



**UELE  
2021**

## First summer University on Entrepreneurial **Legitimacy**

*Developing the collaboration between researchers and entrepreneurs to operationalize the concept of Entrepreneurial Legitimacy*

**Join us in Marseille, face to face and online:**

**to meet** world-class researchers and to discover the latest results in entrepreneurship research;

**to participate and to contribute** to the advancement of entrepreneurial legitimacy with CEOs, entrepreneurs, investors, managers, public policy-makers, incubator managers, and researchers;

**to get a practitioner oriented package** that summarizes the discussions of the conference and round tables.

## Key dates

**15 December 2020**

Call for paper opening

**3 April 2021 (midnight CET)**

Deadline to submit your paper

**15 May 2021**

Notifications are sent to authors

**Before June 1st 2021**

Registration to the conference opens with early bird fees

**July 1st 2021**

Deadline to register

**July 2021  
12 & 13**

Aix-Marseille University  
France



July 12-13



According to recent research, firm performance may be explained by the capabilities of firms to answer the evaluation coming from several stakeholders such as clients (Elmholdt, 2016; Wang, Song, Zhao, 2014), suppliers (Liao, Liu, 2016; Low, Johnston, Wang, 2007), or investors (Certo, 2003; Homburg, Hahn, Bornemann, Sandner, 2014). Through these interactions, stakeholders develop a social judgment toward an object (the firm) in a social environment (Deephouse et al., 2017; Fisher, Kotha, & Lahiri, 2015). In other words, stakeholders act after they evaluate the legitimacy of the firm.

**Entrepreneurial legitimacy** is a key element in this evaluation process as legitimacy is known to foster the survival of nascent firms (Delmar & Scott, 2014). Surprisingly, legitimacy has mainly been looked at from a theoretical perspective (Greenwood et al., 2017). Vergne (2011) is one of the few attempts to operationalize the concept and to develop a composite measure of legitimacy. The limited amount of work dedicated to legitimacy from a methodological and practical standpoint is a clear indication of the complex nature of this concept (Bitektine, 2011; Castelló, Etter, Årup Nielsen, 2016; Bitektine & Haack, 2015).

The aim of this conference is to investigate the operationalization of this concept further by calling up work on the following themes:

- multilevel analysis of legitimacy;
- the process of legitimation;
- how to acquire legitimacy through network or incubation process;
- Legitimacy as a strategic or critical resource;
- Legitimacy and social networks: a new way to assess the performance of the start-ups?
- Legitimacy and internationalization.

To foster the discussion between practitioners and researchers this conference is split between formal presentation of papers in the morning and discussion in round tables in the afternoon.

Given the current sanitary situation this conference contemplates two modalities of participation: face to face and virtual. However, at this moment we are only accepting submissions for virtual participation. If the situation changes and we feel the safety of our participants would not be at risk, we will start accepting submissions for face-to-face participation, and those authors who submitted their article for virtual participation will have the ability to change their participation modality to face-to-face, if they wish.

Papers should not exceed 3000 words (including references). Submissions may be in English or French and should be sent to [chaire.legitimite@gmail.com](mailto:chaire.legitimite@gmail.com)

### Keynotes speakers



**Alex Bitektine**

Associate professor in Management,  
Concordia University



**Alain Madelin**

Former minister, investor, cofounder of the funds  
Latour Capital

### Scientific Committee :

Bénédicte Aldebert, CERGAM, Aix-Marseille Université  
 Alex Bitektine, Concordia Montréal  
 Greg Fisher, Kelley Business School  
 Christophe Garonne, Kedge Business School  
 Pierre-Xavier Meschi, CERGAM, Aix-Marseille Université  
 Antonin Ricard, CERGAM, Aix-Marseille Université

### Organization Committee :

Daisy Bertrand, CERGAM, Aix-Marseille Université  
 Charlotte de Vissaguet, Director of Summer Festival & Job  
 Jean Baptiste Jaussaud, Entrepreneur & Economist  
 Nicolas Mérimol, CEO of Carmin Finance  
 Aurélie Sannajust, CERGAM, Aix-Marseille Université

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