



Call for Papers for a Special Issue

ENDURING ENTREPRENEURSHIP

Submission Period: November 1, 2014–January 15, 2015

Guest Editors:

Duane Ireland, Texas A&M University

Dave Ketchen, Auburn University

Jim Combs, University of Alabama,

Peter Jaskiewicz, Concordia University

Background and Special Issue Purpose

Schumpeter's concept of creative destruction portrays entrepreneurship as a process of introducing new goods and services, entering new markets, adopting innovative production technologies, and implementing new ways of organizing business activities. These acts of entrepreneurship destroy old ways of commerce while increasing economic efficiency and creating wealth for entrepreneurs.

Creative destruction implies, though, that entrepreneurship and the activities associated with it have temporal limits. A new product is introduced or a new venture is launched and it lasts until another supplants it. Many firms begin as entrepreneurial ventures only to abandon their entrepreneurial roots as they grow into large corporations with greater levels of complexity and bureaucracy.

But this does not always happen. The existence of serial entrepreneurs and anecdotal evidence from companies such as Apple and 3M in the United States, Baidu in China, and Natura Cosmetics in Brazil suggest that some entrepreneurs and firms repeatedly engage in entrepreneurial acts such that entrepreneurship endures across time and systems.

We are interested in advancing knowledge about how some people and organizations engage in *enduring entrepreneurship* through constant renewal and repeated acts of entrepreneurship. In other words, what are the antecedents, boundaries, and consequences of *enduring entrepreneurship*? We believe that enduring entrepreneurship lies at the intersection of strategy and entrepreneurship, and that insights from both fields are needed to better explain enduring entrepreneurship and its implications.

We hope that submissions to this special issue will provide important conceptual and empirical insights about enduring entrepreneurship as it relates to the ten themes that define the scope of the *Strategic Entrepreneurship Journal*. Topics might include (but would not be limited to) the following:

- Entrepreneurship and Economic Growth: What institutional characteristics support enduring entrepreneurship in countries, regions, and cultures? How can policy makers and organizational leaders interact for the purpose of creating environments that are conducive to enduring entrepreneurship?
- Change: What causes previously entrepreneurial people or organizations to change and stop being entrepreneurial? What type of changes cause a non-entrepreneurial organization to become entrepreneurial and then sustain the effort? Under what conditions can this occur?
- Risk and Uncertainty: What conceptions of risk are useful for understanding enduring entrepreneurship? Do enduringly entrepreneurial organizations perceive and/or create more risk and uncertainty, or does enduring entrepreneurship reduce risk and uncertainty?
- Innovation: What role does innovation play in fostering enduring entrepreneurship? Does enduring entrepreneurship involve successive incremental innovation, or does it involve major innovations in different competitive arenas (e.g., products, marketing, supply)?
- Creativity, Imagination, and Opportunities: Is enduring entrepreneurship tied to the lifespan of key individuals who are creative and/or skilled at recognizing opportunities? Assuming creativity and opportunity recognition are important to enduring entrepreneurship, how can organizations build human resource management systems that foster creativity and opportunity recognition? How can such systems be made to endure and resist inertia?
- Strategy versus Entrepreneurship: How is enduring entrepreneurship achieved? What strategies and organizational practices distinguish the enduring entrepreneurship of some organizations, industries, and societies from those for whom entrepreneurial acts are infrequent or non-recurring?
- Technology: What role does technology, and changes in technology, play in sustaining enduring entrepreneurship? Can enduring entrepreneurship only survive in environments defined by rapid technological change, or does technology merely initiate entrepreneurial acts that must endure by other means?
- Social Role of Entrepreneurship: Are there downsides to enduring entrepreneurship? For example, is it possible that among serial entrepreneurs and organizations, each new entrepreneurial act is less innovative than the one before? Are societies better off encouraging entrepreneurship from the same or different people and organizations?
- Behavioral Characteristics of Entrepreneurial Activity: Does enduring entrepreneurship depend on specific actors with certain entrepreneurial traits or cognitions? Can the behaviors and attitudes that sustain entrepreneurship be taught and/or purposefully instituted in organizations? If so, how is such behavioral knowledge gathered, distributed, and reinforced in organizations that engage in enduring entrepreneurship?
- Entrepreneurial Actions, Innovation, and Appropriability: How does enduring entrepreneurship impact the duration of competitive advantage and profit appropriation? Is enduring entrepreneurship among entrepreneurs and firms compatible with enduring entrepreneurship among societies and industries, or do environments with the most competitive entrepreneurs destroy profits and ultimately become too harsh for enduring entrepreneurship to survive?

These topics are merely examples of possible research questions and should be considered as suggestions rather than limitations. We encourage submissions that use a wide range of theoretical insights and methods to shed light on the topic of enduring entrepreneurship. To develop theory on

the topic of this special issue, submissions can focus on the micro, meso, or macro levels of analysis. Research across levels of analysis is encouraged, but not required.

Deadlines, Submission and Review Process:

Submissions to this special issue should be prepared in accordance with *SEJ*'s submission process described at <http://sej.strategicmanagement.net>. The submission window is from November 1, 2014 to January 15, 2015. Please make sure to indicate that your submission is for the special issue on *Enduring Entrepreneurship*. Publication of this special issue is planned for March 2017.

Further Information

For questions regarding the content of this special issue, please contact the guest editors:

- R. Duane Ireland, Texas A&M University, direland@mays.tamu.edu
- David J. Ketchen, Jr., Auburn University, ketchda@auburn.edu
- James G. Combs, University of Alabama, jcombs@cba.ua.edu
- Peter Jaskiewicz, Concordia University, peter.jaskiewicz@concordia.ca

- For questions about submitting to the special issue contact the *SEJ* managing editor:
Lois Gast, lgast@wiley.com

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SMS Executive Office
Rice Building – Suite 215
815 W Van Buren Street
Chicago, IL 60607 • USA

+1 312-492-6224

sms@strategicmanagement.net