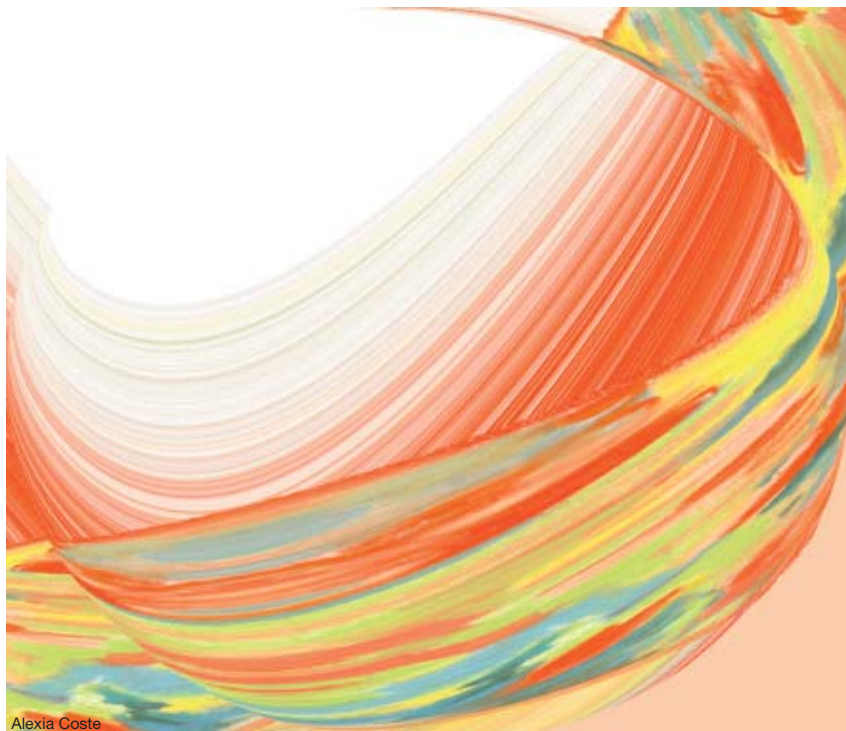


Entrepreneurial Societies and the English-speaking World: Cultures, Contexts, Perspectives

**Les sociétés entrepreneuriales et les mondes
anglophones : cultures, contextes, perspectives**

International Conference
organised by **Cervepas**
centre d'études et de recherches
sur la vie économique des pays anglo-saxons



Alexia Coste

September 16th, 17th and 18th, 2010
16, 17 et 18 septembre 2010

Conference Location / Lieux du colloque :

Salle Bourjac, ground floor, Galerie Rollin, Sorbonne, 17 rue de la Sorbonne, 75005 Paris
Salle des Conseils, escalier M, 2nd floor, 12 place du Panthéon, 75005 Paris
Salle 4, Escalier M, 1st floor, 12 place du Panthéon, 75005 Paris

Entrepreneurial Societies and the English-speaking World: Cultures, Contexts, Perspectives

Entrepreneurship is broadening its horizons. Defined as risk-taking, business venturing, value creation, emergence and development of organisations and projects, and recognition and exploitation of opportunity, the entrepreneurial process is widening its scope and blurring boundaries between the profit and nonprofit sectors. A new, largely entrepreneurial spirit of capitalism has developed in the English-speaking world and many other spheres as a proactive response to globalisation and social fragmentation. Consonant with the transformations of the economic and political environment, this dynamic of innovation is not exclusively based on the Schumpeterian principle of creative destruction. It has led economics scholar David Audretsch to put forth the concept of 'the entrepreneurial society' to account for this new, widely encompassing, network-based trend.

Entrepreneurial activity may shape and structure the way people live together in society and share common values and representations. It may also be instrumental in the construction of specific forms of social ties, which could be strongly embedded in cultural areas, political economies and diverse contexts.

Paradoxically, the crisis that managerial organisations and economies across the world are currently facing has given new lustre to the 'heroic' figure of the individual entrepreneur. It has ascribed a more central role to the entrepreneur's works and deeds, while strongly emphasising the societal dynamics driven by families, diasporas, cluster regions, and 'social entrepreneurs'. The rise of entrepreneurship as an economic, social, and societal phenomenon thus reflects deep changes in behaviour, practices and discourses that are at play within business and social systems. Entrepreneurship appears to be a process of governance and an original form of agency that provides consistency, strength, and the driving force to the entrepreneurial societies of the second post-modern and post-communist era.

The conference, whose working language will be English, will set out to question the socio-economic role and function of entrepreneurship from a transdisciplinary and transnational perspective. Are we heading towards entrepreneurial societies rooted in specific cultural areas and structured around common forms of social ties? Is a more global entrepreneurial paradigm emerging and giving birth to various, interconnected entrepreneurial societies? How sustainable is this socio-economic development model?

Scientific Committee:

Alistair Anderson, Skene Centre for Entrepreneurship, The Robert Gordon University, Aberdeen, Scotland

Martine Azuelos, CERVEPAS/CREW, Université Sorbonne Nouvelle - Paris 3, France

Didier Chabaud, Cergy-Pontoise University and Normandy Business School, France

Jacques-Henri Coste, CERVEPAS/CREW, Université Sorbonne Nouvelle - Paris 3, France

Alain Fayolle, EM Lyon Business School, France

Louis Jacques Filion, Chaire Entrepreneuriat Rogers-Bombardier, HEC Montréal, Canada

Daniel Hjorth, Copenhagen Business School, Denmark

Jean-François Huchet, CEFC, Hong Kong

Stavros Loannides, Foundation for Economic and Industrial Research / Panteion University, Greece

Jill Kickul, Berkley Center for Entrepreneurial Studies, Stern School of Business, New York University, USA

Siu-Lun Wong, Centre of Asian Studies, The University of Hong Kong, Hong Kong



THURSDAY, SEPTEMBER 16th - AFTERNOON
Salle Bourjac, ground floor, Galerie Rollin, Sorbonne,
17 rue de la Sorbonne, 75005 Paris

14.00 *Opening of the conference*

14.30 *Introduction*

Pierre Civil, Vice-President for Research, Université Sorbonne Nouvelle - Paris 3

Martine Azuelos, Director of CERVEPAS, Université Sorbonne Nouvelle - Paris 3

SESSION 1. KEYNOTE SPEAKERS ON ENTREPRENEURSHIP AND SOCIETY

Chair: Jacques-Henri Coste (CERVEPAS/CREW, Université Sorbonne Nouvelle - Paris 3)

15.00 **Michel Péron** (CERVEPAS/CREW, Université Sorbonne Nouvelle - Paris 3)
The Entrepreneurial Spirit and Anglo-Saxon Capitalism

15.20 **Alain Fayolle** (EM Lyon Business School)
Necessity Entrepreneurship and Poverty: the Dark Side of Entrepreneurship

15.40 **Jill Kickul** (Stern School of Business, Berkley Center for Entrepreneurial Studies, New York University) *Social Entrepreneurship in the United States – The Pursuit of Impact and Change in an Ever-Changing World*

16.00 *Debate*

16.20 *Coffee break*

16.40 **Siu-Lun Wong** (Centre of Asian Studies, The University of Hong Kong)
China's Transformation from a Socialist Planned Economy to an Entrepreneurial Society and its Implications for the English-speaking World

17.00 **Alistair Anderson** (Skene Centre for Entrepreneurship, The Robert Gordon University, Aberdeen) *Entrepreneurship as a Socialised Activity*

17.20 **Daniel Hjorth** (Copenhagen Business School)
Entrepreneurship as 'Social' Change: On the Sociality-creating Potential of Public Entrepreneurship

18.00 *Debate*

Cocktail



FRIDAY, SEPTEMBER 17th - MORNING
Salle des Conseils, escalier M, 2nd floor,
12 place du Panthéon, 75005 Paris

THE EMBEDDEDNESS OF

SESSION 2A. ENTREPRENEURSHIP IN CONTEXTS: FAMILY, ETHNICITY, COMMUNITY

Chair: Siu-Lun Wong (Centre of Asian Studies, The University of Hong Kong)

9.00 **Lucie Bégin** (Normandy Business School), **Didier Chabaud**
(Université de Cergy-Pontoise and Normandy Business School)
Family Business Studies: The Need for an Embeddedness View of the Family

9.20 **Régine Hollander** (CERVEPAS/CREW, Université Panthéon - Assas Paris 2)
The Ethnic Factor in Family Entrepreneurship in the United States: is there an American Way?

9.40 **Louella M. Cheng** (Centre of Asian Studies, The University of Hong Kong)
China Modern: The Rhizomic Family Model in Hong Kong

10.00 **Debate**

10.20 **Coffee break**

SESSION 3A. ENTREPRENEURSHIP IN CONTEXTS: COMPRADORS, DIASPORAS, AUTOCHTONY

Chair: Régine Hollander (CERVEPAS/CREW, Université Panthéon - Assas Paris 2)

10.40 **Pui-Tak Lee** (Centre of Asian Studies, The University of Hong Kong)
Compradorial Entrepreneurship in British Colonial Hong Kong: Ho Tung and the Bankruptcy Case of Ho Sai Leung in 1934

11.00 **Anne Groutel** (CERVEPAS/CREW, Université Paris 1 Panthéon Sorbonne)
How Can the Irish Diaspora Help Indigenous Firms Drive Growth?

11.20 **Marie-Claude Strigler** (Université Sorbonne Nouvelle - Paris 3)
Native American Entrepreneurship: Myths and Reality

11.40 **Debate**

Lunch



FRIDAY, SEPTEMBER 17th - MORNING
Salle 4, escalier M, 1st floor,
12 place du Panthéon, 75005 Paris

ENTREPRENEURSHIP DYNAMICS

SESSION 2B. ENTREPRENEURIAL NETWORKS AND NETWORKING STRATEGIES

Chair: Alistair Anderson (Skene Centre for Entrepreneurship, The Robert Gordon University, Aberdeen)

9.00 **Marie-Christine Pauwels** (Université de Paris Ouest Nanterre La Défense)
Peer-to-Peer Lending in the USA: An Alternative Approach to Credit through Social Networks

9.20 **Victor Zheng** (Centre of Asian Studies, The University of Hong Kong)
The Greater China Economies and the 'HaiwanKong' Financial Network: A Lesson from the European Union

9.40 **Olivier de Gromard** (CERVEPAS/CREW, Université Sorbonne Nouvelle - Paris 3) *A Model of Entrepreneurial Strategy in the Age of Globalisation: The Case of HSBC*

10.00 *Debate*

10.20 *Coffee break*

SESSION 3B. TRANSNATIONAL ENTREPRENEURSHIP

Chair: Catherine Coron (CERVEPAS/CREW, Université Panthéon - Assas Paris 2)

10.40 **Tsai-man Clare Ho** (Centre of Asian Studies, The University of Hong Kong)
Territoriality and Trans-border Entrepreneurship: Taiwanese Players, Hong Kong's Position and the Sketching of the Greater China

11.00 **Eve Bantman-Masum** (Université de Toulouse II - Le Mirail)
American Entrepreneurs and Tourism Development in Mexico

11.20 **Martine Azuelos** (CERVEPAS/CREW, Université Sorbonne Nouvelle - Paris 3)
Transatlantic Entrepreneurship and 'Anglo-Saxon' Business Cultures: The case of US-UK Green Projects

11.40 *Debate*

Lunch



FRIDAY, SEPTEMBER 17th - AFTERNOON
Salle des Conseils, escalier M, 2nd floor
12 place du Panthéon, 75005 Paris

ENTREPRENEURSHIP AS A SOCIAL STRUCTURATION PROCESS

SESSION 4. ENTREPRENEURSHIP EDUCATION

Chair: Alain Fayolle (EM Lyon Business School)

14.00 **Catherine Coron** (CERVEPAS/CREW, Université Panthéon - Assas Paris 2)
Entrepreneurship Post-Graduate Higher Education and the Crisis in the UK, the US and France: A Comparative Perspective

14.20 **Elizabeth C. Macknight** (University of Aberdeen)
Co-operative Entrepreneurship and Tertiary Education

14.40 **Emilie Souyri** (Université de Nice Sophia-Antipolis)
Entrepreneurship and Reform in U.S. Public Schools

15.00 *Debate*

15.20 *Break*

SESSION 5. CRITICAL PERSPECTIVES AND CREATIVITY

Chair: Daniel Hjorth (Copenhagen Business School)

15.40 **Brian T. Schmitt** (Université de Cergy-Pontoise)
Facts or Fix? A Critical Analysis of the Entrepreneurial Society

16.00 **Elen Riot** (ESC Rennes)
« Alors Fernand, on roule à l'américaine ? » : The influence of the Anglo-Saxon Entrepreneurial Model on Non-Anglo-Saxon Artists

16.20 *Debate*

16.40 *Coffee break*

SESSION 6. SUMMARY AND HIGHLIGHTS OF SESSIONS 2 TO 5: ISSUES AND CHALLENGES

17.00 - 17.45 **Alistair Anderson** (session 2B), **Catherine Coron** (session 3B),
Alain Fayolle (Session 4), **Daniel Hjorth** (session 5),
Régine Hollander (session 3A), **Siu-Lun Wong** (session 2A)

20.00 *Gala Dinner*



SATURDAY, SEPTEMBER 18th- MORNING
Salle Bourjac, ground floor, Galerie Rollin, Sorbonne,
17 rue de la Sorbonne, 75005 Paris

SESSION 7. THE SOCIO-ECONOMIC INTERACTION BETWEEN ENTREPRENEURSHIP AND INSTITUTIONS

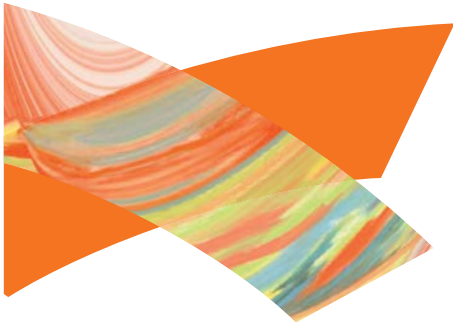
Chair: Jill Kickul (Berkley Center for Entrepreneurial Studies, Stern School of Business, New York University)

- 9.00 **Nathalie Champroux** (CERVEPAS/CREW, Université de Paris - Est Créteil Val de Marne) *Richard Branson: An Example of Interaction between Entrepreneur and Society*
- 9.20 **Christine Zumello** (CERVEPAS/CREW, Université Sorbonne Nouvelle - Paris 3) *Entrepreneurship and Uncertainty on Wall Street and in Washington: Robert Rubin*
- 9.40 **Jacques-Henri Coste** (CERVEPAS/CREW, Université Sorbonne Nouvelle - Paris 3) *Financial American Entrepreneurship as Disruptive Agency and Institutional Governance: the George Soros Case*
- 10.00 **Debate**
- 10.15 **Coffee break**
- 10.30 **Valérie Peyronel** (CERVEPAS/CREW, Université Sorbonne Nouvelle - Paris 3) *Entrepreneurship and Social Reconstruction in Post-conflict Northern Ireland*
- 10.50 **Salah Oueslati** (Université de Poitiers) *Policy Entrepreneurship and Socio-political Changes in the US: from a Liberal to a Conservative 'Hegemony'*
- 11.10 **Debate**
- 11.30 **CONCLUSION: PERSPECTIVES ON ENTREPRENEURSHIP AND ENTREPRENEURIAL SOCIETIES BY KEYNOTES SPEAKERS**

Facilitators : **Jacques-Henri Coste and Martine Azuelos** (CERVEPAS/CREW, Université Sorbonne Nouvelle - Paris 3)

Alistair Anderson, Alain Fayolle, Daniel Hjorth, Jill Kickul, Michel Péron, Siu-Lun Wong

Lunch



International Conference organised by CERVEPAS / CREW (EA 4399)
<<http://cervepas.univ-paris3.fr>>

With the kind support of:

Conseil Scientifique de l'Université Sorbonne Nouvelle - Paris 3
Service des Relations Internationales de l'Université Sorbonne Nouvelle - Paris 3
Université Panthéon - Assas Paris 2

and the patronage of Académie de l'Entrepreneuriat
<<http://www.entrepreneuriat.com>>

Organising Committee:

Martine Azuelos, CERVEPAS/CREW, Université Sorbonne Nouvelle - Paris 3
Jacques-Henri Coste, CERVEPAS/CREW, Université Sorbonne Nouvelle - Paris 3
Catherine Coron, CERVEPAS/CREW, Université Panthéon - Assas Paris 2
Régine Hollander, CERVEPAS/CREW, Université Panthéon - Assas Paris 2

Contact: cervepas@univ-paris3.fr