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ÉCOLE NATIONALE DE COMMERCE ET DE GESTION - DAKHLA



# Call for Papers

The National School of Business and Management of Dakhla

Organizes in partnership with

The Regional Council of Dakhla Oued Eddahab,

The CNRST, VCU and ESC Pau Business School

## The 3<sup>rd</sup> International Conference on Entrepreneurship, Creativity and Innovation Management

Under the theme

**Entrepreneurship and Innovation in the Age of  
Disruption: New Frontiers, New Challenges**



ENCG Dakhla  
7-8 November 2023  
Dakhla, Morocco

## GENERAL PRESENTATION

The literature concerning the concepts of entrepreneurship and innovation has continued to develop since the pioneering work of Schumpeter who considered entrepreneurship as a synonym of innovation which is according to him at the center of economic change through a process of “creative destruction” (Schumpeter, 1942). In “The Theory of Economic Development” published in 1912 Schumpeter defined an entrepreneur as a person who “is carrying out new combinations” meaning who is investing in the emergence of innovation. By drawing upon the discoveries of scientists and inventors, an entrepreneur creates completely new opportunities for investment, economic growth and employment. Unlike the inventor, the innovative entrepreneur is the one who perceives an opportunity for profit from innovation through the unintentional creation of networks of externalities that promote the creation of new ideas and consequently the formation of new markets. Innovation which should then be differentiated from invention, involves converting new knowledge into new products and services (product and service innovation), processes (process innovation) or management (management innovation). The effect of entrepreneurship on growth is therefore the result of the intrinsic qualities of the entrepreneur, more precisely his propensity to innovate. In the field of management sciences, the concept of management innovation (MI) which is now considered as one of the major drivers of organizational performance is a major concern for scholars, researchers and practitioners of management (Hamel, 2006, 2009; Mol and Birkinshaw, 2009). Hult et al, for instance define the concept of Management Innovation as “The way to change the organization, as a response to external or internal changes or as a proactive attempt to change this environment.” He postulates that “[a]s the environment is changing, firms must adopt innovations along the time, and, what is more important, innovations are those activities that let the company gain competitive advantages, contributing thus to its effectiveness and business success.” MI can be then considered as “the implementation of a new management practice, process or structure that significantly alters the way in which the work of management is performed, and is intended to further organizational goals” Birkinshaw et al (2005). It is therefore a non-technological innovation that impacts on the one hand the work of managers, and on the other hand the

performance of different types of organizations (Business, governmental, non-profit, academic...).

This international conference aims to bring together leading academic scientists, researchers and research scholars, and experts in entrepreneurship and the innovation management sectors from several disciplines (strategy, HRM, marketing, economy, tourism, energy, administration ...) to exchange and share their experiences and research results on all aspects of Entrepreneurship, Creativity and Innovation Management. The aim is to bring in-depth reflections on the logics of creativity and innovation to help stakeholders improve their management potential and become aware of the need to renew their practices on the model of the perpetual developments in the business world. The topic retained for this third edition of the conference ICECIM2023 is: Entrepreneurship and Innovation in the Age of Disruption: New Frontiers, New Challenges. The world is changing rapidly, with new technologies, trends, and challenges emerging all the time. In this context, the ability to innovate and adapt is more important than ever for entrepreneurs and innovators. This theme explores the latest frontiers and challenges in entrepreneurship and innovation, providing a platform for discussing cutting-edge research, sharing best practices, and exploring future directions. The theme builds on the previous two editions of the conference, which explored the challenges and opportunities of innovation and entrepreneurship in times of crisis and in the New Normal. The current theme expands on this by focusing on the latest trends and challenges facing entrepreneurs and innovators. It highlights the importance of staying abreast of new developments, anticipating future trends, and proactively addressing new challenges.

Accordingly, this conference will try to answer the following questions: How do entrepreneurs and innovators navigate the challenges and opportunities presented by disruptive technologies and market shifts? What are the key factors that enable successful entrepreneurial and innovative activity in industries undergoing rapid transformation? How can established organizations effectively incorporate disruptive innovation into their business models, and what challenges do they face in doing so? What role do emerging technologies (e.g., artificial intelligence, blockchain, virtual and augmented reality) play in driving innovation and entrepreneurship in the current business landscape, and what opportunities and challenges do they present? What are the key skills and competencies that entrepreneurs and innovators need to succeed in the age of disruption, and how can these be developed and nurtured?

## THE SCOPE OF THE CONFERENCE

In this context, the conference will be structured around the following themes:

- Innovation and entrepreneurial ecosystems dynamics in the context of ongoing disruptions and rapid change
- Entrepreneurship and innovation in the context of emerging trends and technologies (Artificial Intelligence, Blockchain...)
- Innovation and entrepreneurship in response to global disruptions (pandemics, climate change, and geopolitical tensions...)
- Innovation, entrepreneurial economy and development
- Managerial innovation in public administrations (NPM)
- Managerial innovation in healthcare institutions
- Innovation and entrepreneurship in the tourism sector
- Sustainable, social and solidarity-based entrepreneurship and Social innovation
- Digital entrepreneurship and technological innovation
- Green entrepreneurship
- Cultural entrepreneurship
- Women's entrepreneurship
- Entrepreneurship and the future of work in the Gig economy
- Scientific Entrepreneurship, Entrepreneurial Universities and Entrepreneurship Education
- Creativity and Innovation Management
- Strategic management and innovation
- Start-up and financing of innovative companies

## COMMITTEES

### Honorary Chairs

Abdelaziz BENDOU, President of the University of Ibn Zohr, Morocco.

Aziz SAIR, Director of ENCG Dakhla, University of Ibn Zohr, Morocco.

Loïc HARRIET, Managing Director of ESC Pau Business School, France

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ZEROUALI Ouafa, ENCG Agadir, University of Ibn Zohr, Morocco.

# TERMS OF PARTICIPATION

## Important dates and deadlines

30th June 2023	Deadline for receipt of communication intentions
Starting 15 <sup>th</sup> June 2023	Response of the scientific committee.
15 <sup>st</sup> September 2023	Deadline for receipt of final papers
30 <sup>th</sup> September 2023	Response of the scientific committee.
7 <sup>th</sup> - 8 <sup>th</sup> November 2023	Dates of the conference
9 <sup>th</sup> November 2023	Social program (Excursion)

## Submission Procedure

Types of submissions accepted:

- Proposals for thematic sessions
- Long papers (9000 words)
- Short papers: 4,000 words max.

Contributors are invited to submit a proposal in Word format in Arabic, French or English, imperatively to the following e-mail address:

**[icecim.conference@gmail.com](mailto:icecim.conference@gmail.com)**

The full text should not exceed 15 pages and must respect the following format:

- A4 Format.
- Margins (upper, lower, left, right) of 2.5cm.
- Font: Times New Roman (12 points), single and justified line spacing.

All proposals must include a cover page which is not counted in the maximum number of pages. It should include:

- The title of the article (Times 20 bold);
- The name (s) of the author (s) (Times 12 bold);
- Affiliations & addresses (Times 12);

- The email address (Times 12);
- A single-spaced abstract of approximately 250 words, followed by a list of a minimum of five key words (Times 12).
- Tables and figures must be embedded in the text with a title.
- The necessary notes will be placed at the bottom of the page.
- The article should be followed by:
  - Bibliographical references.
  - Annexes.

## **Publications**

The best papers will be published in our international partner Journals and in the **Cahiers de Recherche of ESC Pau Business School**.

## **Doctoral Workshop**

During this international conference, Doctoral Workshop will be organized. This half-day special session is an opportunity for doctoral students and junior researchers to present their progress and ongoing work (5 to 6 pages) and to discuss issues related to their field of research as well as to their activities as researchers. The Doctoral Workshop is open to all doctoral students currently enrolled in the second year of their thesis and beyond.



Venue : ENCG Dakhla



## **INFORMATION AND DETAILS**

**For more information on the conference, please  
contact Pr. Soussi Houssine, coordinator of the  
event.**

**icecim.conference@gmail.com**

**Web Site of the Conference:**

**<https://icecim2023.sciencesconf.org>**