



VRIJE
UNIVERSITEIT
AMSTERDAM

SCHOOL OF
BUSINESS AND
ECONOMICS

CONFERENCE CALL

7th Annual Entrepreneurship as Practice Conference and Symposium 2022

Symposium: April 4 2022

Conference: April 5 – April 7 2022

Host: Vrije Universiteit Amsterdam, The Netherlands

ABOUT THE CONFERENCE

The 7th version of this Conference and Symposium aims to advance our understanding of entrepreneurship-as-practice, foster network ties, facilitate collaborative writing relationships, and build a strong community of practice scholars. To do so, we have developed a Research Conference that includes keynote lectures, panel sessions, paper pitches and a working paper development session. Furthermore, we have developed a Symposium for scholars and PhDs new to practice theories. The Symposium aims at educating interested scholars as well as helps to develop empirical and conceptual papers regarding the ‘practice turn’ taking place in entrepreneurship studies.

Building on the first (February 2016 at VU Amsterdam), second (February 2017 at University College Dublin Quinn School of Business), third (April 2018 at Linnaeus University), fourth (April 2019 at Nantes Business School), as well as fifth and sixth (virtual events)

Entrepreneurship-as-Practice (EaP) conferences, this conference and symposium bring the growing community of researchers who embrace the “practice turn” back to Amsterdam, The Netherlands. To facilitate inclusivity and flexibility, the format of the EaP 7th conference will be hybrid, offering a combination of in-person, online, and hybrid sessions. Participants can choose to attend one, two, or all three days of the conference and/or the Symposium (fees are calculated on a per day basis). Participants do not need to submit an abstract/paper to participate in the conference and symposium.

INTRODUCTION

The practice tradition (also known as practice-based studies, the practice approach or the practice lens) forefronts the notion that practices and their connections are fundamental to *all*

social phenomena (Rouse, 2006; T. Schatzki, Knorr-Cetina, & Savigny, 2001). For entrepreneurship it means that people “perform” ventures, startups and firms on an everyday basis through materially accomplished and ordered practices (Chalmers & Shaw, 2017; Hill, 2018; Johannisson, 2011; Vincent & Pagan, 2019). This is to say that descriptions and explanations of entrepreneurship—such as, recognizing, evaluating and exploiting opportunities—are incomplete without the ‘alternate’ description and explanation of how entrepreneurial life is actually lived in and through practices (Gross, Carson, & Jones, 2014; Keating, Geiger, & Mcloughlin, 2013). The term ‘practice’, therefore, does not refer to an ‘empty’ conceptual category of ‘what entrepreneurs think and do’ (Sklaveniti & Steyaert, 2019), but encompasses the meaning-making, identity-forming and order-producing interactions (Chia & Holt, 2006; Nicolini, 2009) enacted by multiple entrepreneurial practitioners and situated in specific (historical) conditions. Therefore, practice theories orient entrepreneurship scholars to take seriously the practices of entrepreneuring as they unfold and are experienced in real-time rather than as they are remembered, or interpreted. Simply put, practice scholars are concerned with the ‘nitty-gritty’ work of entrepreneuring—all the meetings, the talking, the selling, the form-filling and the number-crunching by which opportunities actually get enacted (Matthews, Chalmers, & Fraser, 2018; Whittington, 1996).

For background and information on EaP literature, prior conferences, media and other pertinent materials, please go to: <https://www.entrepreneurshipaspractice.com>.

STRUCTURE OF THE CONFERENCE AND SYMPOSIUM

April 4 - New Scholar and PhD Symposium

Our Symposium brings together aspiring and experienced practice researchers. In a number of sessions, scholars new to practice theories and early career PhD students will be able to learn about how to conduct practice-based studies, ask questions about EaP, and meet and discuss ideas for research with experts in the field. More detailed information will be made available here shortly. To register for the Symposium, please see the registration link below.

April 5 - 7 Research Conference

The conference will include keynote lectures, panel sessions, paper pitches and a working paper development session. Participants can choose to attend one, two, or all three days of the conference (conference fees are calculated on a per day basis). Moreover, participants do not need to submit an abstract/paper to participate in the conference. A more detailed programme will be made available shortly.

During the conference there will be two types of paper sessions: Paper pitches, for manuscripts at an earlier stage of development, and the paper development workshop, for more developed manuscripts. The purpose of these are for participants to receive feedback from experienced scholars on their ideas or works in progress. All those who are wishing to present during paper pitch sessions, or join the paper development workshops, are asked to submit an abstract (of approximately 1,000 words) by January 31, 2022 to eap7conference@gmail.com. Please indicate if you are interested in paper pitch or paper development workshop when submitting the abstract.

We welcome manuscripts that are employing theories of practice to understand a wide array of entrepreneurship phenomena and/or exploring various entrepreneurial practices. Abstracts should not exceed two single-spaced pages, and may not exceed the maximum limit of 1,000 words. They should present the purpose of the research, the relevance of the problem, the literature review, the methods and the main findings. Authors will be notified of acceptance or otherwise by February 14, 2022.

Full working papers for the paper development workshop are due for March 14, 2022. The manuscript should be 10-15 pages, Times New Roman 12, single spacing. Abstracts and papers should be written and presented in English. All working papers will be assigned to discussion groups. Each group member will be responsible for providing feedback on the papers received during the working paper session.

Potential, although not exclusive, topics that may be addressed include:

Empirical Challenges:

- How do entrepreneurs navigate uncertainty in practice?
- How do entrepreneurial heuristics become embedded in everyday action?
- How do entrepreneuring practices differ across contexts? Why?
- What practices are currently overlooked in entrepreneurship research? How are they important?

Theoretical Challenges:

- How can we theoretically cope with the enormous diversity of practices in which entrepreneurship is implicated?
- How can entrepreneurship studies help to theorize the reproduction and transformation of practical knowledge?
- How can we incorporate embodiment and sociomateriality into our understanding of practices related to entrepreneurship?

- How can an EaP perspective rejuvenate our thinking about traditional entrepreneurship related topics of innovating, creating opportunities, networking, venturing, strategizing, financing and organizing?
- What is the value of existing theoretical frameworks of practice for entrepreneurship research, and when should we employ or go beyond them?
- (How) are EaP contributions *critical*?
- How can practice traditions of entrepreneurship address shortcomings of other philosophical streams, such as individualism and structuralism? How is the process approach to entrepreneurship (*entrepreneuring*) similar to and different from the practice approach? How are entrepreneurial behaviour theories (discovery, creation, effectuation, bricolage) similar and different from practice-based theories?

Methodological:

- How does one begin an EaP study, such as selecting and entering a site for observation?
- How can we observe, analyse and theorize about these unique instances, whilst still accounting for their relations to other practices?
- What are some common research questions that can be formulated and answered using an EaP perspective, and which practice theory is appropriate for which research questions in entrepreneurship?
- How can one catalogue and rigorously analyse large amounts of video-based ethnographic data?
- What can we methodologically learn from the history of the Strategy as Practice (SaP) community?

Important Dates:

January 31, 2022	Abstract Submission Deadline (Pitch and PDW)
February 14, 2022	Notification of Acceptance (Pitch and PDW)
March 14, 2022	Full Paper Submission Deadline (PDW)
April 1, 2022	Registration Deadline (All participants)
April 4, 2022	New Scholar and PhD Symposium
April 5 - April 7 2022	Conference Dates

Conference Fees:

Fees for Symposium and Research Conference attendees will be announced shortly. Note: Participants can choose to attend one, two, or all three days of the conference and/or the Symposium (fees are calculated on a per day basis). Participants do not need to submit an abstract/paper to participate in the conference and symposium.

Registration:

This will be available shortly.

Questions:

EAP7conference@gmail.com

References

- Chalmers, D. M., & Shaw, E. (2017). The endogenous construction of entrepreneurial contexts: A practice-based perspective. *International Small Business Journal: Researching Entrepreneurship*, 35(1), 19–39. <https://doi.org/10.1177/0266242615589768>
- Chia, R., & Holt, R. (2006). Strategy as Practical Coping: A Heideggerian Perspective. *Organization Studies*, 27(5), 635–655. <https://doi.org/10.1177/0170840606064102>
- Gross, N., Carson, D., & Jones, R. (2014). Beyond rhetoric: re-thinking entrepreneurial marketing from a practice perspective. *Journal of Research in Marketing and Entrepreneurship*, 16(2), 105–127. <https://doi.org/10.1108/JRME-01-2014-0003>
- Hill, I. (2018). How did you get up and running? Taking a Bourdieuan perspective towards a framework for negotiating strategic fit. *Entrepreneurship and Regional Development*, 1–35. <https://doi.org/10.1080/08985626.2018.1449015>
- Johannisson, B. (2011). Towards a practice theory of entrepreneuring. *Small Business Economics*, 36(2), 135–150. <https://doi.org/10.1007/s11187-009-9212-8>
- Keating, A., Geiger, S., & McLoughlin, D. (2013). Riding the Practice Waves: Social Resourcing Practices During New Venture Development. *Entrepreneurship: Theory and Practice*, 38(5), 1–29. <https://doi.org/10.1111/etap.12038>
- Matthews, R. S., Chalmers, D. M., & Fraser, S. S. (2018). The intersection of entrepreneurship and selling: An interdisciplinary review, framework, and future

research agenda. *Journal of Business Venturing*, *In Press*.
<https://doi.org/10.1016/j.jbusvent.2018.04.008>

Nicolini, D. (2009). Zooming in and out: studying practices by switching theoretical lenses and trailing connections. *Organization Studies*, 30(12), 1391–1418.

Rouse, J. (2006). Practice theory. In D. M. Gabbay, P. Thagard, & J. Woods (Eds.), *Handbook of the Philosophy of Science* (Vol. 15, pp. 500–540). Elsevier.
<https://doi.org/10.1016/B978-044451542-1/50020-9>

Schatzki, T., Knorr-Cetina, K., & Savigny, E. von. (2001). *The practice turn in contemporary theory*. (T. R. Schatzki, K. Knorr-Cetina, & E. von Savigny, Eds.). London: Routledge.
[https://doi.org/10.1016/S0956-5221\(03\)00029-0](https://doi.org/10.1016/S0956-5221(03)00029-0)

Sklaveniti, C., & Steyaert, C. (2019). Reflecting with Pierre Bourdieu: Towards a reflexive outlook for practice-based studies of entrepreneurship. *Entrepreneurship and Regional Development*, (forthcoming), 1–21.
<https://doi.org/10.1080/08985626.2019.1641976>

Vincent, S., & Pagan, V. (2019). Entrepreneurial agency and field relations: A Realist Bourdieusian Analysis. *Human Relations*, 72(2), 188–216.
<https://doi.org/10.1177/0018726718767952>

Whittington, R. (1996). Strategy as practice. *Long Range Planning*, 29(5), 731–735.
[https://doi.org/10.1016/0024-6301\(96\)00068-4](https://doi.org/10.1016/0024-6301(96)00068-4)
