

ENTREPRENDRE & INNOVER ENTREPRENEURSHIP AND INNOVATION

CALL FOR CONTRIBUTIONS SPECIAL ISSUE ON “HYBRID ENTREPRENEURSHIP”

Invited editor:

- Marcus Drescher (AGER Consultant) Marcus.Drescher.AGER@Amway.com

Editors:

- Alain Fayolle (EM-Lyon business school) fayolle@em-lyon.com

- Bernard Surlemont (HEC-Liège Business school from Liège University)
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Special issue

Over the last decades, entrepreneurship became a very popular topic in most developed countries. Despite this success, academics still fail to reach a consensus about the definitions of Entrepreneurship and Entrepreneurs. For example, questions such as: “Are Intrapreneurs, entrepreneurs?” or “Are Franchisees real entrepreneurs?” are still debated among many researchers. Over the last few years the emergence of new phenomena have blurred the frontiers of entrepreneurship even further. The number of part-time entrepreneurs and freelancers has surged all over the world. In many developed countries the legal framework of social status is evolving in such a way that the frontier between the employee status and the self-employed status is fading away. Not to mention, the consequences of the booming phenomenon of the, so called, sharing economy. The « uber's » and « airbnb's » of this world are contributing to the emergence of new forms of “self-employment”, micro-entrepreneurs and business models that are challenging most industry incumbents and policy makers. Finally, students and retired persons tend to be more and more engaged into jobs that could be characterized as entrepreneurial or, at least, self-employed. All these emerging phenomena could be labeled under the umbrella of “Hybrid Entrepreneurship”.

In this special issue, we would like to invite contributions that could help our community to a better understanding of these phenomena and to enlighten their implications for entrepreneurs, support organizations and policy makers. Any research, interview, data analysis, opinion, cases that could contribute to achieve this are welcome. To pilot this special issue with the editorial board we invited as a guest editor, Marcus Drescher. He is the European coordinator of the Amway Global Entrepreneurship Report (AGER). This international study measures the public pulse of self-employment around the world¹ and is providing policy recommendations in many countries to favor self-employment.

While *Entreprendre & Innover* is a review that is usually published in French, this special issue will be published in English in order to address an international audience.

Editorial line

¹ <http://globalnews.amway.com/amway-global-entrepreneurship-report>

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"*Entreprendre & innover*" is a high level outreach review in the entrepreneurship and the innovation field, edited by an International Publisher. Its aim is to publish strong scientific and innovative articles to corporate executives, entrepreneurs and business leaders, without the artifacts of academic publications.

The review addresses all fields of studies and all the different points of view that are related to entrepreneurship and innovation. As this review targets practitioners, we are very cautious that contributions have practical implications and include some recommendations being for entrepreneurs, supports organizations, managers or policy markers.

As a consequence, contributions are expected to:

- **Have a section referring to these concerns:** The reader should always tell himself after the reading: "Then what?" "How does this article helps me through acting or thinking better about my future actions?"
- **Use a concrete and operational language** than the one used in Academic reviews. Theory should not be absent, but rather popularized. Which means to be translated into simple terms. Abstract concepts must be explicit, explained and/or illustrated with practical examples.
- **Not to accumulate scientific references.** The purpose is to choose some useful key opinion authors to better understand the topic, and not to show the completeness of the Academic literature. The scientific references must be exclusively mentioned in footnotes.

Each edition offers a very specific theme, which is used as a guideline for the reader. However, "out of context" contributions remain welcomed for the review.

We are looking for contributions for a special edition **to be published in March 2018.**

Schedule:

Intention of communication (to give and confirm interest, summary of the topic within a few lines and the kind of contribution)	End of June 2017
Submission of the texts	At the latest the 1st of October 2017.
Final selections of contributions	January 2018
Release	March 2018

You can communicate your propositions/suggestions via e-mailing

- Marcus Drescher (Marcus.Drescher.AGER@Amway.com)
- Alain Fayolle (fayolle@em-lyon.com)
- Bernard Surlemont (b.surlemont@ulg.ac.be).

Kind of contributions

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The searched contributions will be from different kind and are complementary.

- A. Research articles with a sharp managerial/entrepreneurial slant.
- B. Articles presenting studies results or key figures.
- C. Articles representing international benchmarks. The purpose is take advantage of the international nature of the redaction Committee to show and offer different experiences from different countries about a given topic.
- D. The summary of a recent publication for purpose of a reader's digest.
- E. Substantive articles or analyses based on the experience or the authors.
- F. Iconoclasts or provocative articles that generate a debate with different points of views.
- G. Interviews
- H. Case studies
- I. Articles translated "in extenso" or summed up from the master copy articles published in some international professional reviews.

The authors are specifically asked to conclude their articles with a minimum 15-line section to present the practical implications (Entrepreneurial or policy) of their contribution and/or a concluding comment expressing a personal opinion from the author about the discussed topic.

Directives for authors

1° Articles format

Typeface
ARIAL - or equal
Size 12 preferred
Double interlining
Numbered pages (Function "insertion/pages numbers")

2° Presentation

Articles Title

Always suggest at least one, even if it might be modified because for the purpose of balancing the table of contents. The title should not exceed six words.

Authors

To type after the title: names and surnames, duties, establishment or attachment organism, address, email and phone numbers.

Biography

A few lines about your background and your articles will help the editorial team to write a short biography.

Notes

Use the "Insertion/note" from Word. Notes and references, in "*Entreprendre & Innover*" are shown in the bottom of the pages, and not as a standard bibliography at the end.

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Be careful to the length of notes: the review is designed for practitioners. It is not an academic review, be concise!

Diagrams, tables, graphs

Diagrams, tables, graphs are welcomed.

The PowerPoints will be send separately, together with the text.

Boxed texts

They enable to reduce the text and highlight some key elements. The boxed texts could be examples, good practices, testimonials, ...

The boxed texts should not exceed 2,000 to 2,500 characters. They might be three or four by article.

Headings

The review editorial board is responsible for the “Headings” (subtitles, main points, ...)

Nevertheless, you are more than welcome to suggest some.

3° Calibration

The respect of is essential to be edited. Calibration is calculated “including spaces” and covers all texts, boxed texts included.

Size of contribution should not exceed:

Editorial: 2 700 characters

Articles: Between 18 000 and 28 000 characters

Interviews: 12000 characters

Books reviews: 12000 characters

4° Style and visibility rules

Notes

The typographic code is the following Domenach (Jean-Luc) and Richer (Philippe), *China*, Paris, Le Seuil, 2008, p. 175-183.

Plan article announcements

Avoid introducing your text in this way: “In the first part of this article we will speak of this and secondly, we will explain that” ...

In that vein, it is unnecessary to write “Introduction” and “Conclusion”. If the reasoning is limpid, the reader doesn’t need to be taken by the hand.

Headlines levels

Avoid paragraphs numbering like:

1.1.1a

1.1.1.b

However, it is strongly recommended to use styles to highlight the reading levels.

For example: **Title (body of the text: 16 bold, centred)**

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Inter (body of the text 14, bold)

Inter 2 (body of the text 12, underline, indent)

- Bullet point

Normally, three reading levels are enough/

Style of the review

Being designed for professionals, the review is intended to be simple, direct and concrete. That must be apparent with the style of the writing. Avoid repetitions of subordinates (“we use to think that... “we have found that...”), avoid spells and convoluted words too (especially when they do not figure in the dictionary).

5° Rereading and Rewriting

The submitted articles are valued by at least one member of the editorial board. They must fit with a readership composed of practitioners and are supposed to respect some editorial rules (layout, police, etc.). For those reasons, articles are likely to be rewrite, modified or shortened. These potential modifications are strictly form changes. The articles content will never be changed without prior consent of the authors.