

CALL FOR PAPERS

Special issue of Market & Organizations – Journal of Strategic Analysis (M&O – JSA)

"Shedding Light on Entrepreneurial Intent: Perspectives on Individual and Collective Strategies for Revealing the Entrepreneurial Spirit"

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Entrepreneurial intention, a conscious and subjective mental state oriented towards the entrepreneurial act, is an integral part of the business creation process and is a key element in predicting the entrepreneurial act. Studies on entrepreneurial intention, variably defined depending on the authors, have been published since the 1980s (Zineelabidine et al., 2018). Despite an extensive literature, the complexity of the phenomenon and its various dimensions have not been fully embraced (Donaldson, 2019). Indeed, no less than eleven different definitions of entrepreneurial intention (Donaldson, 2019) and five categories of publications have been identified by the authors (Liñan & Fayolle, 2015; Zineelabidine et al., 2018). Thus, publications on entrepreneurial intention deal with the proposal and evaluation of explanatory models, as well as the influence of personal variables, entrepreneurship education, contextual, social and institutional dimensions and the particular place of intention in the entrepreneurial process. A true 'multidisciplinary odyssey' (Zineelabidine et al., 2018), research on the subject has become a field of investigation mobilizing multidisciplinary expertise, methodologically diverse and relevant to multiple study areas such as sustainable entrepreneurship, family entrepreneurship, or entrepreneurial ecosystems (Linan & Fayolle, 2015).

Research questions on entrepreneurial intention are closely linked to individual and collective strategies for entrepreneurship training, from the most institutionalized to the most informal. Therefore, it is appropriate to focus on the links between intention and support and entrepreneurship education in order to identify the themes and issues that still need to be explored on the subject. On the one hand, understanding the factors that influence entrepreneurial intention can help guide entrepreneurship training strategies and the design of tools and resources for developing entrepreneurial skills. It seems particularly interesting to question the modalities and possibilities of their consideration and integration into the strategies of training and support organizations for entrepreneurship. On the other hand, the strategies for using and offering training can also influence entrepreneurial

intention. The impact of choices, motivations, and adaptation strategies determining the content of entrepreneurship training would need to be studied. In addition, the influence of the environment could be explored in more depth, particularly in the case of informal learning resulting from contact with the family sphere (Le Loarne-Lemaire, 2014).

Although research in entrepreneurship education has grown significantly over the past thirty years, many questions still need to be deepened (Fayolle, 2013; Neck & Corbett, 2018), particularly with regard to the psychological, social, demographic, and micro-economic dynamics at play in a learning context. It would be appropriate to ask whether the multidisciplinary nature of the research conducted around entrepreneurial intention can help answer these questions. On a micro scale, what is the place of entrepreneurial intentions? Do they contribute to the design, environment, and assessment of learning choices? Do institutional factors play a special role? What effects can a diversity of entrepreneurial intentions of participants have on the conduct of the entrepreneurship course? Does entrepreneurship training generate incentives to undertake? And in what way?

This special issue of Market & Organizations will place entrepreneurial intention at the heart of the issues of education and support for entrepreneurship, favored by public authorities as the main pathways to the entrepreneurial process. We wish to encourage cross-fertilization between research in entrepreneurial intention and research in entrepreneurship education and support. We will ask how research work on entrepreneurial intention can feed research in entrepreneurship education, and vice versa. For example, we are interested in the actual role of entrepreneurship education and support mechanisms and their impact on attitudes and levels of entrepreneurial intention, possible limits and challenges to overcome given the diversity of entrepreneur profiles and project types, as well as the identification of new programs that can be proposed.

Theoretical and conceptual questions could thus be (non-exhaustive list):

- What programs, teaching methods or postures, or support can have an impact on the entrepreneurial intention of participants?
- How to evaluate and optimize the detection of entrepreneurial intention?
- Can we identify external factors stimulating entrepreneurial intention from, for example, economic, political, social environments?
- Can we predict entrepreneurial activity from entrepreneurial intention?
- What role can stakeholders within the entrepreneurial education ecosystem play in shaping entrepreneurial intention?
- How are higher education institutions addressing this issue?
- Once this entrepreneurial intention is identified, how can it be supported?
- How can environmental and/or social awareness influence entrepreneurial intention?
- How can entrepreneurship education be informal?
- What are the incentives provoked by formal and informal learning? What about the actor (including his idiosyncrasies) and the system (liberal macro-economic policies of incentive)?

Cross-fertilization being an action of enriched production through the interaction of fields of activity and reflection (Savall & Zardet, 1995), we hope that the presented works will allow us to:

- Contribute to the structuring and institutionalization of interdisciplinary exchange systems on these themes;
- Contribute to the emergence of innovations in terms of awareness, training, and support practices for entrepreneurship;
- Contribute to reflections on public policies and entrepreneurship development strategies carried out by the actors and stakeholders in entrepreneurship training and support;
- Bring forth new subjects, strategies, and transdisciplinary research themes.

All contributions of empirical or theoretical dimension, qualitative or quantitative, within the theme of entrepreneurial intention, are welcome. A paper development workshop will be organized as part of a Study Day on Entrepreneurial Intention in December 2023 in Paris.

01/06/2023: publication of the call for papers

15/09/2023: deadline for submission of paper proposals in the form of a 1500-word abstract accompanied by three to five keywords.

15/10/2023: feedback from reviewers

05/12/2023: study day and paper development workshop in Paris

15/04/2024: deadline for submission of full papers

15/07/2024: reviewers' response date

31/10/2024: deadline for submission of revised papers

First half of 2025: publication of the special issue

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