

## **Call for Book Chapters**

### **A Research Agenda for Startups' Scale-up, Scale-down and Re-scaling Strategies.**

Co-editors Christian Felzensztein (Clarkson University, USA), Afsaneh Bagheri (University of Lincoln, UK) and Christian Lechner (LUISS Business School in Rome, Italy) invite scholars from around the world to contribute with chapters for a new book titled ***A Research Agenda for Startups' Scale-up, Scale-down and Re-scaling Strategies*** (Edward Elgar Publishing). The book will be of a high interest for graduate students, scholars, and practitioners in the broad and multidisciplinary field of entrepreneurship, small firms' growth, and strategic management. This new book expected for publication in June 2025.

#### **Aim and Scope of the book**

High-growth and scaling firms have received significant attention in recent years for their critical role in driving economic growth and job creation (Van Lancker et al., 2023) of different countries. Startups' scaling has been defined as the process of rapidly growing the capacity to create value for the customers and by expanding resources, capabilities, and scope of the business (Hormiga et al., 2011). This challenging process required a strategic approach to balance the need for growth and necessity to maintain the new ventures' core values and competitive advantages (Eberhart et al., 2017). However, these firms face various challenges as they grow. These challenges include the need to lead transitions, manage rapid growth while maintaining profitability, attract and retain resources such as funding and talent, and adapting to changing market conditions (Van Lancker et al., 2023). Despite some emerging insights into the underlying drivers and challenges, there is still much to learn about how scaling firms evolve as they progress from start-up, to growth, scale-up, and attempt to persist to sustain high growth over time (Jansen et al., 2023). This is especially relevant when startups scale in a regional periphery in certain countries, or in emerging economies that face unique socio-economic challenges and cultural adaptations that are not yet fully explored.

These latest issues are key to explore in this new book, along new calls to action for researchers, entrepreneurs, and policymakers interested in startups' scale-up, scale-down and re-scaling strategies. Specifically, this book focuses on the dynamics of startups' internal and external environments in the process of their scaling and the factors that drive or hinder this process. It provides a context-driven and comprehensive overview of the scaling process of startups.

Tentative chapters include: Understanding startups' context and scaling; Startups' scaling success; Leadership and team dynamics; Market expansion and customer acquisition; Partnership and alliances; Innovation and Technology; Scale-down process; Leadership for scaling-down; Balancing act: Knowing when to scale up or scale down; and Re-scaling process among others.

We are open in terms of methodologies, perspectives, and geographical areas covering our contributors. Each chapter is expected to have a special emphasis on the practical implications in their contexts and globally, as well as setting up a new agenda for Startups' Scale-up, Scale-down and Re-scaling Strategies.

This call for papers is in partnership with the next European conference on Startups' Scale-ups, organize by co-editor Christian Lechner at LUISS Business School: <https://scaleupinstitute.eu/event/scaleup-conference/>

**Important dates:**

Chapter Proposal Submission Deadline (5pages): **10<sup>th</sup> June, 2024**

Proposal Acceptance Notification: **10<sup>th</sup> July, 2024**

Full Chapter Submission Deadline (1st review, between 5,000 and 8,000 words): **1<sup>th</sup> October, 2024**

Full Chapter Submission Deadline (2nd review): **1<sup>th</sup> Dec, 2024**

Expected publication: June 2025.

**Communication**

Please submit your chapter proposals to co-editor Afsaneh Bagheri [ABagheri@lincoln.ac.uk](mailto:ABagheri@lincoln.ac.uk)

**About the Co-Editors:**

**Christian Felzensztein** holds the David Reh Family Endowed Chair in Entrepreneurial Leadership at Clarkson University, New York, USA. His previous experience includes work with private-elite business schools and startups in Europe, Dean's Chair in Strategy at Massey University in New Zealand; founding-director of the Global Entrepreneurship Development Centre at Kingston University in London UK, and founder-director of the Research Center for International Competitiveness at Universidad Adolfo Ibañez (UAI) in Latin America.

**Afsaneh Bagheri** is a Lecturer in Entrepreneurship and Co-Leader of the MSc in International Business at the University of Lincoln, UK. Before this, she was an Associate Professor of Entrepreneurship at the Faculty of Entrepreneurship at the University of Tehran, Iran. She has published in top-tier journals and has mentored startups in the process of their scaling and growth in the Middle East and the UK. She is a guest researcher at the Reh Center for Entrepreneurship at Clarkson University, New York, USA.

**Christian Lechner** is a Full Professor of Entrepreneurship at Luiss Business School in Rome, Italy. Before joining Luiss, he held faculty positions at the Free university of Bolzano and Toulouse Business School in France. At the Free University of Bolzano, he held responsibilities for the development of Technology Transfer, and the Research Cluster in Entrepreneurship and Innovation. His research interests center around drivers of entrepreneurship and growth and entrepreneurial teams. He is Consulting Editor and Editorial Board Member of the International Small Business Journal.