

# Effectuation 2025

## Conference Invitation & Call for Papers

Effectuation theory and practice continues to guide researchers globally to understand the phenomenon of entrepreneurship. We celebrate in 2025 the 10th Effectuation Conference - a growing forum of researchers, educators, and practitioners who now gather annually to push the frontier of effectuation thought. This year, this conference is hosted under the theme of:

### “Effectual Impact: The Entrepreneurial Role in Connecting Society”

We invite researchers, educators, policy makers, and other persons of interest to submit their work. Come to the conference to engage in a discussion about how effectuation can be used to deliver social impact. During our two days together, we will explore, among others, questions such as:

- How do effectual entrepreneurs foster social impact?
- In what ways can effectual entrepreneurs address global challenges such as climate change or inequality?
- What is the role of effectuation in co-creating global prosperity?

Co-branded with ECSB and scheduled in tandem with the 2025 RENT Conference, the 2025 Effectuation Conference will be hosted by Saxion University of Applied Sciences and University of Twente. We provide a description of each of the elements of this conference, followed by a daily agenda, with updates available on the conference website: <http://www.effectuation.org>.

In the tradition of Effectuation Conferences in past years, the format will offer plenary sessions as well as small group research and practice “pods” where your submissions can be developed into full-fledged research articles, teaching materials, and cases. We will also enjoy the “effectual dinner” - the centerpiece of the social activities accompanying the conference.

## How can I attend?

We accept four kinds of submissions:

*Research orientation:* submit an academic paper (maximum of 30 pages) or extended abstract (7-10 pages). Papers can be fully developed, but we particularly encourage the submission of working papers that can benefit from our interactive workshop format.

*Doctoral thesis proposals.* Please submit an abridged version of your current doctoral research (3-7 pages) detailing how your research endeavours are related to effectuation theory and practice. After acceptance, you will become a member of the Effectuation Doctoral Research Alliance - a global group of doctoral researchers working directly or embedding effectuation theory in doctoral theses. In addition to dedicated sessions during the conference days, you are expected to participate in two pre-conference online sessions, and will have the opportunity to follow up your work after the conference with a group of effectuation scholars.

*Teaching or practice orientation:* please submit a 3-7 page description or design of a practice you have used or are planning to use. That could be a teaching practice, a tool, a group format, an intervention design, a course schedule or even a description of a consulting case. Please describe your experiences and

list potential questions for discussion. We will consider the best teaching practice exercises to be carried in plenary during the conference.

*Case study:* As part of our effort to continuously update the “Effectual Entrepreneurship” textbook, we are accepting case study submissions (3-7 pages) envisaging a potential book contribution.

You don’t have a submission but would like to join us anyway? Here’s how!

*Other Interested Scholars, Policy Makers and Entrepreneurs.* Please submit a short statement explaining what attracts you to join our community, what you think you can benefit from participating in the conference, and how you may contribute to the development of effectuation theory and practice.

All kinds of submissions should be sent via our conference page form for that purpose ([www.effectuation.org](http://www.effectuation.org)). Authors can send multiple types of submissions; for research, teaching/practice, and case study, co-authors should commit to join the conference since these kinds of submissions are discussed live in a small pod.

Other questions and enquiries should be sent to the organizers via email ([conference@effectuation.org](mailto:conference@effectuation.org)).

## Information & registration

Registration fee (accepted authors and persons of interest) = 250 EUR (to cover costs of certain meals and venues); ECSB members enjoy a reduced rate (220 EUR); doctoral students (150 EUR).

Participants are responsible for their own travel and accommodation. To keep the interactive and community atmosphere of the previous conference, acceptances will be limited to 50 participants.

## Important deadlines

Paper submission: May 15, 2025

Author notification: July 31, 2025

Registration opens: August 15, 2025

Registration closes: September 30, 2025

Conference logistics and submission instructions can be found at <https://www.effectuation.org/>

We hope our intense, but rewarding program encourages you to come join us. We look forward to seeing you in Twente!

The Organizing Committee

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