

SIG Entrepreneurship

Sub Track: Democratizing Senior-Entrepreneurship: Issues and Emerging Trends

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One of the emerging issues of the 21st Century is demographic aging. For the years to come, seniors are expected to form the greatest part of the population. In management sciences, the interest for seniors is not really new, especially in marketing. Since the early sixties, scholars have identified the “Pappy boom” effect and have worked on the behaviour of seniors as consumers (Greco et Swayne, 1992; Cole et Gaeth, 1990; Cole et Houston, 1987). However, the interest for seniors is an emerging trend in the field of entrepreneurship research.

Recently, the study of seniors’ entrepreneurial behaviour has become an emerging topic in entrepreneurship research (GEM, 2009). However, while the European Union considers the 2012 as the celebrating year of solidarity between generations, seniors tend to be most of the time forgotten and/or excluded.

So far, few studies focused specifically on the entrepreneurial capacity of seniors (GEM 2009, Rossi, 2010). Both researches focus on the same research subject: first, how do seniors perceive entrepreneurship? And second, what are their intentions to become an entrepreneur?

They also aim at identifying the features of the Senior-entrepreneur and both acknowledge that senior-entrepreneurs are defined by (1) common characteristics such as access to a dynamic professional network, resources and competencies; but also (2) the incapacity – or, at least, a huge-difficulty to be hired within any existing company.

Despite the fact that senior entrepreneurs have acquired the three compulsory competencies for any entrepreneurial success (Arocena, 1993) – an established personal identity and both professional and personal networks – it seems harder to integrate them within existing companies.

Based on these first research results, new areas of research emerged. Firstly, based on the characteristics of seniors (– i.e. many resources and a large access to a professional network), the help from the state or from any entrepreneurial institution should differ from the help that any other nascent entrepreneur would ask for (Maalaoui et al., 2012). Thus, most of the time, the decision to engage into entrepreneurial activities comes from the difficulty to find a job in an existing company that can fulfil all of the expectations of seniors and where the senior can use his/her resources and competences to the company (Zahra, 1993; Terjesen, 2005). Consequently, such a population who faces unemployment does not require the traditional support from these agencies; but instead a customized support to foster seniors' intention to commit into their business and, therefore, to identify entrepreneurship as an attractive, desirable and feasible solution.

This track aims at inviting contributions that would enhance research on Senior Entrepreneurship and better help in understanding the specificity (ies) of such phenomenon. Therefore, any contribution on the following issues is welcome:

- Seniors and intention to become entrepreneur,
- Seniorintrapreneurship,
- Seniorpreneurship and stress, health...
- Help for promoting Seniorentrepreneurship,
- Experience and Seniorpreneurship,
- Seniorsnetworking, Seniorpreneurship and networking,
- Seniorpreneurship and nascent entrepreneurship,
- Seniorpreneurship and Business Opportunity,
- Seniorpreneurship and Socialization, Disinvestment,
- Seniorpreneurship and Teampreneurship,
- Seniorentrepreneurship and Innovation.

This is not an exhaustive list, it can also be nourished by other contribution(s) related to seniors from additional fields (Psychology, Marketing Sciences...).

Submission guidelines

Below is a set of guidelines and formatting instructions to help you prepare and submit your paper. Please note that you may be listed as an author or co-author on up to 3 submitted papers. Please read the instructions carefully prior to submitting:

1. Each paper can only be submitted to ONE track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2013 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements, from the text. (Any submissions with author information will be automatically DELETED).
4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.
5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references). The paper format should follow the European Management Review Style Guide.
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
7. Number all of the pages of the paper.
8. NO changes in the paper title, abstract, authorship, and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free.
10. Submissions will be done on-line on the EURAM 2013 website.
11. Only submissions in English shall be accepted for review.
12. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference.
13. In case of acceptance, each author can present only one paper at the conference.

Important deadlines

Deadline for full paper submission 15 Jan 2013 2:00 pm GMT +1

Notification of acceptance as of 26 March 2013

Early bird/authors registration 23 April 2013