

**PAPER DEVELOPMENT WORKSHOP**

**Values and Entrepreneurship in the sustainable society**

Venue:

Indiana University Europe Gateway
Gneisenaustraße 27, 10961 Berlin, Germany

<https://global.iu.edu/presence/gateways/europe/index.html>

**15-16 June 2023**

**Conference Organizers:**

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**Keynote:**

*Values for Entrepreneurship and Entrepreneurial Values in the sustainable society*

David Audretsch, Indiana University Bloomington, USA

**Workshop focus and background**

Every few generations, a paradigm shift fundamentally alters societal values (Drucker, 1993). At present, such a shift is underway towards a more sustainable society. Values shift on the macro, meso and micro levels. This shift shapes how opportunities can be pursued and by whom; how firms compete and collaborate; how knowledge about sustainable opportunities might travel between them; and the aspirations, motivations, and goals of individuals. It is a shift that shapes the availability of human, financial and entrepreneurial resources.

This transformation entails a fairer distribution of wealth across nations, and more equal opportunities within societies. In response to heightened awareness of issues such as inequality, social exclusion, and climate change, societies are seeking a new balance between economic, environmental, and social goals (Bapuji et al., 2018; Jacobs & Mazzucato, 2016; Rashid, 2022). The value shift acts as an exogenous force that disrupts markets and catalyzes other macro-environmental changes, such as regulations and cultural norms, which can serve as external enablers for creating value-oriented sustainable entrepreneurial activities (Davidsson et al., 2020). However, uncertainty remains about how such external shifts, including shifting policies and stronger state involvement, will impact entrepreneurship and the outlook for a sustainable entrepreneurial society over time (Audretsch & Fiedler, 2022a).

Despite recent progress, the field of sustainable entrepreneurship is still emerging (Volkmann et al., 2021). Studies have advanced our understanding of the antecedents and market-level outcomes of green start-ups (Demirel et al., 2019), as well as how entrepreneurial ecosystems transition toward more sustainable opportunities (DiVito & Ingen-Housz, 2021; O’Shea, Farny & Hakala, 2021; Audretsch, Belitski & Guerrero, 2023), such as the sharing economy (Pankov, Velamuri & Schneckenberg, 2021) or the circular economy (Harlin & Berglund, 2021). This includes investigations into the processes and mechanisms that facilitate the transition towards a more sustainable economy (DiVito & Ingen-Housz, 2021; O’Shea, Farny & Hakala, 2021; Audretsch, Belitski & Guerrero, 2023).

The increased focus on sustainability opens a wider range of opportunities for entrepreneurs. Entrepreneurship can serve as a catalyst for promoting and embedding new societal values (Calás et al., 2009). Entrepreneurs may challenge the value creation of legacy firms by offering goods, services and ways of production that are more congruent with societal values, as they have more freedom to shape market niches and new business models (Hockerts & Wüstenhagen, 2010; Bohnsack et al., 2014). Therefore, value-oriented sustainable entrepreneurial activities not only benefit from the current social value shifts but also actively contribute to their development and consolidation (Hoogendoorn et al., 2019). However, powerful legacy firms may also hinder the transition towards more sustainable solutions as their legacy investment becomes threatened (Audretsch & Fiedler, 2022b). The speed and scope of the transformation toward a more sustainable society will vary depending on how actors, including entrepreneurs and legacy firms, and institutions, such as Universities (Wagner et al., 2021), might support or oppose it.

Overall, while the opportunities for values-based entrepreneurship have widened, specific barriers to sustain these ventures and to stay true to the entrepreneurs’ desired values in the face of competitive pressures remain (Ball & Kittler, 2019; O’Neil & Ucbasaran, 2016). This workshop will explore how an increased emphasis on sustainability, as a contextual condition, shapes entrepreneurship.

**The following questions could be addressed in this call, amongst others:**

* How do sustainable entrepreneurs overcome power imbalances in established markets? How can they influence policy makers to stronger balance economic goals with social and environmental goals?
* How and why do values of entrepreneurial ventures and SMEs change during different stages of venture development?
* How different governance forms can enable entrepreneurial ventures to sustain their purpose over time?
* What is the unique contribution of entrepreneurs and family firms, who are freer to prioritise stakeholder value over shareholder value, create social value, and in some cases, shape societal values?
* How does entrepreneurship contribute to sustainable development goals across contexts?
* How do green policies impact entrepreneurial ecosystems in different contexts?
* How might policy makers support the transition to a sustainable entrepreneurial society where entrepreneurship is entrusted to address pressing societal issues of our time?
* How do legacy firms respond to sustainable business models of entrepreneurs?
* What entrepreneurial logics, such as effectuation, or innovation frameworks, such as frugal innovation, are best suited to build and sustain values-based ventures?
* How do different external enablers, such as new technologies, regulatory changes, social movements, or climate change, trigger, shape or enable entrepreneurship?

We invite contributions from various research methods and techniques, interdisciplinary research at the intersection of entrepreneurship, and other disciplines, such as international business, economics, political science, sociology, entrepreneurship, management, and anthropology. We welcome qualitative, quantitative, and conceptual papers. While a wide range of papers submissions are invited, including conceptual, qualitative, and quantitative empirical work, we are looking for novel theoretical and practical contributions for entrepreneurship or small business research.

**Abstract submission:** Authors interested in participating in the PDW should submit an extended abstract (600-800 words, excluding references, figures, and tables), outlying research question, hypothesis (if applicable), method, main findings, contribution by the 30th of April 2023 here: <https://forms.gle/36ucA9F8QezjeqwY8>, or email them to: a.fiedler@auckland.ac.nz.

**Contributions to the workshop will be considered for a special issue in Small Business Economics: An Entrepreneurship Journal (SBEJ).**

Participation in the PDW is not a prerequisite to submit to the special issue.

**Selected references**

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