



Call for Papers

Chur, Switzerland, 7-9 September 2016
iecer-conference.org

The 14th Interdisciplinary European Conference on Entrepreneurship Research IECER 2016 is now open for submission!

This year's conference topic: Change. The New Face of Entrepreneurship.

The forthcoming 14th edition of the IECER Entrepreneurship Conference in Chur, Switzerland (7-9 September 2016) is all about change. Digital technologies are transforming industrial and service-oriented economies. Signs of change are anywhere: New business models evolve that are based on other people's resources. Entrepreneurs more and more coordinate than produce or deliver products. Digital technologies have facilitated the access to geographically remote knowledge sources. Peer-to-peer-markets offer opportunities for firms and individuals to raise capital that have been intermediated by incumbent players for a long time.

MIT-Researcher Peter Gloor as Keynote Speaker

The IECER will focus on many aspects of the rise of the new economy and discuss the opportunities and risks it may bring. We are very happy to announce MIT research scientist Peter Gloor as the keynote speaker for this year's conference. He will talk about his big passion, COINS, Collaborative Innovation Networks and swarm-based collaborative leadership.

Contribute with your research to the IECER 2016 to examine how organisations evolve, innovate, cooperate, change, and grow. We welcome innovative and unique research contributions to better understand the behaviour of firms, industries, individuals and societies in this new context.

See you in September in Switzerland!

Sincerely,
Kerstin Wagner and Frank Lasch (Academic Coordination)

For more information visit our new homepage iecer-conference.org!

Research Tracks and Workshops

Change is also happening with our conference. You find a new format, research tracks with dedicated track chairs, workshops and panel discussions. Research tracks will mainly fill the Wednesday and Friday's program while Thursday is a mixed program of tracks, keynotes, policy workshops and panel discussions. Next to the following tracks and workshop formats, we also invite submissions for a generic open track of the conference.

- [Arts Management and Cultural Entrepreneurship](#)
- [Computer Simulation and Entrepreneurship](#)
- [Crowdfunding](#)
- [Digital Business Transformation](#)
- [Family Business](#)
- [Innovation in Non-R&D-Intensive Firms and Industries](#)
- [Institutions for an Entrepreneurial Society](#)
- [Local and Global Innovation Networks](#)
- [Nascent Entrepreneurship and the Venture Gestation Process](#)
- [Open Innovation and Coopetition-based Business Models](#)
- [Sharing Economy](#)

This year, we encourage full research paper and research-in-progress submissions (5 pages). These are papers developed from promising but incomplete research projects that will benefit from the feedback of other IECER participants. Accepted research-in-progress papers can also be presented in the submitted track, but will be given shorter presentation time.

Full Research Papers

Full research papers should have completed analyses and discussion of results. Full papers should be similar to journal submissions, but shorter as they should not exceed 14 pages and must conform our IECER 2016 submission template. All text, figures, tables, and appendices must be included within the page limit. The cover page, abstract, keywords, and references are excluded from this page count.

Review criteria for full research papers:

- Topic is relevant to the selected track theme.
- Objectives / research questions are clear and well-described.
- Paper is written clearly.
- Paper is well organized and flows logically.
- Literature review is appropriate.
- Methodology is appropriate (if relevant).
- Analyses are appropriate (if relevant).
- Paper makes a useful contribution.

Research-in-Progress Papers

Research-in-progress papers typically describe work that is as yet incomplete, but promising. Research-in-progress papers must not exceed 5 pages and must conform our IECER 2016 submission template. All text, figures, tables, and appendices must be included within the page limit. The cover page, abstract, keywords, and references are excluded from this page count.

Review criteria for research-in-progress papers:

- Topic is relevant to the selected track theme.
- Objectives / research questions are clear and well-described.
- Paper is written clearly.
- Paper is well organized and flows logically.
- Literature review is appropriate.
- Methodology is appropriate (only if relevant).
- Analyses are appropriate (only if relevant - research-in-progress papers may not yet have data to analyze).
- Paper has the potential to make a contribution.

Conference Publication

A selection of papers are planned to be published in a special issue granted by the [International Journal of Entrepreneurship & Small Business \(IJESB\)](#). Please let us know if you are interested when submitting a full paper.

Key Dates & Deadlines

Submission of papers	29 May 2016
Notification of authors	30 June 2016
End early-bird registration	15 July 2016
IECER Conference	7-9 Sept. 2016

Academic Coordination

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Call for Papers: Sharing Economy

Chur, Switzerland, 7-9 September 2016
www.iecer-conference.org

Workshop

Track Chair: Oliver Mauroner, Bauhaus University Weimar

Description of the track

In his latest work „The zero marginal cost society“ Jeremy Rifkin (2014) cites the information goods industry and the sharing economy as forerunners of a new economy. Sharing economy is understood as peer-to-peer-based activities of obtaining, giving, or sharing the access to goods and services, coordinated through community-based online services (Hamari, Sjöklint and Ukkonen 2015). Internet platforms such as YouTube and Flickr removed publishing and publicity costs nearly completely for content creators (Kaplan and Haenlein 2010); businesses such as Airbnb and Uber do the same for their industries. All these platforms base their business models on other people's resources. The role of the entrepreneur shifts more and more to coordinate production rather than to produce goods or services by themselves. In peer-to-peer markets – no matter if they show analogue or digital characteristics – the distinction between production and consumption is mashed up. This goes along with modified consumer expectations. Consumer value is attached to usage rather than to ownership – following the service-dominant logic of marketing by Vargo and Lusch (2004). Therefore the innovation focus also shifts from the product to application and service, which may create new entrepreneurial opportunities. However, motivational factors that affect consumers' attitudes and intentions towards sharing economy and peer-to-peer consumption are widely unexplored. Market actors need to understand customer expectations as well as the characteristics and competitive advantages of successful sharing economy ventures in order to shape innovative applications, services, and platforms.

The concept of sharing has increasing influence on traditional industries. In fact, asset sharing is going to become part of daily business practice. For instance, Flow2 is a Dutch marketplace for equipment like trucks and earth-diggers, which allows firms to list items they're not using, and have other businesses rent them out. By this, firms can use their valuable assets effectively that goes far beyond the simple generation of some extra cash. Sharing practices show an impact on entire industrial sectors given the fact that market leaders such as Caterpillar and Komatsu are both developing new marketplaces in which customers can rent out unused items. Other industries follow, e.g. airlines and healthcare providers, that have started sharing expensive equipment. A fundamental question with practical and scientific relevance is how start-ups, small firms, and large companies will be able to exploit the resulting entrepreneurial opportunities and connect with the sharing economy in order to create maximum competitive advantage and maximum customer benefits.

Key specific topics of the track

- Interactions and interdependencies between peer-to-peer production, sharing economy and entrepreneurial behaviour
- Individuals, groups, companies and networks which are agents of innovation in the sharing economy
- Different types of business models with variable facets of sharing and peer-to-peer value creation
- Changes in consumer expectations – use and share instead of buy and own – as driving forces of innovation
- Influence of shared consumption and peer-to-peer production on traditional businesses
- New ways of financing innovation and entrepreneurship

We encourage contributions that address one or more of the listed topics, using qualitative analyses and case studies, empirical analyses (such as comparisons of sub sectors, industries and countries) and developing theoretical frameworks (e.g. business models of the sharing economy).

For this workshop format, we particularly welcome the submission of author(s) and working groups that are willing to discuss their work-in-progress (short papers).

For more information visit our new homepage: iecer-conference.org