



The International African Entrepreneurship Symposium

CALL FOR PAPERS

« Entrepreneurship, Innovation and Development in Africa »

May 3rd , 2018 in Casablanca, Morocco

**Organized by the ESCA Ecole de Management
Entrepreneurship and Leadership Research Group - ELRG**

In partnership with



Entrepreneurship is considered as one of the major economic and social mechanisms of development. It allows the creation of job opportunities, innovation, wealth and well-being (Schumpeter, 1934; Acs and Audretsch, 1988) beside other usually associated virtues. However, the nature and the structure of the entrepreneurial activity vary from a country to another, from an individual to another. Among the typologies researchers put forward in this regard, a distinction can be made between opportunity entrepreneurship and necessity entrepreneurship (Acs and Verga, 2005). Also called "Push" entrepreneurship or "survipreneurship" (Allali, 2012), the need is often the main factor that stimulates an individual to start a business. This type of entrepreneurship prevails within ethnic entrepreneurs, as well as in the developing countries, where unemployment and precariousness rates are at their highest. Within these contexts, the individuals often have no choice other than to start their own business and become entrepreneurs.

Beside the necessity, the opportunity is the other main factor explaining the entrepreneurial action. The individual becomes an entrepreneur searching for profit, self-fulfilment, personal achievement, etc.

The relationship between entrepreneurship and the economic development of nations has triggered many debate points, particularly in English-speaking literature (Acs, Desai and Hessels, 2008). As a matter of fact, in the framework of reports about nations' competitiveness, Porter (2002) makes a distinction between three stages of development characterizing national economies: factors driven, efficiency driven and innovation driven development.

The countries going through the first phase of development are those creating wealth mainly by exploiting natural resources. They depend on world economic growth and on the price of raw material in the global commodity market. These economies don't create a lot of knowledge in innovation or export. They generally have a low level of economic development and present a strong domination of the primary sector. In such contexts, the majority of the population is rural. In the cities, the surplus labour supply helps sustain the necessity or subsistence entrepreneurship (GEM, 2015). The latest report on global competitiveness (CGI, 2016/2017, p.38) shows the prevalence of this development stage in most of the African economies. In fact, 26 of the economic drawn by natural resources (factor-driven) out of the 35 studied in this report are African. Five out of 17 are transitioning to the second level of development (efficiency-driven) and only six out of 30 economies are fully into this second development phase, where institutions start emerging to sustain a growing industrialization and an increasing productivity, thanks to economies of scale. However, out of the 35 studied economies in this report, none of the ones belonging to the innovation-driven phase (third level of development) is African.

In view of this fact, several researches have targeted the role of entrepreneurship and its relationship with the various phases of development. Driven by necessity, the relationship is negative for low-



income countries, especially in Africa. In fact, the Rate of Entrepreneurial Activity (TEA Index) calculated by GEM isn't drawn from opportunity or innovation, in the majority of African countries. The empirical results GEMik 2016 also show huge variations from a country to another. Whereas Burkina Faso TEA is one of the highest in the region (34%), Moroccan TEA is one of the lowest (6%).

Starting from these results as well as from the conviction that entrepreneurship can play a major role in the development of countries, African economies are called upon to make entrepreneurship the cutting edge of their economic and social policies. It is not enough to view entrepreneurship as a solution to unemployment issues, but also to consider it as an education and a state of mind. This first comes down to the implementation of an entrepreneurial ecosystem to foster the emergence of entrepreneurs who have opportunity and innovation encoded in their DNA. In Africa, entrepreneurship must be viewed as one of the mechanisms allowing a successful transition towards an efficiency-driven and even innovation-driven economy. In order to achieve its development challenge, Africa has to reconsider the entrepreneurial potential of its youth, the opportunities it has to offer to entrepreneurs who carry innovative ideas, education systems fostering entrepreneurial mindset, policies and government programs, funding entrepreneurial activities, etc.

This symposium is intended to be a place for meeting and exchange between African and International researchers interested in entrepreneurship as an area of research and as a lever for development, along with Africa as a study field and an object of reflection. This symposium positions itself in a perspective of exchange and aims at understanding the entrepreneurial specificities of Africa.

The theme of this first edition is: "Entrepreneurship, innovation and development in Africa". The main goal of this edition is to provide a comprehensive overview on entrepreneurship in Africa, with a perspective to understanding, building and formalizing multiple and plural realities linked to African entrepreneurship. The works of this Symposium will be enhanced through the publication of the proceedings as well as the issue of a collective book gathering the best papers.

Symposium topics

Suggested topics under the overarching symposium general theme include, but are not limited to:

- ✓ Entrepreneurship in Africa, necessity or opportunity?
- ✓ Entrepreneurship, career choice for African youth
- ✓ Entrepreneurship perception in Africa, entrepreneurial capacities and intentions
- ✓ Entrepreneurial culture, specificities and pluralities in Africa
- ✓ Entrepreneurial activity and economic development in African economies



- ✓ Funding the entrepreneurial activity in Africa, specificities and funding modes
- ✓ Innovation and entrepreneurial economy in Africa
- ✓ Social Entrepreneurship in Africa
- ✓ Feminine entrepreneurship in Africa
- ✓ Digital or virtual entrepreneurship in Africa
- ✓ Sectorial entrepreneurship in Africa
- ✓ Family and/or community entrepreneurship in Africa
- ✓ Entrepreneurial ecosystem in African economies
- ✓ University entrepreneurship in Africa
- ✓ Relationship between and universities and industries in Africa
- ✓ Entrepreneurial skills in Africa
- ✓ Etc.

Organisation team

The mission of Entrepreneurship and Leadership Research Group (E&L) is to contribute in the achievement of ESCA EM's mission, particularly in shaping creative and responsible entrepreneur managers, able to develop their leadership, to manage in complexity and drive change, in an emerging economy.

E&L Research Group participates in intellectual production in order to contribute in developing the entrepreneurial state of mind, in advancing the knowledge in management and point the way forward to managerial practices, especially related to leadership, in a society of transition.

E&L is an independent Research Group, open to its national and international environment. It aims at becoming the national reference in terms of research and promotion of the entrepreneurial mindset and a think-tank for new ideas and the crucible for the spread of best practices in leadership and management innovation.

Scientific Committee

Brahim ALLALI, Head of Scientific Committee, ESCA Ecole de Management, Morocco.

Franck BARES, HEC Montréal, Canada.

Lhacen BELHCEN, Hassan II University, Morocco.

Lotfi BELKACEM, IHEC - University of Sousse, Tunisie.

Hamid BOUSTA, ESCA Ecole de Management, Morocco.

Elie V. CHRYSOSTOME, State University of New York Plattsburgh, USA.

Nabil EL HILALI, ESCA Ecole de Management, Morocco.

Jean François FIORINA, Grenoble Ecole de Management, France.

Colette FOURCADE, Secretary General AIREPME, France.

Louis Jacques FILION, HEC Montréal, Canada.

Léandre GBAGUIDI, Parakou University, Bénin.

Raymond GUILLOUZO, Rennes 2 University, France.



Badr HABBA, Cadi Ayyad University, Morocco.
Abderrahmane HASSI, Al Akhawayn University, Morocco.
Marc INGHAM, ESC Dijon, France.
Emmanuel KAMDEM, ESSEC de Douala, Cameroun.
Ismail KASSOU, ENSIAS Rabat, Morocco.
Salah KOUBAA, Vice-President AIREPME, Morocco.
Thierry LEVY-TADJINE, Paris 8 University, France.
Mohammed MATMATI, GEM, France.
Karim MESSEGHEM, Montpellier University, France.
Alidou OUEDRAOGO, Moncton University, Canada.
Said RADI, Mohammed V Rabat University, Morocco.
Christophe SCHMITT, Lorraine University, France.
Etienne ST-JEAN, Québec à Trois Rivières University, Canada.
Olivier TORRES, Montpellier 3 University, France.
Rosaline Dado WOROU HOUNDEKON, l'ENEAM, Bénin.

Calendar

- ❖ Paper proposal before February **19th 2018**
- ❖ Acceptance notification before March **19th 2018**
- ❖ Final paper submission before April **23th 2018**
- ❖ Symposium: Mai **03rd 2018**

Organisation Committee

Rihab ABBA, ESCA Ecole de Management, Morocco.
Yousfi AOUAD, ESCA Ecole de Management, Morocco.
Lhacen BELHCEN, ESCA Ecole de Management, Morocco.
Hamid BOUSTA, ESCA Ecole de Management, Morocco.
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Salah KOUBAA, Vice-President AIREPME Morocco.
Zoulikha MAAROUFI, ESCA Ecole de Management, Morocco.
Salma MAOUFOUD, ESCA Ecole de Management, Morocco.

Papers format guidelines

Submitted papers must be original and can be written either in English or in French. Authors are invited to submit papers in Word format, conformed to the following guidelines:

The front page must include the following:

- ✓ Title of the paper
- ✓ Abstract of the paper
- ✓ Keywords of the paper (To facilitate the blind review process, please remove all author-identifying information from the front page)
- ✓ The second page must include the same information as in the front page, in addition to the contact details of the authors.



- ✓ The article mustn't exceed 20 pages.
- ✓ Use Times New Roman 12-point font, single-spaced

Submissions must be sent to : colloque.entrepreneuriat2017@esca.ma
The submission deadline is **Monday, February 19, 2018.**

Doctoral Workshops

Alongside the Symposium, a training workshop for PhD students will be held on Wednesday, May 2nd 2018 at 14:00 and will focus on the following issues:

- **The case method as a tool for qualitative research:** The goal of this workshop is to present one of the best known and adopted access to field methods. It is particularly suitable for exploratory, explanatory and descriptive studies (Yin, 2003).
- **Techniques of publication of a scientific article:** this second workshop focuses on the structuring stages of an academic paper, and includes a presentation of the techniques of publication in indexed journals;

Awards for the best communications

Two prizes will be awarded to:

- The best communication among all the ones presented during the Symposium;
- The best communication presented by a PhD student;

Publications

In addition to their publication in the conference proceedings, the best communications presented during the Symposium will be published in an indexed journal.