

### Background of the Movements of Entrepreneurship workshops

“... students of entrepreneurship are like the alchemists, trying to explain complex phenomena with four blunt variables: fire, water, earth, and air” – **Peterson & Horvath, 1982**

The Movements of Entrepreneurship workshops is a series of four writers' workshops with the aim to move the field of entrepreneurship by stimulating and exploring new ideas and research practices. The workshops complement the more regular conferences (typically organized around presentations and results) as they try to gather a small group of writers who discuss their research approaches, allowing for sharing questions and constructive feedback.

**The first** Movements of Entrepreneurship workshop took place in Stockholm's archipelago at Djurönäset in 2001, and resulted in a book entitled *New Movements in Entrepreneurship* published by Edward Elgar in 2003. Taking water as its inspiration, it explored the variety of new streams that are flooding the field.

**The second** workshop was organized on Sandhamn in 2002. It tempted authors to experience the winds from the four corners of the island and to address new research practices. *Narrative and Discursive Approaches in Entrepreneurship Studies* was the result (2004).

**The third** workshop was organized in 2004 in the small village of Tällberg, close to the place where, around 360 million years ago, a huge meteor fell from space. Authors were invited to explore the metaphor of earth and to inquire into new groundings of entrepreneurship. Forthcoming is the book *Entrepreneurship as Social Change* (2006).

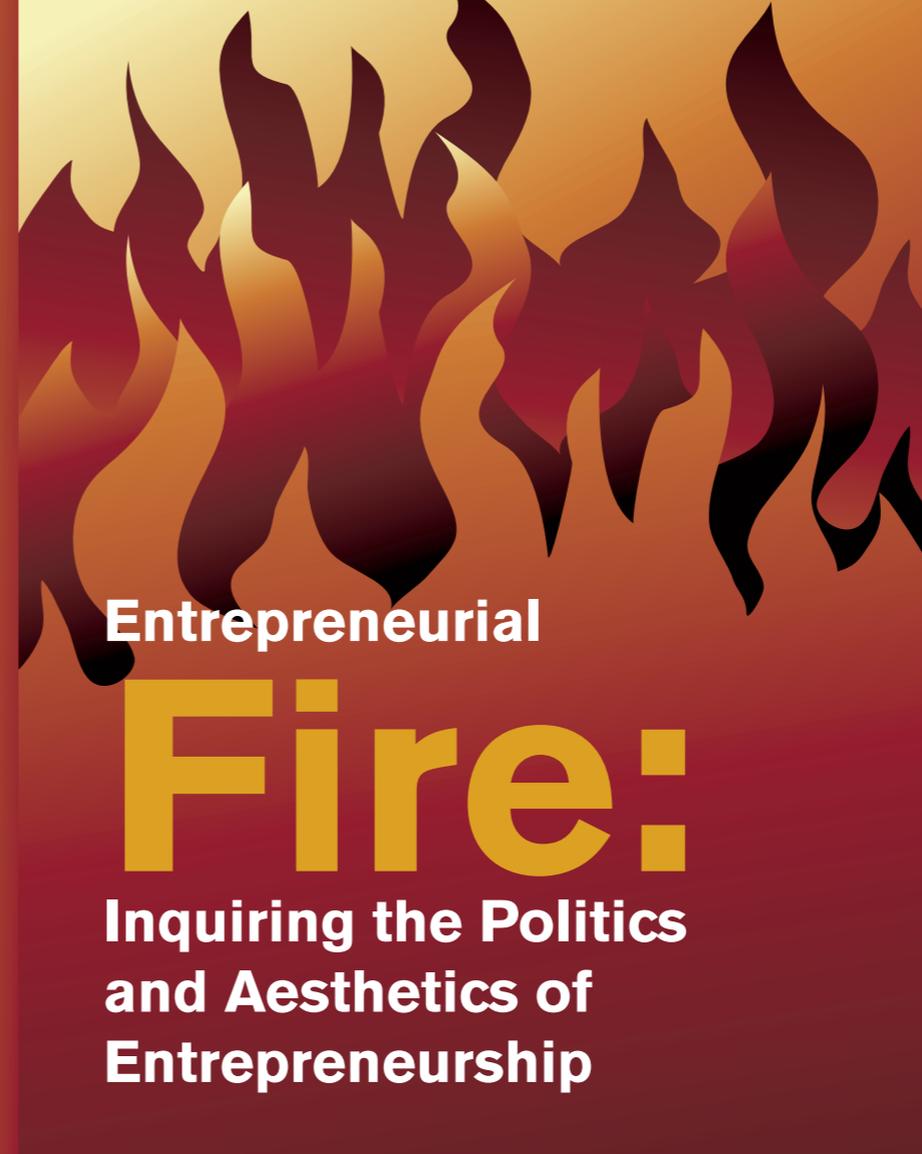
### Order now!

Are you interested in the results of the first two Movements workshops? The hardback versions of *New Movements in Entrepreneurship* (2003) and *Narrative and Discursive Approaches in Entrepreneurship* (2004) can be ordered with a 50% discount. Visit [www.esbri.se](http://www.esbri.se) for more information.



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# Entrepreneurial Fire: Inquiring the Politics and Aesthetics of Entrepreneurship

## A fourth and final Movements of Entrepreneurship

publication workshop  
Organized by ESBRI  
In collaboration with Reykjavik University

May 21–24, 2005  
Iceland

### Organized by ESBRI in collaboration with Reykjavik University

ESBRI – Entrepreneurship and Small Business Research Institute – is an independent research institute located in Stockholm, Sweden. ESBRI was founded in 1997 by Mr. Leif Lundblad, a successful Swedish inventor and entrepreneur.

Reykjavik University (RU) is a private university owned by the Icelandic Chamber of Commerce. RU is a young and dynamic university emphasizing innovation and entrepreneurship in its operations, teaching and research.

### With support from:



### Further Information

For general information and workshop coordination, please contact Magnus Aronsson ([magnus.aronsson@esbri.se](mailto:magnus.aronsson@esbri.se)).

For questions on contributions please contact Daniel Hjorth ([daniel.hjorth@esbri.se](mailto:daniel.hjorth@esbri.se)) or Chris Steyaert ([chris.steyaert@unisg.ch](mailto:chris.steyaert@unisg.ch)).

For information on travel arrangement, hotel accommodation and post-conference activities, please contact Kristín Hulda Sverrisdóttir ([movements2005@ru.is](mailto:movements2005@ru.is)).

For updates on the publication workshop and local information on Iceland, visit [www.ru.is/movements2005](http://www.ru.is/movements2005).

More information on the Movements workshops and ESBRI is available at [www.esbri.se](http://www.esbri.se) (Swedish or English version).

### Invitation: call for publication on Entrepreneurship as Fire

This is a call for potential book chapters to be presented and discussed at a special writers' workshop to be held in Bifröst and Reykjavik, Iceland, May 21–24, 2005. The thematic metaphor for this fourth book, following the earlier ones relating respectively to Water, Air and Earth, will now be Fire, this double force that can warm up and burn down, energize and destroy. If we understand entrepreneurship as the fire in society, organisation and economy, what can we expect entrepreneurship to do? Can entrepreneurship reinvigorate societies and alter the potential of one's life? Are we not expecting too much or only very instrumental outcomes without entering more fundamental questions? How is the rise of the "entrepreneurial discourse" limiting the ways we conceive entrepreneurship? How is entrepreneurship creating and shaping our values, adding beauty to the world, energizing a polymorphous carnival of life, lighting fires?

We are interested in imagining and inquiring into new ways of addressing and conceptualising policy-questions and to establish a politics of entrepreneurship, that consists of a multi-dimensional evaluation of its effects/performances (its force and beauty; its power and ugliness; its strategies and lightness). The resulting works – after additional invitation to workshop participants to enter their revised works to the publication process including reviewing – will be published as the fourth book in the New Movement Series at Edward Elgar Publishing.

### Theme of the fourth workshop

This fourth workshop – targeting a fourth publication – is thematically metaphorised by Fire. The workshop aims at gathering contributions to discussions of a broad range of issues distinguished by their references to fire, energy, beauty, warmth, horror, passion, destruction, inferno... Fire symbolizes perhaps best entrepreneurship as a paradoxical process of "creative destruction". We want to approach this theme of 'Fire' by focusing on the effects of entrepreneurship; the double-sided impact entrepreneurial endeavours can have on our lives, businesses, organisations, communities, cultures and societies.

Entrepreneurship is a transformative force that sets free energies, overturns habits, changes the way we do things. Every new business created and the innovation this brings along is a chance to even or alter the present. We imagine fire and its association with Prometheus/Hephaistos as a particularly rich metaphor to address the role of entrepreneurship in the transition from an industrial to a knowledge and to a virtual economy as much as to capture the entrepreneurial energy and revolt that goes out from movements to question and protest against these globalized technological effects.

### Dimensions of this thematic can be oriented towards:

#### 1 Politics: Conceiving effects of entrepreneurship

What can we expect entrepreneurship to do and not to do? If entrepreneurship is such a broad transformative power, how does that impact the way entrepreneurship policies are developed and implemented? How to re-frame what we consider to be the entrepreneurial potential for society? This requires an in-depth account for and a critical analysis of how entrepreneurial policies are conceived and evaluated beyond the mere economic growth expectancies.

#### 2 Aesthetics: Conceiving entrepreneurial interventions through aesthetics

By relating entrepreneurship to fire, our conceptions can be opened towards understanding the emotions, intuitions, senses, spirits and creativities - qualities which remind us of art(ists) - that play a part in entrepreneurship and that show the aesthetic base through which entrepreneurial processes become established and intervene in society. How does the recent aesthetisation of society/business (e.g. the emphasis on design) affect entrepreneurship? How has entrepreneurship effectuated this recent shift? How can aesthetic concepts enrich our understanding of entrepreneurial processes? How can the aesthetic dimension of entrepreneurship alter government policies or influence where entrepreneurship is taught at universities?

To support these thematics and the interaction during the workshop we bring in some external referents. For this year's workshop, we have invited Paul du Gay to situate the politics of entrepreneurship. Paul du Gay is Professor of Sociology and Organization Studies, and Co-Director of the Centre for Citizenship, Identities and Governance, at the Open University in Milton Keynes, UK. Pierre Guillet de Monthoux will relate to the aesthetics of entrepreneurship. He is Professor of Management at Stockholm University and Director of the European Centre for Art and Management.



### Site: Bifröst and Reykjavik, Iceland

The fourth workshop will be organized on Iceland, land of ice and fire: with its geysers, lava landscapes and volcanoes, it can remind us of the forces of fire; furthermore, Iceland can form the ideal place for finalizing this series of four workshops, as it accommodates also the other themes with water (its waterfalls and ice), air (island) and earth (lava). Finally, situated in-between America and Europe, Iceland can form the ideal entre-space where scholars from all continents can arrive. Iceland – a grand finale, so we hope. We will take ample advantage of the fascinating nature of Iceland and the cultural life in Reykjavik where at that time the Reykjavik Arts Festival is organized. The city's relation to politics is quite obvious. The Althingi, established in the year 930 AD, is the world's oldest functioning legislative assembly.

The conference will be held on the campus of the Bifröst Business School, located in the Norðurárdalur valley some 100 km from Reykjavik. The place is located literally in the middle of a lava field originating from the volcano Grábrók and will allow for interesting views and walks. We will be continuously reminded of the power of fire.

### Construction of the event

Participants are expected to arrive on Saturday afternoon for a get-together event in downtown Reykjavik. Afterwards, we will travel together by bus to Bifröst where we will have dinner. Sunday and Monday is reserved for paper sessions, key note activities and fire-walks. Monday afternoon we will return to Reykjavik for a dinner-party to celebrate the final Movements workshop. On Tuesday morning, there is an Art-brunch event to say goodbye from where there will be a possibility to individually discuss the chapter contributions and/or to initiate post-conference activities in Reykjavik and surroundings. A detailed time schedule of the programme for May 21–24 will be given when acceptance of abstracts is notified.

### Chapter submission

Three-page abstracts (1200-1500 words) giving a clear indication of the potential contribution to the theme and of the structure of the text are expected by February 14, 2005. Abstracts will be selected on the basis of their innovative contribution to the workshop theme, and on how an abstract can be integrated into a strong and original collection of chapters for a book-edition. First-draft papers for discussion at the workshop have a preferable length between 20 to 25 double-spaced pages (maximum 30 pages). Editorial expectations for the publishable version of the chapter will be given at the workshop. Participants will have considerable time to rework and to submit their contribution, enriched by the discussion, feedback and synergies created during the workshop. Editors for the book are Daniel Hjorth and Chris Steyaert.

### Major milestones

Scholars interested in contributing are kindly asked to review the different steps and deadlines in this publication project:

<b>February 14, 2005:</b>	Deadline for three page abstract
<b>March 1, 2005:</b>	Notification of acceptance decision
<b>March 15, 2005:</b>	Confirmation of participation by payment
<b>May 2, 2005:</b>	Deadline for sending in first draft of paper
<b>May 9, 2005:</b>	Participants will receive the papers of other authors by e-mail
<b>October 1, 2005:</b>	Deadline for sending in reworked version
<b>Spring 2007:</b>	Publication of the book

### Payment and subscription

The fee for participation (two nights at Bifröst, workshop participation, conference documentation, bus transport, all meals and social events) is 600 Euros. A choice of rooms in Reykjavik for pre- and/or post-conference stay will be available (range between 80 and 150 Euro). Doctoral students can apply for a discount on the participation fee when sending their abstract.

Upon acceptance of their abstract, participants will be asked to confirm their participation and receive information concerning payment. It should be noticed that participants will have to confirm their participation at the workshop by payment (of both conference fee and additional hotel rooms in Reykjavik) at the latest March 15, 2005. Payment will be considered the only valid form of confirmation.

