Call for Paper

Entrepreneurship & Regional Development

**Social entrepreneurship and « Bricolage »**

**Taking stock and looking ahead**

**Special IssueEditors**

Alain Fayolle, EMLYON Business School

Frank Janssen, Louvain School of Management, Belgium

Severine Le Loarne-Lemaire, Grenoble School of Management, France

Adnane Maalaoui, ESG Management School, France

This special issue aims at considering social entrepreneurship from the « Strategy as Practice » perspective and, more precisely, through the theory of Bricolage.

From a general point of view, social entrepreneurship refers to any business creation that does not only pursue financial objectives and profitability per se, but mainly a certain social change (Drucker, 1985; Leadbeater, 1997). Its impact on regional development has been attested by various studies (Steyaert & Katz, 2004; Birch & Whittam, 2008). However, on the one hand, more than for any other type of entrepreneurial experience, social entrepreneurship requires to take different stakeholders - who often pursue contradictory objectives- into consideration: social entrepreneurs, for instance, want to achieve regional development, while sponsors consider brand awareness, etc. (Wheelen, 1982 ; 1991). On the other hand, social entrepreneurs have to face the challenge of combining social objectives and profitability (Mair & Marti, 2006). This double bottom line lies at the heart of social entrepreneurship. Despite the calls for better and more theory-based research in social entrepreneurship (Short et al., 2009) and for a better analysis of social entrepreneurship in practice (Austin, 2006), research on how social entrepreneurs manage to cope with all these contradictory objectives with constrained resources remains underdeveloped.

In the strategic management field, the topic of the everyday practice of entrepreneurs has been widely investigated and gave birth to the ‘Strategy as Practice’ approach (Golsorkhi, Rouleau, Seidl, (2010). Such an approach assumes that the entrepreneur is not able to plan and anticipate all the strategic issues facing his/her company and, therefore, the firm’s strategy is the result of different micro-strategies that are developed through practice. Among different theories that are used to grasp the process by which the entrepreneur frames the strategy of his / her company, the theoretical framework of bricolage (Levi-Strauss, 1966 ; Ruling & Duymedjian, 2009) is of particular interest. In the field of entrepreneurship, the concept of bricolage has been mostly used to identify how entrepreneurs really create and shape their business (Baker & Nelson, 2003; Baker et al., 2005, 2007). Although this theory has been mainly applied to the context of high tech entrepreneurship (Garud & Karnoe, 2003; Le Loarne & Malaaoui, 2014), other sectors or contexts, and among them, social entrepreneurship, could be investigated through this theoretical lens. We assume that bricolage is especially useful to understand entrepreneurship in resource-scarce regions and situations.

Therefore, this call welcomes all the papers that aim at either testing the relevancy of the concept of bricolage in social entrepreneurship or at improving the concept of bricolage through the study of social entrepreneurship.

More specifically, the call for papers will focus on research dealing with the following issues:

* Definitional issues and specificities of social entrepreneurship bricolage
* Firms’ social innovativeness and bricolage
* Bricolage-performance relationship in social entrepreneurship
* Bricolage, creativity and social entrepreneurship
* Evolution of social business model and entrepreneurship bricolage
* Effectuation and improvisation in social entrepreneurship bricolage
* Effect of cultural and social capital on bricolage process in social entrepreneurship
* Entrepreneurial bricolage and gender in social entrepreneurship
* ‘Strategy as Practice’ in the social entrepreneurship and bricolage perspective

The editors intend to bring with this Special Issue a significant value to social entrepreneurship researchers, policy-makers and social entrepreneurs. Full papers should be submitted by Email Word attachment to Alain Fayolle ([fayolle@em-lyon.com](mailto:fayolle@em-lyon.com)) and one of the other Guest Editors of the special issue (see contacts bellow). First page must contain the title, author(s) and contact information for the corresponding author. For additional guidelines, please see ‘Instructions for Authors’ from a recent issue of *Entrepreneurship and Regional Development* or visit:

<http://www.tandf.co.uk/journals/authors/tepnauth.asp>.

Papers suitable for publication in the Special Issue will be double-blind reviewed following the ERD’s review process guidelines.

**Timetable**

The Special Issue is scheduled to be published in 2017. The following timetable/deadline dates are given for your information:

1. **Submission of the full papers – by 30 May 2015**.

2. First Feedback from reviewers - by 30 October 2015.

3. Submission of the revised papers – by 30 April 2016.

4. Expected delivery date to E&RD - by 30 December 2016.

**Contact information**

Please feel free to contact one of the Guest Editors if you have any queries about the Special Issue.

Alain Fayolle – EMLYON Business School ([fayolle@em-lyon.com](mailto:fayolle@em-lyon.com))

Frank Janssen – Louvain School of Management, ([frank.janssen@uclouvain.be](mailto:frank.janssen@uclouvain.be))

Severine Le Loarne-Lemaire – Grenoble School of Management ([Severine.LELOARNE@grenoble-em.com](mailto:Severine.LELOARNE@grenoble-em.com))

Adnane Maalaoui – ESG Management School ([amaalaoui@esg.fr](mailto:amaalaoui@esg.fr))

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