

Workshop, Sept. 17, 2013

Title: A possible Road for Fostering Socially Justifiable Ventures in a Networked Society

Time: 14.00/17.00

Venue: Université Paris-Dauphine

Moderators: Catherine Leger Jarniou

The Idea: To start and succeed to be an entrepreneur is very much about communication – communication to justify what you are trying to do when providing something new. A modern way to communicate is to be an active part of social media – media which are, by and large, unexplored in the entrepreneurial context, but media which are extremely powerful. You only have to think about Facebook, blogging and YouTube (three major social media, used by several millions of people) to realize this fact.

This workshop is intended to be interactive (a dialogue between some researchers and the audience) in order to explore the possibilities of relating entrepreneurship to social media. It will consist of three, approximately equal, sections:

1. A question and answer session led by prof Claes-Göran Holmberg, a Swedish professor and specialist in media research, who will introduce the session by suggesting five dimensions by which to characterize media:
 - a. Screening or cover-up?
 - b. Illusion or reality?
 - c. Intimacy or distance?
 - d. Depth or shallowness?
 - e. New or old?
2. A question and answer session led by prof Björn Bjerke, a Swedish professor involved with entrepreneurship in theory and practice for about thirty years, who, based on a fairly accepted definition of social media as “a group of Internet-based applications

that build on the ideological and technological foundations of Web 2.0 (social webs), and that allow the creation and exchange of user-generated content”, will start by providing some personal ideas about:

- a. How to use social media for entrepreneurship research.
 - b. How to use social media by somebody who wants to become an entrepreneur.
 - c. How to use social media by established businesses which want to become better.
3. A general discussion about potential relationships between social media and entrepreneurship, based on any issue or question raised by any participant in the workshop.

This workshop is organized by PEER is a european group of researchers in entrepreneurship conducting workshops and launching projects, since 2001 on a yearly basis. It is a cross-boundary research group initiated at the University Paris-Dauphine, since 2001.

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Workshop gratuit

