



NORDISK FÖRETAGSEKONOMISK FÖRENING • NORDIC ACADEMY OF MANAGEMENT



The 26th Nordic Academy of Management Conference
Bringing Research Together
25-27 August 2021
Örebro University School of Business, Sweden

Call for Papers

We invite you to submit your research to explore the theme of “*Bringing Research Together*” for the 26th biennial NFF Conference in Örebro. We are looking forward to receiving your submissions.

Track 2.3 – Managing Microenterprises in Change

Corresponding Chair:

Matti Muhos, University of Oulu, Finland (matti.muhos@oulu.fi)

Co-Chairs:

Anna-Mari Simunaniemi, University of Oulu, Finland
Martti Saarela, University of Oulu, Finland

Description:

Micro-sized enterprises (thereafter microenterprises) with less than 10 employees create innovation, employment, and are growth catalysts of national economies. There are 22.8 million microenterprises in the EU, representing 93% of the EU-28 business population and 29% of EU-28 jobs. Over the last ten years, micro-enterprises have generated almost a third of the positive net job change in the EU-28 (Eurostat 2020). Moreover, micros are flexible, adaptable and agile, and therefore provide resilience at the business ecosystem level.

Growth and internationalization efforts of microenterprises are constantly being emphasized by politicians but also by researchers. However, several empirical studies show that only a limited share of microentrepreneurs actively pursues for growth in terms of higher sales or number of employees, and their full economic impact is indirect and formed through networks. Econometric measures are important, but they alone are not enough for understanding the wide variation in perceptions of vitality and success from the microenterprise viewpoint. Entrepreneurs play a key role as leaders, managers, innovators, and change agents in their firms. Many entrepreneurs of microenterprises mention personal values and independence as the primary motivations for starting-up and most of the microenterprises neither achieve or even pursue high growth. Thus, the more nuanced and empirically based analyses of vitality, growth and success from the perspective of micro entrepreneurs are needed.

Increased number of self-employed persons reflects the changing working life and contributes to new forms of scalable business activities through networks instead of the traditional employer position. Also, the simultaneous identities as an entrepreneur and a professional can collide. Entrepreneurs who

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struggle in building their entrepreneurial identities and look for innovation and encouragement to develop their business, find peer networks with other entrepreneurs as useful for their further innovation actions.

Micro-enterprises must constantly be in a renewal process due to on-going shifts in the business contexts and society. Global megatrends urbanization and digitalization together with limited human and economic resources that are characteristics to micro-enterprises set demands for unique management competence, networks and business development structures. Entrepreneurs must adapt their managerial actions to address these changes so that they might survive and even find new business opportunities.

In this conference track, we invite researchers to further discuss and develop the following research topics:

- Management of microenterprises, including discussions on managerial competences, strategic management, HR management etc.
- Scalable and agile business models in changing business contexts, including examples of servitisation, digitalization and innovations
- Renewal, vitality and sustainable growth of microenterprises, including varying definitions and novel measures to evaluate these
- Entrepreneurial motivation and personal values related to microenterprise management
- Entrepreneurial contexts and society impact, including roles of networks, business services and funding systems as well as the significance of micro-enterprises in value chains and national economies
- Resilience of microenterprises and crisis management in changes, including examples from microenterprise businesses the COVID-19 crisis
- Training, coaching and education for micro-entrepreneurs, including examples from training programs, coaching and supervision models as well as (public) business development services

Keywords:

Micro Entrepreneurship, Small Business, Micro-entrepreneurship, Management, Resilience, Business Growth

References:

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Jiang, X., Liu, H., Fey, C. and Jiang, F., 2018. Entrepreneurial orientation, network resource acquisition, and firm performance: A network approach. *Journal of Business Research*, 87, pp.46-57.

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Author guidelines:

Go to www.oru.se/NFF2021 for more information about how to submit a paper. The deadline for abstract submission is 30 January 2021. Full paper due: 21 June 2021.

We very much look forward to welcoming you in Örebro!

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