



UELE 2020 | **First summer University on Entrepreneurial Legitimacy**
Developing the collaboration between researchers and entrepreneurs to operationalize the concept of Entrepreneurial Legitimacy

Join us in Marseille:

to meet world-class researchers and to discover the latest results in entrepreneurship research;

to participate and to contribute to the advancement of entrepreneurial legitimacy with CEOs, entrepreneurs, investors, managers, public policy-makers, incubator managers, and researchers;

to get a practitioner oriented package that summarizes the discussions of the conference and round tables.

Key dates

20 January 2020

Call for paper opening

3 May 2020 (midnight CET)

Deadline to submit your paper

20 May 2020

Notifications are sent to authors

21 May-15 June 2020

Registration to the conference opens with early bird fees

15 June 2020

Deadline to register

July 2020
6 & 7

Aix-Marseille Université
France



July 6-7



According to recent research, firm performance may be explained by the capabilities of firms to answer the evaluation coming from several stakeholders such as clients (Elmholdt, 2016; Wang, Song, Zhao, 2014), suppliers (Liao, Liu, 2016; Low, Johnston, Wang, 2007), or investors (Certo, 2003; Homburg, Hahn, Bornemann, Sandner, 2014). Through these interactions, stakeholders develop a social judgment toward an object (the firm) in a social environment (Deephouse et al., 2017; Fisher, Kotha, & Lahiri, 2015). In other words, stakeholders act after they evaluate the legitimacy of the firm.

Entrepreneurial legitimacy is a key element in this evaluation process as legitimacy is known to foster the survival of nascent firms (Delmar & Scott, 2014). Surprisingly, legitimacy has mainly been looked at from a theoretical perspective (Greenwood et al., 2017). Vergnes (2011) is one of the few attempts to operationalize the concept and to develop a composite measure of legitimacy. The limited amount of work dedicated to legitimacy from a methodological and practical standpoint is a clear indication of the complex nature of this concept (Bitektine, 2011; Castelló, Etter, Årup Nielsen, 2016; Bitektine & Haack, 2015).

The aim of this conference is to investigate the operationalization of this concept further by calling up work on the following themes:

- multilevel analysis of legitimacy;
- the process of legitimation;
- how to acquire legitimacy through network or incubation process;
- Legitimacy as a strategic or critical resource;
- Legitimacy and social networks: a new way to assess the performance of the start-ups?
- Legitimacy and internationalization.

To foster the discussion between practitioners and researchers this conference is split between formal presentation of papers in the morning and discussion in round tables in the afternoon.

Papers should not exceed 3000 words (including references). Submissions may be in English or French and should be sent to:

chaire.legitimite@gmail.com

Keynotes speakers



Alex Bitektine

Associate professor in Management, Concordia University



Alain Madelin

Former minister, investor, cofounder of the funds Latour Capital

Scientific Committee :

- Bénédicte Aldebert, CERGAM, Aix-Marseille Université
- Alex Bitektine, Concordia Montréal
- Greg Fisher, Kelley Business School
- Christophe Garonne, Kedge Business School
- Pierre-Xavier Meschi, CERGAM, Aix-Marseille Université
- Antonin Ricard, CERGAM, Aix-Marseille Université

Organization Committee :

- Daisy Bertrand, CERGAM, Aix-Marseille Université
- Charlotte de Vissaguet, Director of Summer Festival & Job
- Jean Baptiste Jaussaud, Entrepreneur & Economist
- Nicolas Mérindol, CEO of Carmin Finance
- Aurélien Sannajust, CERGAM, Aix-Marseille Université

Further instructions on [LinkedIn.com/company/entrepreneurial-legitimacy](https://www.linkedin.com/company/entrepreneurial-legitimacy)

Visit our website www.clegitimacy.com