Call for Papers

Effectuation Conference 2024

November 12th-13th, 2024

The 9th Effectuation Conference theme is "Effectuation: Bridging Research and Practice". Effectuation has inspired a generation of researchers and practitioners to see entrepreneurship through a different lens. By focusing on means at hand, letting go of preconceived plans, building through collaboration, and embracing uncertainty, aspiring entrepreneurs have earned a toolbox that catalyzed the design of more creative and durable businesses.

Each year, our community expands through the valuable exchanges that occur at our conference. These include the design of new research projects, the development of educational tools, and critical debates on the far-reaching impact of effectual thinking. This year, we will dedicate the 9th Effectuation Conference to "Bridging Research and Practice". We invite researchers, authors, 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 practiced in the real world!

During our two days together, we will explore:

- How can effectuation be practiced by entrepreneurs and managers?
- What other disciplines can benefit from effectuation theory? And how?
- What is the value of effectuation when uncertainty is low(er)?

Co-branded with ECSB and scheduled in tandem with the RENT Conference, the 2024 Effectuation Conference will take place in Nantes, France and is hosted by Audencia Business School. We provide a description of each of the elements of this conference, followed by a daily agenda, with updates available on the conference website: https://effectuation.org/effectuation-conference-2024.

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" – certainly the highlight of the social activities accompanying the conference. and debrief as usual.

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 doctoral thesis proposal (3-7 pages) detailing how your research is related to effectuation theory and practice. After acceptance, you will be expected to participate in two online feedback sessions prior to the conference. At the conference you will be placed in a research pod.

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 we update the educational content on Effectuation.org we are accepting case study submissions (3-7 pages).

You don't have a submission but would like to join us anyway? Here are a few options:

Doctoral students: Please submit a research statement (3-7 pages) explaining how your research plans and aspirations will benefit from a closer look at the conference and how they contribute to the development of effectuation theory and practice. We will offer a reduced rate to doctoral students who also commit to share with the community their notes on the research and practice pod discussions.

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 submissions should be sent via our conference page form for that purpose: (https://effectuation.org/2024-effectuation-conference-call-for-papers).
Authors can send a combination of submissions; for research, teaching/practice, and/or case study, but at least one co-author should commit to join the conference for each submission as

submissions are discussed live in a small pod grouped by theme and submission type. Other questions and enquiries should be sent to the organizers via email (conference@effectuation.org).

Important deadlines

Paper submission: May 15, 2024
Author notification: July 31, 2024
Registration opens: August 15, 2024
Registration closes: September 30, 2024
Conference logistics and submission instructions can be found at:
https://effectuation.org/effectuation-conference-2024

The Organizing Committee

Tiago Ratinho, IESEG School of Management, France
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