



جهة الداخلة وادي الذهب  
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ESCPAU BUSINESS SCHOOL  
FOR TOMORROWERS\*

المدرسة الوطنية للتجارة والتسيير - الداخلة  
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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, ESC Pau Business School

## The 2<sup>nd</sup> International Conference on Entrepreneurship, Creativity and Innovation Management

Under the theme

Entrepreneurship  
and Innovation in the  
**NEW NORMAL**

9 - 10 November, 2022  
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 second edition of the conference ICECIM2022 is: Creativity and Innovation in the New Normal. The COVID-19 pandemic has had a disruptive and devastating impact on the global economy and business environments, and brought about a fundamental shift in how organizations address and adapt to these ongoing structural shifts. This is even harder in the aftermaths of a crisis or the New Normal usually defined as a VUCA (volatile, uncertain, complex and ambiguous) world since it is more volatile, harder to predict, more difficult to analyze, and more challenging to interpret. Indeed, it is therefore important to consider the options available to organizations and entrepreneurs and encourage them to adopt a positive perspective and consider these radical non-linear changes as a source of opportunities for innovators and innovation systems and not as threats.

Accordingly, this conference will try to answer the following questions: how business organizations and entrepreneurs can get ready for the New Normal? How products, services and operations be redesigned to address potential structural shifts? how organizations will create innovation and adopt innovative management strategies? And how entrepreneurs will practice leadership in a VUCA world?

## THE SCOPE OF THE CONFERENCE

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

- Innovation and entrepreneurship in the New Normal
- Innovation, entrepreneurial economy and development
- Managerial innovation in public administrations (NPM)
- Managerial innovation in healthcare institutions
- Innovation and entrepreneurship in the tourism sector
- Social innovation
- Digital entrepreneurship and technological innovation
- Green entrepreneurship
- Cultural entrepreneurship
- Sustainable, social and solidarity-based entrepreneurship
- Women's entrepreneurship
- 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.

Youssef ERRAMI, Dean of ESC Pau Business School, France.

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

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

# TERMS OF PARTICIPATION

## Important dates and deadlines

<b>30th July 2022</b> <b>Deadline extension</b>	Deadline for receipt of communication intentions
Starting <b>15<sup>th</sup> July 2022</b>	Response of the scientific committee.
<b>15<sup>st</sup> September 2022</b>	Deadline for receipt of final papers
<b>30<sup>th</sup> September 2022</b>	Response of the scientific committee.
<b>9<sup>nt</sup> -10<sup>th</sup> November 2022</b>	Dates of the conference
<b>11<sup>th</sup> November 2022</b>	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](mailto:icecim.conference@gmail.com)**

**Web Site of the Conference:**

**<https://icecim2022.sciencesconf.org>**