital technologies has revolutionized entrepreneurial, business, and industrial practices (Kraus et al, 2021; Jafari-Sadeghi et al, 2023; Paul et al, 2023). However, entrepreneurs face several challenges in mastering digital transformation, including process complexity, limited resources, and skills, and increased regulatory and ethical concerns with advanced technologies.

Sustainability and social entrepreneurship are becoming increasingly important (Kamaludin, Xavier, Amin, 2019; Bacq et al., 2015). Indeed, entrepreneurs who integrate sustainable practices demonstrate that business can both generate profits and provide solutions to social and environmental challenges (Klarin & Suseno, 2022). Female, student, immigrant and refugee entrepreneurship (Bakker and McMullen, 2023; Ughetto et al, 2019, Kloosterman, 2010) continues to grow in importance in this changing world.

Family businesses, which are considered as being traditionally stable, must also innovate to remain competitive. Finding a balance between family tradition and the adoption of new technologies is a major challenge, not least because of intergenerational conflicts between modernity and heritage preservation (Calabrò et al., 2019, Yezza, Omri & Mejri, 2024). Innovation, entrepreneurial orientation, agility, and resilience are essential to ensure the long-term viability of family businesses (Capolupo et al, 2024; Tiberius et al, 2021).

In this context, entrepreneurship education plays a crucial role in helping future entrepreneurs to operate in this dynamic environment. Schools and universities provide students with skills, knowledge, and mindset to recognize opportunities and generate innovation. In a complex and interconnected entrepreneurial ecosystem (Messeghem, Theodoraki and Carayannis, 2023), education that combines theory with practical experience is crucial. This helps students succeed in business while creating positive impacts on the economy, society, and the environment (Neck, Greene, & Brush, 2014).

To support these transformations, start-ups, SMEs and large family businesses can rely on a entrepreneurial support ecosystem (Theodoroki and Messeghem, 2017) and more specifically on entrepreneurial support organizations (Bergman and Shepherd, 2022). These organizations themselves are subject to changes that raise questions about their legitimacy and the transformation of their business models. The challenge is to better understand the ecosystemic strategies of entrepreneurial support organizations, particularly through the lens of coopetition (Theodoraki et al., 2022), legitimacy (Banc et al., 2023), or even governance (Gomo and Chabaud, 2023).

The 7th ENIG 2025 will take place in Paris and will bring together academics, entrepreneurs, and industry experts to share knowledge and experiences.

## Topics (non-exhaustive list)

The conference aims to explore and comprehend new topics related to entrepreneurship and welcomes contributions from both research and practical perspectives. Contributions might cover some of the following tracks:

- International entrepreneurship
- Corporate entrepreneurship
- Cross-cultural entrepreneurship
- SME development and crisis management
- Entrepreneurial Finance and strategies
- Growth and Scale-up
- Startup failure and survive.
- Family Business & Family entrepreneurship
- Intrapreneurship / Business Transfer
- Entrepreneurial support organizations
- Entrepreneurial ecosystems
- Business incubators & accelerators
- Entrepreneurial education
- Youth & students' entrepreneurship
- Sustainable and Impact entrepreneurship
- Social and inclusive Entrepreneurship
- Female entrepreneurship
- Immigrant and refugee entrepreneurship
- Innovation Management
- Digital technologies & Entrepreneurship: Artificial Intelligence, Augmented Reality and Big Data
- Innovation process & Technology Transfer
- Business Model transformation.
- Twin Green and Digital Innovation

The conference invites academics from different disciplines, practitioners and policymakers to submit original contributions on entrepreneurship, innovation and family businesses in a changing global context. Both theoretical and empirical approaches are welcome.

## Bibliography

- Ahlstrom, D., Arregle, J.L., Hitt, M.A., Qian, G., Ma, X., Faems, D., 2020. Managing technological, sociopolitical, and institutional change in the new normal. *J. Manag. Stud.* 57, 411–437.
- Bacq, S., Ofstein, L.F., Kickul, J.R., & Gundry, L.K. (2015). Bricolage in Social Entrepreneurship: How Creative Resource Mobilization Fosters Greater Social Impact. *The International Journal of Entrepreneurship and Innovation*, 16(4), 283–289.
- Banc, C., & Messeghem, K. (2020). Discovering the entrepreneurial micro-ecosystem: The case of a corporate accelerator. *Thunderbird International Business Review*, 62, 593–605.
- Bakker, R. M., & McMullen, J. S. 2023. Inclusive entrepreneurship: A call for a shared theoretical conversation about unconventional entrepreneurs. *Journal of Business Venturing*, 38: 106268
- Bergman, B. J., & McMullen, J. S. (2022). Helping Entrepreneurs Help Themselves: A Review and Relational Research Agenda on Entrepreneurial Support Organizations. *Entrepreneurship Theory and Practice*, 46(3), 688-728.
- Calabrò, A., Vecchiarini, M., Gast, J., Campopiano, G., De Massis, A., & Kraus, S. (2019). Innovation in family firms: A systematic literature review and guidance for future research. *International Journal of Management Reviews*, 21(3), 317–355
- Jafari-Sadeghi, V., Amoozad Mahdiraji, H., Alam, G.M., & Mazzoleni, A. (2023). Entrepreneurs as strategic transformation managers: Exploring micro-foundations of digital transformation in small internationalisers. *Journal of Business Research*, 154, 113287,
- Ince, H., Imamoglu, S. Z., & Karakose, M. A. (2023). Entrepreneurial orientation, social capital, and firm performance: The mediating role of innovation performance. *The International Journal of Entrepreneurship and Innovation*, 24(1), 32-43.
- Kamaludin, M.F., Xavier, J.A., Amin, M., 2021. Social entrepreneurship and sustainability: a conceptual framework. *J. Soc. Entrep.* 1–24 [https://doi.org/ 10.1080/19420676.2021.1900339](https://doi.org/10.1080/19420676.2021.1900339)
- Klarin, A., Suseno, Y. (2022). An integrative literature review of social entrepreneurship research: Mapping the literature and future research directions. *Business & Society*, Vol. 62, Issue 3.
- Kloosterman, R. C. (2010). Matching opportunities with resources: A framework for analysing (migrant) entrepreneurship from a mixed embeddedness perspective. *Entrepreneurship and Regional Development*, 22(1), 25–45.
- Messeghem, K., Theodoraki, C., Carayannis, E.G. (2023). Pour une modélisation de l'écosystème entrepreneurial sous de sous-écosystèmes : apport de l'approche des systèmes complexes adaptatifs. *Management International*, Vol. 27, n°2, p. 93-104.
- Neck, H. M., Greene, P. G., & Brush, C. G. (2014). *Teaching Entrepreneurship: A Practice-Based Approach*. Northampton, MA: Edward Elgar Publishing, Inc.
- Paul, J., Alhassan, I., Binsaif, N., Singh, P. (2023). Digital entrepreneurship research: A systematic review. *Journal of Business Research*, Vol. 156, 113507.
- Theodoraki, C., & Messeghem, K. (2017). Exploring the entrepreneurial ecosystem in the field of entrepreneurial support: A multi-level approach. *International Journal of Entrepreneurship and Small Business*, 31(1), 47-66.
- Theodoraki, C., Messeghem, K., & Audretsch, D. B. (2022). The Effectiveness of Incubators' Co-Opetition Strategy in the Entrepreneurial Ecosystem: Empirical Evidence From France. *IEEE Transactions on Engineering Management*, 69(4), 1781-1794.

Yezza, H., Omri W., Mejri I. (2024) “L'impact du capital social sur la performance des PME familiales : Le rôle modérateur de l'implication des membres de la famille dans la direction et des conflits familiaux”, Revue internationale PME.

## MEET THE EDITORS & PUBLICATION OPPORTUNITIES

Editors-in-chief of leading journals dedicated to entrepreneurship, innovation and the family will be attending the event, and will be available to discuss with academics attending the conference the potential publication of their manuscripts in their respective journals.

- Small Business Economics: An Entrepreneurship Journal
- Gender, Work and Organization
- Review of Entrepreneurship / Revue de l'entrepreneuriat
- Revue internationale PME
- Entreprenre et Innover
- Innovations / Journal of Innovation Economics and Management

## SUBMISSION GUIDELINES

Two types of papers can be submitted:

- Short paper (between 2500 and 3000 words)
- Full paper (maximum 8,000 words)

For short papers, the following subheadings are required: Introduction/Objectives (500 words max.); Literature review (500 words max.); Approach/methodology (500 words max.); Results (500 words max.); Discussion (500 words max.); Implications and limitations (500 words max.).

**Submissions may be written in English or French.**

All submissions should be sent before ~~December 15, 2024~~, **January 20, 2025** via the platform: <https://enig2025.sciencesconf.org/>

## PUBLISHING OPPORTUNITIES

After a peer-review process, the best **full paper** from the ENIG is expected to be published in:

- Journal of Entrepreneurship

## IMPORTANT DATES AND INFORMATION

- **Deadline for extended abstract:** ~~December 15, 2024~~ **January 20, 2025** (Extended abstract/Full paper).
- **Notification of Acceptance:** No later than February 20, 2025.
- **Conference Dates and Schedule:** April 10, 2025
- **Conference registration:** No later than March 15, 2025

- **Submissions and Registration:** <https://enig2025.sciencesconf.org/>

## REGISTRATION

The registration fees for this year's conference will be as follows:

- PhD students: 80 €
- Full academics: 130 €
- Professionals: 150 €

## VENUE

The conference will take place at EDC Paris Business School, 74/80 Rue Roque de Fillol, 92800, Puteaux.

## CONTACTS:

If you have any questions about the conference or need further help with the registration process, write us:

[issam.mejri@edcparis.edu](mailto:issam.mejri@edcparis.edu)

[karim.messeghem@umontpellier.fr](mailto:karim.messeghem@umontpellier.fr)

[ocre@edcparis.edu](mailto:ocre@edcparis.edu)

Looking forward to seeing you in Paris.

## **ORGANISATION AND SCIENTIFIC COMMITTEES**

### **ORGANIZING COMMITTEE**

- Issam Mejri (Chair), EDC Paris Business School, France
- Karim Messeghem, Université de Montpellier, France
- Patrice Schoch, EDC Paris Business School, France
- Kaouther Boubaya, EDC Paris Business School, France
- Jihene Cherbib, EDC Paris Business School, France
- Mohamed Sellami, EDC Paris Business School, France
- Michele Dell'Era, EDC Paris Business School, France
- Guillaume Dion, EDC Paris Business School, France
- George Aboueldhahab, EDC Paris Business School, France
- Clara Douaihy, EDC Paris Business School, France

### **CO- CHAIRS OF THE SCIENTIFIC COMMITTEE**

- Karim Messeghem, University of Montpellier, France
- Zied Ftiti, EDC Paris Business School, France

### **CONFERENCE SCIENTIFIC COMMITTEE**

- Salman Bahoo, EDC Paris Business School
- Pierre Jean Barlatier, EDHEC Business School, France
- Hanane Beddi, University Paris 8, France
- Cyrine Ben Hafaïedh, IESEG School of Management, France
- Adel Ben Youssef, University of Nice Côte d'Azur, France
- Sandrine Berger-Douce, Mines Saint-Étienne, France
- Gael Bertrand, ESSCA School of Management, France
- Jean-Pierre Boissin, University of Nice Côte d'Azur, France
- Kaouther Boubaya, EDC Paris Business School
- Sophie Boutillier, University of Littoral-Côte d'Opale, France
- Sophie Casanova, University of Montpellier, France
- Alexis Catanzaro, IAE Saint-Etienne, France
- Jihène Cherbib, EDC Paris Business School
- Didier Chabaud, IAE Paris, France
- Cinzia Colpanito, Ca' Foscari University of Venice, Italy
- Jean Marie Corrent, University of Montpellier, France
- Michele Dell'Era, EDC Paris Business School, France

- Vincent Dutot, EM Normandie Business School, France
- Colette Fourcade, University of Montpellier, France
- Olivier Germain, University of Quebec in Montreal, Canada
- Grégory Gueneau, ADALIA Institute, Morocco
- Anaïs Hamelin, EM Strasbourg Business School, France
- Amélie Jacquemin, Catholic University of Louvain, Belgium
- Annabelle Jaouen, Montpellier Business School, France
- Salah Koubaa, University of Casablanca, Morocco
- Karine Le Rudilier, Rennes IGR-IAE, Rennes 1 University, France
- Catherine Leger-Jarniou, Paris Dauphine-PSL University, France
- Xavier Lesage, ESSCA School of Management, France
- Christophe Leyronas, TBS Education, France
- Stéphanie Loup, University Paul Sabatier Toulouse III, France
- Adnane Maalaoui, MBSC Business & Entrepreneurship, Saudi Arabia
- Olivier Meier, University Paris-Est, France
- Walid Nakara, Montpellier Business School, France
- Virginie Roquelaure, University of Lyon 3, France
- Maarouf Ramadan, ESSCA School of Management, France
- Miruna Radu-Lefebvre, Audencia Business School, France
- Sophie Reboud, Burgundy School of Business, France
- Rachid Rhattat, EDC Paris Business School, France
- Jean-Michel Sahut, IDRAC Business School, France
- Jean-François Sattin, University Paris 1 Panthéon-Sorbonne, France
- Christophe Schmitt, IAE Metz School of Management, France
- Patrice Schoch, EDC Paris Business School, France
- Mohamed Sellami, EDC Paris Business School, France
- Étienne St-Jean, University of Quebec at Trois-Rivières, Canada
- Caroline Tarillon, Grenoble IAE, France
- Christina Theodoraki, Aix Marseille Université, France
- Olivier Toutain, Burgundy School of Business, France
- Hedi Yezza, University of Sherbrooke, Canada