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

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<tr>
<td>20 January 2020</td>
<td>Call for paper opening</td>
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<tr>
<td>3 May 2020 (midnight CET)</td>
<td>Deadline to submit your paper</td>
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<td>20 May 2020</td>
<td>Notifications are sent to authors</td>
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<td>21 May-15 June 2020</td>
<td>Registration to the conference opens with early bird fees</td>
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July 2020

6 & 7

Aix-Marseille Université
France
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, Árup 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.leitimate@gmail.com

Further instructions on LinkedIn.com/company/entrepreneurial-legitimacy

Visit our website www.clegitimacy.com