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Summer school of new venture legitimacy for:

Academics

Founders

Managers

Summer School on New Venture Legitimacy 2022 UELE2022

Call for paper

11&12 july 2022

SUMMER SCHOOL ON NEW VENTURE LEGITIMACY UELE2022

Join us on 11th and 12th of July 2022 online to:

Meet world-class researchers and discover their latest research findings in the fields of management and entrepreneurship.

Contribute to the understanding of new venture legitimacy among CEOs, entrepreneurs, investors, managers, policymakers, incubator directors, and researchers.

Participate in the advancement of a collective debate of the scientific research and popularization of companies' success stories, through conferences, roundtables, and workshops.

Contact
The UELE2022 Website: uele2022.sciencesconf.org
The chair website : clegitimacy.com
E-mail : contact@clegitimacy.com

Key dates of the UELE2022 :

- January 14, 2022: Opening of the UELE 2022 call for papers
- March 28, 2022 (midnight CET): Deadline for submission of the 3000 words short paper
- April 22, 2022: Notifications of acceptance sent to authors
- Before June 1, 2022: Conference registration for early birds
- July 1, 2022: Deadline for submission of the full paper



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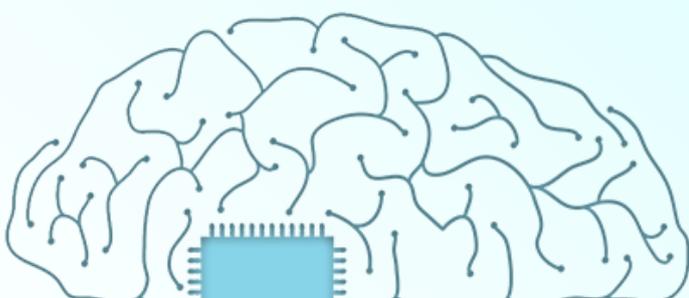
UELE2022 Background

Each year, approximately 55,000 businesses fail. In fact, nearly 40% of businesses do not reach their fifth anniversary (INSEE, 2021). While the number of business failures has decreased in 2020 (approximately 32,000 businesses according to a study published by EY (2021), this figure is likely to increase in the next years (40% more by 2022, according to Euler Hermes, 2021).

In the current context, the sustainability of companies is notably possible thanks to their ability to address social evaluations, such as legitimacy, image, reputation, or social status. These evaluations come from various stakeholders (Fisher et al., 2016), such as customers (Elmholdt, 2016; Wang et al., 2014), suppliers (Liao & Liu, 2016; Low et al., 2007), or investors (Certo, 2003; Homburg et al., 2014). These stakeholders interact and develop social evaluations toward an object (the company) in a social environment (Deephouse et al., 2017; Fisher et al., 2016).

New venture legitimacy is a key component of this evaluation process, as it is known to promote the survival of startups (Delmar & Scott, 2014). Surprisingly, legitimacy has been primarily analyzed from a theoretical perspective (Greenwood et al., 2017). Vergne (2011) is one of the few examples of operationalizing the concept and developing a composite measure of legitimacy. The limited amount of work devoted to legitimacy from a methodological and practical perspective reflects the complex nature of the concept (Bitektine, 2011; Castelló, Etter, Årup Nielsen, 2016; Bitektine & Haack, 2015).

Furthermore, Bitektine's (2011) work highlights that other social judgments come into play in the construction of a company. Reputation, status (Bitektine, 2011), image, and identity (Fisher et al., 2016) are examples of these managerial resources that contribute to the development of startups' performance. It is not easy for an entrepreneur or a business leader to define and distinguish all these concepts from legitimacy. Hence, the Summer School on New Venture Legitimacy invites researchers to question all these social evaluations in order to advance scientific research and their understanding by the socio-economic world.



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UELE2022 Call

The UELE 2022 proposes to deal with many themes around legitimacy and social evaluations (the list is not exhaustive):

- Multilevel analysis and social evaluation/legitimacy
- Entrepreneurial support and social evaluation/legitimacy
- Student entrepreneurship and social evaluation/legitimacy
- Image and identity of startups
- Measurement of social evaluation/legitimacy
- Legitimization process
- Reputation and social evaluation/legitimacy
- Social networks and social evaluation/legitimacy
- Takeovers and social evaluation/legitimacy
- Performance and social evaluation/legitimacy
- Brand legitimacy
- The legitimacy of entrepreneurial ecosystems
- etc.

Submission and selection process:

The selection process will be based on the evaluation of an **abstract of 3000 words**, excluding references, which can be submitted in English or French.

The authors will submit their papers using the **uele2022.sciencesconf.org website before March 28, 2022 (CET midnight)**.

After the acceptance, a full paper will be submitted electronically on the clegitimacy.sciencesconf.org platform before July 1, 2022.

In order to foster discussion between practitioners and researchers, this conference will include traditional scientific paper presentations, roundtable discussions, workshops, and plenary sessions.

Due to the current health situation, this conference will be held in July 2022 online only.



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KEYNOTE SPEAKER DE L'UELE 2022



Greg Fisher

Professor of Entrepreneurship at Kelley Business School,
Indiana University, USA

Greg Fisher holds the Larry and Barbara Sharpf Professorship in
Entrepreneurship in the Management & Entrepreneurship
Department at the Kelley School of Business, Indiana University.

Previously he worked for four years at Deloitte as a senior manager
heading up the learning and development department in Southern
Africa, before launching a training and education venture called
Learninglab.

He currently spends his time teaching and researching in the field
of entrepreneurship. He is an internationally recognized expert on
issues of legitimacy and entrepreneurship.



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UELE2022 Theme

Deeptech is the theme of the UELE2022.

"A 'Deep' Technology was impossible yesterday, is barely feasible today, and will quickly become so pervasive and impactful that it is difficult to remember life without it. Deep Tech solutions are reimaginations of fundamental capabilities that are faithful to real and significant problems or opportunities, rather than to one discipline" (Joshua E. Siegel and Sriram Krishnan, 2020).

Deep Tech is defined by Bpifrance as "startups that offer products or services based on disruptive innovations". These companies are founded by teams from scientific research, or mobilize academic work to develop innovative products. They are also particularly capital-intensive, with long and extensive R&D activities, which results in a long go-to-market.

Deeptech companies represent a promise for the economic future of France. They are indeed a source of a major transformation potential for our society. Featured in a variety of events (Deeptech Tour, Deep Talk), competitions (I-lab, I-Phd), and support mechanisms (Allègre law incubators, SATT, Bpi's Deeptech Plan), these companies have been in the spotlight for the past few years. Thanks to supporting mechanisms that have been in place for more than two decades, as the Allègre law (1999), the French Deeptech companies already include success stories that have resulted in some impressive fund-raising. For instance, the robotic company Exotec raised 77 million euros in 2020. The I-Ten firm, which produces microbatteries, raised 20 million euros in 2020. And the Another Brain venture raised 19 million euros in 2019 in the artificial intelligence field.



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These companies are also specific because they have to build their legitimacy in two distinct domains: scientific and business. As these two domains are quite different in terms of rules and norms, some companies had to manage both aspects in order to be understood and recognized. Audiences corresponding to different fields necessarily evaluate legitimacy according to criteria that are different and sometimes opposed. In particular, a deeptech firm should conduct a rigorous and thorough research phase to develop a disruptive technology that works, and thus comply with scientific criteria over a long period of time, while quickly executing orders from its shareholders to meet their requirements in order to generate revenue.

UELE 2022 proposes to address the issue of legitimacy in the field of Deeptech to understand the specific mechanisms and processes that lead to the performance of these companies. Roundtables, conferences and workshops will be organized, and research papers will be presented on this theme.

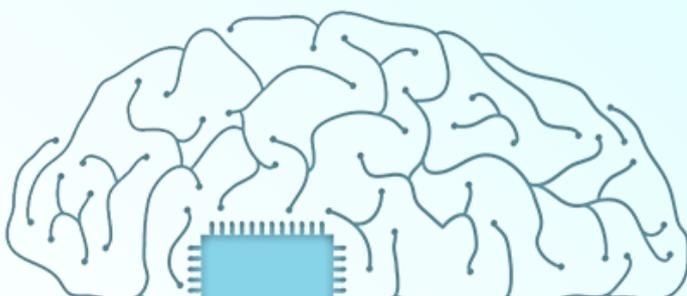
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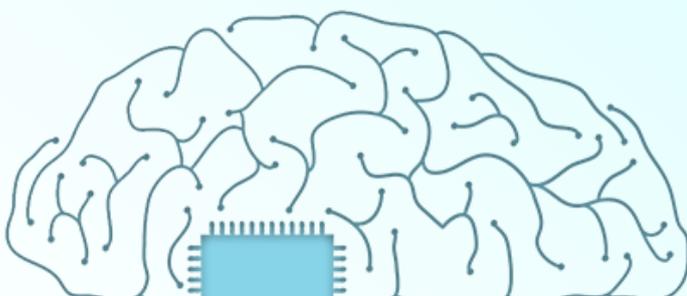
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