

Call for Proposals

9th Georges Doriot Days - Entrepreneurship and Society

July 5-7, 2023 at UQAM's School of Management campus in downtown Montreal



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Gender perspectives in entrepreneurship :

Sharing views about societal challenges

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As a Harvard professor, **Georges Doriot** was a pioneer in management teaching and research. In the early 1930s, he introduced the case-study method in France at the CPA, which was to become HEC Paris Group's Executive MBA. Promoted to General in the US Army during the Second World War, he was also one of the "inventors" of risk capital in the post-war USA, and made a fortune by contributing to the establishment of the Digital Equipment Corporation.

The Georges Doriot Days : Why?

Every two years, the Georges Doriot Days are an opportunity to put three strong principles into practice:

- ***Practical intelligence***: entrepreneurship is a field where interweaving academic thinking and practices is necessary and fruitful.
- ***A transdisciplinary vocation***: the Doriot days make it possible to approach entrepreneurial phenomena from various lenses: managerial, legal, psychological, historical, etc. In addition to management sciences, the Doriot Days are open to experts in economics, legal sciences, cognitive sciences and more broadly, in humanities and social sciences.
- ***The relationship between entrepreneurship and society***: the Doriot days wish to put emphasis on entrepreneurship as an agent of social transformation, not reducing it to the mere creation of wealth.

Topic of the ninth edition

Adopting a gender perspective in entrepreneurship could suggest an exclusive positioning in the women's entrepreneurship field. It is true that this field has largely mobilized gender concepts and theories. However, it has also led to restrict the use of gender lenses to the study of female entrepreneurs' realities (Foss et al. 2014; Marlow & Martinez Dy, 2018; Nelson & Constantinidis, 2017). Yet, mobilizing a gender perspective has the potential to open multiple original research avenues in the entrepreneurship field. Indeed, it can lead to revise traditional assumptions, to problematize usual research objects differently, to refine the understanding of complex phenomena, to consider results from new theoretical angles, and to open up new questions related to contemporary societal issues and transformations (Calas et al. 2009; Marlow & Martinez Dy, 2018). The concept of gender is different from biological sex. It can be defined as a socially constructed sex, and mainly refers to social constructions that shape differences between men and women in a given society, in terms of roles, status, skills and expected behaviors. These gendered social constructions can vary depending on time, locations, cultures, and social groups.

In their paper published in 2013 in the *Academy of Management Annals*, Jennings and Brush conclude that “perhaps the most fundamental contribution of women’s entrepreneurship research lies in acknowledging and documenting that entrepreneurship is not a gender neutral phenomenon” (p. 681). In the same vein, researchers have recently called the entrepreneurship scientific community, in the broad sense, to embrace gender lenses in order to think differently about various phenomena under investigation (Holmquist & Sundin, 2020; Nelson, 2020). The central idea is to leave behind the current predominant conception that gender issues are only about female entrepreneurs. Entrepreneurial activities take place in family, social, educational, media, political, legal, financial contexts. These constitute multiple systems where beliefs, values and norms about gender prevail, and shape what an entrepreneur is or can be (or not), what entrepreneurship represents (or not), and the specific ways in which entrepreneurial activities and behaviors take place.

For the 9th edition of the Georges Doriot Days, we invite researchers from various disciplines to “put on gender glasses” to re-question their familiar research objects, and develop critical, new and original perspectives in entrepreneurship. Gender approaches still hold an unexplored potential for the understanding of major societal issues, and are particularly relevant to apprehend the current context, characterized by major social and environmental transformations.

Hence, multiple and varied themes are open to exploration. A promising, still little explored research avenue consists in analyzing how gender influences male entrepreneurs' realities. For example, in their work published in *Organization Studies*, Byrne and her colleagues (2019) highlight different types of masculinities and femininities, and the way these contribute to build men's and women's legitimacy as CEOs. Researchers might also explore entrepreneurship in relation to various gender identities (Perez-Quintana et al. 2017; Radu-Lefebvre et al. 2021). Another potential topic of interest relates to how gender beliefs influence the dynamics and performance of entrepreneurial teams or entrepreneurial couples (Cerqueti et al. 2020; Marlow & Martinez Dy, 2017).

Numerous studies have demonstrated the importance of family support in the entrepreneurial process. Gender is at the heart of family dynamics, playing a central role, e. g. in couple relationships, relationships between parents and children, or between brothers and sisters (Franco & Piseti, 2020). How does it affect the business activities and entrepreneurial success? How does that evolve over time, in link with the transformation of key values within societies? What are the specific entrepreneurial realities within non-nuclear families (single-parent families, blended families, extended families, etc.), which are increasingly numerous? Family businesses also constitute a key research object to be explored from a gender perspective (Madison et al. 2021; Nelson & Constantinidis, 2017).

The influence of gender also plays an important role in the type of relationships entrepreneurs develop with their stakeholders, as well as in the business models and organizational structures put in place. How do gender stereotypes affect the relationships that men and women entrepreneurs build with bankers and other financing intermediaries? How does that influence the acquisition of financial resources, the creation and growth of their businesses? (Crane, 2022; Tonoyan & Strohmeier, 2021) Are the evaluation criteria used by funding agencies gender-neutral, and how can these become more inclusive? How effective are quota mechanisms or other affirmative action policies for the gender balance and diversity of boards of directors? What are their effects on the inclusive governance of small and medium-sized enterprises? (Bruna et al. 2019; Hartmann & Carmenate, 2021)

At the macro level, researchers can question how gender shapes different institutions in relation to entrepreneurship issues. For example, how do differentiated expectations towards girls and boys in the education system play on their respective entrepreneurial intentions? Are entrepreneurship education programs gender neutral? (Epstein et al. 2022; Tegtmeier & Mitra, 2015). How do media or political discourses portray women and men entrepreneurs, and how does that affect entrepreneurs' perceptions and lived realities? (Ahl & Nelson, 2015; Wheadon & Duval-Couetil, 2019). Gender in social entrepreneurship is also a particularly interesting line of research with regard to current social and environmental issues (Clark Muntean & Ozkazanc-Pan, 2016). For example, to what extent does social entrepreneurship contribute to transform or perpetuate North-South power relations, and with what impacts on gender equality policies?

These research avenues are just a few examples illustrating the potential of gender concepts and theories for advancing the entrepreneurship field. The list is far from being exhaustive. We therefore encourage authors to propose other original themes, at the crossroads of their research objects and the gender perspectives. We welcome all forms of research and methodologies (quantitative analyses, comparative studies, qualitative, ethnographic approaches, action research or research-creation, case studies, etc.) This 9th edition of the Georges Doriot Days is also open to contributions in French and English, in order to create bridges between the two communities.

Finally, this 9th edition of the conference wishes to strengthen the relations and stimulate exchanges between researchers and practitioners. It therefore welcomes contributions from entrepreneurs and key actors of the entrepreneurship ecosystem. These contributions can take the form of testimonies, conferences, round tables, sharing of experiences or any other original forms. Mixed contributions between researchers and practitioners are strongly encouraged. These complementary views from both researchers and practitioners active in the French- and English-speaking communities will allow to enrich our collective understanding of entrepreneurial phenomena, and to better respond to the current complex societal challenges.

Thematic streams

The *Georges Doriot Days* host specific streams dedicated to objects at the forefront of entrepreneurship research, in coherence with the general theme of this edition. Here are the thematic streams selected for this 9th edition:

1. How do entrepreneurs (de)construct social practices and structures? Discourses, identities and sociomateriality

Convenors : Olivier Germain (ESG UQAM), Amélie Jacquemin (Louvain School of Management) and Amira Laifi (EM Normandie).

Social structures and practices are vectors of discrimination and oppression, as they affect entrepreneurial journeys, particularly in their gendered dimensions. Gendered norms disadvantage or advantage entrepreneurs in terms of access to resources (Daou et al. 2022). Stereotypes influence individual judgments and behaviors and shape expectations towards both entrepreneurs and their businesses (Martiarena, 2022; Buttice et al. 2022; Liñán et al. 2022). Entrepreneurship suggests an acute relational work where oppression as well as liberation are practiced.

This stream concentrates on how entrepreneurs - as protagonists, activists and/or primary actors of critique - are able to undo dominant practices, but also to shape alternative practices, alone or collectively. It calls for the emergence of new research directions and practices that do not reproduce subordination, hierarchy, and socially accepted gendered cultural norms, and embrace other possibilities (Kelly and McAdam 2022; Ng et al. 2022).

We will focus here on the identity, socio-material and discursive dimensions at the heart of this work with a view to transformation: How are identities (un)done? What are the possibilities of otherness? What consequences does identity work have on the entrepreneur's personal sphere and on the collective level? What role do objects, arrangements and artifacts play in the entrepreneurial work? How are entrepreneurial discourses manipulated, diverted, circumvented? What are the conditions of production and circulation of alternative narratives? How do we do and undo imaginaries?

2. Space(s) and entrepreneurship

Convenors : Sébastien Bourdin (EM Normandie), Loréna Clément (Université Paris Nanterre), Amélie Notais (Le Mans Université) and Julie Tixier (Université Gustave Eiffel).

This stream explores the relationship between space and entrepreneurship. Entrepreneurship is embedded in a territory, a public space, a private space, an entrepreneurial ecosystem. Space comprises resources and skills. Space also reveals constraints and inequalities, including those related to gender. Some spaces are viewed as more difficult for entrepreneurship because they are too remote, particularly peripheral spaces such as suburbs or rural areas.

Several types of proposals may be expected, highlighting the under-researched peripheral spaces; revealing the potentialities offered by spaces; exploring the role of public, private or intermediary spaces (third places in particular); questioning the disparities or revealing the singularities of both physical and virtual spaces; questioning the inclusive or exclusive nature of space, particularly in terms of gender.

Beyond the mere consideration of the topographic, geographic or metric dimensions of space, this stream aims to foster a sensible exploration of the role of space, by showing, for example, how space is gendered; by addressing the mental and symbolic spaces at the heart of entrepreneurship; and by elaborating grounded and/or original methodologies to account for the spatial dimension of entrepreneurship. We also welcome longitudinal studies that expose the extent to which entrepreneurship influences space, modifies it progressively, but is also transformed by it.

3. Gender in the digital era

Convenors : Zouhour Ben Hamadi (EM Normandie), Mathilde Aubry (EM Normandie) and Christine Fournès (EM Normandie).

The role that digitization plays in entrepreneurial ecosystems has been widely studied, but the gender perspective remains relatively unexplored. Yet two major complementary questions emerge when female entrepreneurship and digital technology are discussed. The first relates to entrepreneurship through digital technology, and the second focuses on entrepreneurship in the digital world.

Firstly, can digital technology, as an accelerator of business performance, facilitate women's entrepreneurship (Xie et al 2021; Ortega and Serna, 2020)? Indeed, the adoption of digital tools enhances new skills (Olsson and Bernhard 2021; Oggero et al, 2020). Can these blur the gender differences and establish female entrepreneurs' legitimacy?

Secondly, why are there so few women involved in digital entrepreneurship today (Bensaid and Azdimousa, 2022)? This question leads to others: how do women experience the transition to digital entrepreneurial careers and what coping strategies do they employ? In what ways do gender norms permeate the daily lives of women entrepreneurs in the digital world, and how are they perceived by others? It would be interesting, for example, to discover stories of female entrepreneurs who have made a difference and to highlight inspiring role models.

Work addressing these issues may be presented in this stream. Research on a variety of areas (sectors of activity, cultures, regions) (Kwilinski et al., 2020) is essential to enrich our understanding of the particularities and needs of women entrepreneurs in the digital era, whether the latter create their ventures in new technologies or in traditional sectors.

4. Gender and agricultural entrepreneurship

Convenors : Foued Cheriet (Institut Agro Montpellier), Fanny Lepage (Université Laval), Roland Condor (EM Normandie) and Nathalie Lachapelle (TÉLUQ).

While the question of gender has been widely addressed in the entrepreneurship literature, it remains under-explored in an agricultural context. This approach is particularly interesting because of the specific characteristics of the agricultural sector (Grande et al., 2011): inherent uncertainty of the biological processes, structural changes, regulated environment, growing markets, financial support for business establishment, etc.

This stream aims to examine gender challenges from the perspective of agricultural entrepreneurship. These challenges relate firstly to agricultural installation projects: trajectories, nature of the projects, creation and innovation processes, women's profiles, relationships with financing and support institutions, adopted strategies and encountered difficulties... Secondly, it is also interesting to address the question of gender at the level of challenges relating to entrepreneurial trajectories: business life cycle, diversification strategies and pluriactivity, main stages, evolution and competence needs, key success factors, outcomes, performance and transmission... Finally, the challenges more globally pertain to the adaptation of entrepreneurial models to their environment: competitiveness, innovation, risk-taking, financing, learning, sustainability...

It will be important to place these considerations in a more global societal context: responses to societal expectations, evolution of agricultural models, economic development and social equality and equity... The proposals should not be limited to comparisons between men's and women's "entrepreneurial profiles" in agriculture. We are looking for in-depth analyses of the emergence and functioning of businesses started and run by women, studies on the opportunities and inequalities raised by gender issues, geographical and sector-based comparisons, or original monographs in the field of female entrepreneurship in agriculture. Such contributions would help to explore in depth, from an entrepreneurial perspective, the issue of gender in agriculture.

5. Risks, opportunities and financing of women's entrepreneurship

Convenors : Josée St-Pierre (INRPME), Moujib Bahri (TÉLUQ) and Nazik Fadil (EM-Normandie)

According to several recent studies, access to financing remains a problem for female entrepreneurs. This appears to be justified by “questionable” reasons that are often based on preconceptions rather than on economic rationale. One of these reasons suggests that women are less “adventurous” than men, and more reluctant to seize opportunities that promote growth, thereby generating sufficient income to reassure financial investors. They would thus be less involved in value-creating activities such as innovation and internationalization. Are women therefore doomed?

This stream on financing and women's entrepreneurship aims to demystify the “presumed” reality of women-led businesses and explore the factors that might influence investors. Do the evaluation models advocated by the financial circles reflect the particularities of women's entrepreneurship, which differs from male norms and should be assessed using new criteria? How can we reconcile the notions of growth, productivity, and technological renewal that underlie current policies and the presumed conditions of entrepreneurial success, with those of sustainable women's entrepreneurship where performance is not solely assessed by economic and financial measures? What about women's attitudes towards risk and the influence on their entrepreneurial behaviors? Are these attitudes detrimental to the performance of their businesses by reducing their growth rate and the scope of their business development? How do they behave with regard to the different risks they face in the business environment? Are they resilient and do they learn from failure to bounce back and seize opportunities for the benefit of society?

Expected contributions, including empirical work, will focus on risk-taking, entrepreneurial behaviors and financing, in order to start a new conversation on women's entrepreneurship and access to financial resources.

6. Gender dynamics in the family business : what evolutions, what realities, and what outcomes

Convenors : Audrey Missonier (Montpellier Business School) and Miruna Radu-Lefèbvre (AUDENCIA Business School)

The question of gender remains under-explored and insufficiently theorized in family business research. However, a rich literature in gender studies and organizational sciences, as well as in social sciences, is available to better understand the gender-related issues, mechanisms and outcomes that are specific to family businesses.

Engaging in this type of exploration seems both necessary and timely, as it echoes contemporary societal changes: What are the gender representations and stereotypes embedded in our cultures, what gendered roles and practices are present in family businesses, and how is gender performed within the family and beyond (doing gender), in a given historical, socio-economic and geographic context? Are these representations, stereotypes, roles and practices evolving and what are the consequences of these mutations?

We invite researchers to explore the question of gender in the context of family succession, family management, change management or crisis management, while being attentive to both what remains and what is transforming the existing balance, as well as to the actors' choices and behaviors. We also invite them to consider not only women, but also men in this context, because both sexes do and undo gender on a daily basis. Feminist, intersectional and social constructivist approaches are encouraged, as well as analyses inspired by theories of masculinity.

7. Intersecting perspectives on women’s entrepreneurship in arts and culture : contributions, challenges and support practices

Convenor : Joëlle Bissonnette (ESG UQAM)

This stream invites researchers and practitioners to present research findings on female entrepreneurs in arts and culture (all types of perspectives and methodologies are welcome) as well as (past, present or future) initiatives or experiments to support these women.

The communications should lead to a better understanding of the motivations of female entrepreneurs in arts and culture, their choices, their organizational forms - including self-employment and collective forms of entrepreneurship - the value they create, the types of risks they take, the challenges they face, including in terms of recognition and financing, and their needs. This will include questions about gender stereotypes that may influence various institutions with which these entrepreneurs interact; questions about the gender neutrality of financing criteria; and questions about what creates value in arts and culture.

Through the intersection of field experiences and academic perspectives on the understanding of women's entrepreneurship in arts and culture, we wish to uncover practices giving support, guidance and visibility that help or could help to develop a greater diversity of views on cultural entrepreneurship, regardless of the gender or sex of the individuals carrying them.

8. Free communications

We invite authors to develop critical, new and original perspectives on a variety of themes pertaining to the relations between gender, entrepreneurship and society. There is a wide range of research objects on which it is possible to take a gender perspective, for example:

- Entrepreneurship, legitimacy and deviance ;
- Entrepreneurship and social innovation ;
- Ethnic and migrant entrepreneurship ;
- Aboriginal entrepreneurship ;
- Necessity or constrained entrepreneurship ;
- Collaborative approaches and entrepreneurial networks ;
- Entrepreneurship support ;
- “Bricolage”, serendipity and entrepreneurship ;
- Entrepreneurial failure and rebound ;
- Entrepreneurship, resistance and emancipation ;
- Entrepreneurship, power and submission ;
- Narrative approaches of entrepreneurship ;
- Construction of entrepreneurial identities ;
- Feminist approaches et practices in entrepreneurship ;
- Doing and undoing gender in entrepreneurial processes (*entrepreneurship*) ;
- Masculinities, femininities and entrepreneurship ;
- Entrepreneurship and capitalistic excess ;
- Political approaches : the entrepreneurial society ;
- Entrepreneurship and geostrategy ;
- Etc.

PERMANENT SCIENTIFIC COMMITTEE

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 Louise Cadieux, UQTR
 Didier Chabaud, Université de Paris Sorbonne
 Christina Constantinidis, ESG UQAM
 Nazik Fadil, EM Normandie
 Alain Fayolle, EM Lyon Business School
 Olivier Germain, ESG UQAM
 Josée St-Pierre, UQTR
 John Upson, University of West Georgia
 Shaker Zahra, University of Minnesota

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Salah Koubaa, Université Hassan 2 de Casablanca	

9th Georges Doriot Days “Gender perspectives in entrepreneurship : Sharing views about societal challenges”
 July 5-7, 2023 in Montreal

KEY DATES

▶ **Extended abstracts submission deadline (2 000 words without references)** **January 16, 2023**

*Extended abstracts should include the research interest and problematization, the theoretical framework, the methodology, the expected results, and potential contributions

▶ **Notification of acceptance** **March 11, 2023**

▶ **Registration opening** **March 15, 2023**

▶ **Final deadline to register to the conference** **June 9, 2023**

▶ **Final papers** **June 12, 2023**

*Full papers should respect the format guidelines of the targeted journal, if needed

SUBMISSION GUIDELINES

Please send your communication proposals exclusively in **anonymous PDF format** to the following email address: doriot2023@gmail.ca

Attach a **separate file** including the title of your proposal, all authors' names as well as the referring author's full contact details.

Please clearly specify the number and name of the **thematic stream** to which you would like to submit your proposal.

CONTRIBUTION FORMATS

Alongside **academic research papers**, communications with **strong managerial implications** as well as **case studies** will be examined with the greatest attention. In addition, **contributions from practitioners** in the entrepreneurship field are also welcome. These contributions can take the form of testimonials, conferences, round tables, sharing of experiences or any other original format. Mixed contributions between researchers and practitioners are strongly encouraged.

The *Georges Doriot Days* require original papers that must not have been published.

WEBSITE

All news and updates regarding the *Georges Doriot Days* will be announced on the website (*online soon*).

PUBLICATION PROJECTS

A number of special issues are planned in relation to this 9th edition of the *Georges Doriot Days*. Some are currently under discussion with the journals, and will be announced in the coming weeks.

A special issue of the French-speaking journal “*Revue Internationale PME (RIPME)*” will be published in link with the exclusive topic of Stream 5 (Risks, opportunities and financing of women’s entrepreneurship), and will be concomitant with this call for papers. The authors presenting a communication in this thematic stream will be invited to submit their contributions to the special issue (Dir: Josée St-Pierre (UQTR), Moujib Bahri (TÉLUQ) and Nazik Fadil (EM-Normandie)). The journal uses a classical double-blind review process, and will therefore apply the rules of double anonymity.



Ranked journal - FNEGE : 2 ; HCERES : B

AWARDS

As part of this 9th edition of the *Georges Doriot Days*, several awards and grants will be given to one or more contributions during the conference.

- A 3000 euros Best Paper Award will be given to the best contribution of the conference, sponsored by the ***Observatory on Entrepreneurship and Gender*** at ESG UQAM.
- A 2000 euros Support Grant for travel expenses will honor the best contribution of a researcher from the Global South, sponsored by the ***Research Chair Entrepreneurship, Alterity and Society*** at ESG UQAM.
- A 2000 euros Award will be given to the best conference contribution of a doctoral student.

FOR QUESTIONS RELATED TO THE SCIENTIFIC DIMENSIONS OF THE GEORGES DORIOT DAYS

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FOR QUESTIONS RELATED TO REGISTRATION AND PRACTICAL INFORMATION

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