NFF2019 Track proposal

Managing humans and microenterprises in change

This track is organized by Microentrepreneurship Centre of Excellence MicroENTRE, Kerttu Saalasti Institute, University of Oulu, Finland

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Microenterprises with less than 10 employees create innovation, employment, and are a backbone of national economies. They constitute almost 95% of all companies in the EU and globally. Their growth and internationalization efforts are constantly being emphasized by politicians and researchers. Econometric measures are important, but they alone are not enough for understanding the whole scale of vitality and success of micro- and small-scale companies. Only a limited share of micro-entrepreneurs actively pursues for higher sales or number of employees, and their full economic impact is indirect and formed through networks.

The purpose of this track is to bring out research approaches to conceptualize and investigate the motivations, success and managerial priorities from the perspective of micro-scale entrepreneurs. We invite researchers to present their research related to the characteristics and management of microenterprises and microentrepreneurship. The track also welcomes academic discussion on management of microenterprises during changes on both the individual, company and contextual levels. Enterprises who want to survive must constantly be in a renewal process due to on-going shifts in the business context and society. Both number and heterogeneity of entrepreneurs is increasing due to dynamic changes in working life structures. The change is based on humans, their innovations, and new forms of working.

In this conference track, we invite researchers to further discuss and develop the following research themes:
1. Development, vitality, growth and management of micro-enterprises
2. Entrepreneurial motivation / orientation (including values, entrepreneurship education and heterogeneity of entrepreneurship)
3. Entrepreneurial contexts and society impact (including networks, regional development and entrepreneurial climate)

Possible references for discussions are:
GEM Global Entrepreneurship Monitor Reports.