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

<table>
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<tr>
<td>15 December 2020</td>
<td>Call for paper opening</td>
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<tr>
<td>3 April 2021 (midnight CET)</td>
<td>Deadline to submit your paper</td>
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<td>15 May 2021</td>
<td>Notifications are sent to authors</td>
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<tr>
<td>Before June 1st 2021</td>
<td>Registration to the conference opens with early bird fees</td>
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<td>July 1st 2021</td>
<td>Deadline to register</td>
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Aix-Marseille University
France

UELE by Association Legitimacy & Entrepreneurship, powered by Aix-Marseille University
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

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