



***Sustainable and Responsible Management:***  
*A decade of Integrating Knowledge and Creating Societal Impact through Innovation and Entrepreneurship*

**TRACK 09:**  
**Borderless Social Innovation and Entrepreneurship**

**TRACK CHAIR(S)**

**Prof. Caterina Foá** (Invited Assistant Professor at Iscte – University Institute of Lisbon. Integrated researcher at CIES-IUL Research Centre, OPAC and OBERCOM Observatories. P.I. of Afropreneurs project.)

**KEYWORDS**

*Representation, diversity, female and black entrepreneurship, Africa, social innovation, international projects.*

**TRACK HIGHLIGHT**

The track aims to address the lack of data and knowledge about the representation of diversities and the implementation of inclusion programs within innovation and entrepreneurship ecosystems. The notion of a border as a boundary or barrier can extend beyond geographical contexts and include socio-cultural separations, linked to economic-demographic indicators. Women, African and Afrodescendent are underrepresented within social innovation and entrepreneurship ecosystems, at various levels: founders, investors and ecosystem's enablers teams. The digital shift and the pervasive presence of platforms in the startup life cycle and venture pipeline support processes that drive business transformation and social innovation.

The track aims to address the main challenges and solutions identified by research and projects addressing the empowerment of social innovation and entrepreneurship across and beyond borders.

**TRACK DESCRIPTION**

The startups and innovation ecosystems have a positive impact on the creation of new businesses and the entire economy, but they differ significantly in terms of the proportion of diversities represented and mapped, thus some ecosystems do not fulfil their true potential (Berger & Kuckertz, 2016). The digital shift and the pervasive presence of platforms in the startup life cycle and ventures pipeline supports processes that drive business transformation and social innovation (Berger & Kuckertz, 2016)



Despite a strong recognition of the importance of having diverse boards and teams, to achieve better financial and cultural goals from organizational perspectives only few scholars have investigated key questions regarding how driving business transformation and social innovation from the insider's and borderless perspective.

The notion of border as a boundary or barrier can extend beyond geographical contexts and include socio-cultural separations, linked to economic-demographic indicators. Scholars indicate structural lacks observing factors such as gender, ethnicity, abilities, competences, and literacy (Wise, Yeganegi, & Laplume, 2022), as well as the trends of status quo maintenance at various levels (Rocha & Van Praag, 2020).

The proposed track goes hand in hand with the core topic of the upcoming RMER Conference since it addresses the challenges and opportunities for inclusive management in diverse business contexts, run by different type of agents (Pangarkar & Wu, 2013).

Particularly relevant are processes and agents' role driving and supporting action towards the SDGs, as women, young people and people coming from the global South (Kim et al., 2021).

To address the challenges and trends, it is crucial to foster the dialogue between the professional and the scientific communities to deepen the understanding of the challenges faced by businesses' founders, investors, and ecosystems' enablers.

Therefore, we are excited to launch a track that focuses on projects related to diversity and social innovation improvements, inviting submissions of papers including (but not limited to) the following topics:

- Female and black businesses, diverse founders, investors, team members and ecosystems' enablers.
- Representativity and inclusivity good practices within entrepreneurship ecosystems.
- Implementing and learning from inclusive business practices and field-projects.
- Case-studies related to African projects and Afro-descendent projects.
- Social innovation and borderless or cross-borders entrepreneurship processes, involving opportunity recognition, formation and evaluation.
- Cross-cultural comparative studies in entrepreneurship's literacy and development.
- Research challenges and results from studies in social innovation and "borderless" approaches to entrepreneurship.
- Competences and capabilities gaps and similarities between diverse entrepreneurs.
- Education and trainings for inclusive entrepreneurship, including university, corporate and incubator programs.
- University-business partnerships to foster social innovation for more inclusive entrepreneurship.
- Global entrepreneurship networks and ecosystems.



- Diverse entrepreneurs as key actors for Agenda 2030.

We welcome and encourage submissions presenting academic and professional projects from all around the world, as well as proposals presenting new methodological strategies and/or pedagogic approaches that are sustainable and replicable.

## REFERENCES

- Berger, E. S., & Kuckertz, A. (2016). Female entrepreneurship in startup ecosystems worldwide. *Journal of Business Research*, 69(11), 5163-5168.
- Greenberg, J., & Mollick, E. (2017). Activist choice homophily and the crowdfunding of female founders. *Administrative Science Quarterly*, 62(2), 341-374.
- Howard, T. (2019). Crowdfunding, Cryptocurrency, and Capital: Alternative Sources of Business Capital for Black Entrepreneurs. Congressional Black Caucus Foundation-Center for Policy Analysis and Research, 6.
- Kanze, D., Conley, M. A., Okimoto, T. G., Phillips, D. J., & Merluzzi, J. (2020). Evidence that investors penalize female founders for lack of industry fit. *Science Advances*, 6(48), eabd7664.
- Kim, M. J., Lee, K. M., Brown, J. D., & Earle, J. S. (2021). Black entrepreneurs, job creation, and financial constraints.
- Pangarkar, N., & Wu, J. (2013). Alliance formation, partner diversity, and performance of Singapore startups. *Asia Pacific Journal of Management*, 30, 791-807.
- Rocha, V., & Van Praag, M. (2020). Mind the gap: The role of gender in entrepreneurial career choice and social influence by founders. *Strategic Management Journal*, 41(5), 841-866.
- Rogers, S. S. (2022). *Successful Black Entrepreneurs: Hidden Histories, Inspirational Stories, and Extraordinary Business Achievements*. John Wiley & Sons.
- Singh, R. P., & Gibbs, S. R. (2013). Opportunity recognition processes of black entrepreneurs. *Journal of Small Business & Entrepreneurship*, 26(6), 643-659.
- Wang, Y., Li, Y., & Wu, J. (2022). Digital identities of female founders and crowdfunding performance: an exploration based on the LDA topic model. *Gender in Management: An International Journal*.
- Wise, S., Yeganegi, S., & Laplume, A. O. (2022). Startup team ethnic diversity and investment capital raised. *Journal of Business Venturing Insights*, 17, e00314.