



EDUCATING ENTREPRENEURS FOR THE WORLD



EMLYON Business School
is pleased to invite you to the

**1st Effectuation Research and Teaching Conference
5th-6th December 2011, Lyon, France**

**Effectuation Research and Teaching:
10 years of Creation: Accomplishments and Future Opportunities**

Important deadlines:

Abstract/Working paper submission: October 21st, 2011

Author notification: November 1st, 2011

Registration: November 7th, 2011

Conference: December 5th & 6th, 2011

Research on Effectuation, a logic used by expert entrepreneurs to solve problems in highly uncertain market environments, has seen important developments in the 10 years since Saras Sarasvathy's seminal 2001 AMR paper. New directions for research have been opened, the body of literature is increasing, acceptance in major journals is growing, and the teaching of effectuation is reaching an increasingly large audience of students and entrepreneurs.

Despite these developments, both theory and application of effectuation are being actively co-created with stakeholders around the world. The purpose of the conference is to bring together scholars interested in furthering its development and in emerging as a community. The conference will address issues related to both teaching and research in a workshop format that will be studios, but fun.

Professors **Saras Sarasvathy (Darden)** and **Stuart Read (IMD)** are my co-hosts and co-creators for this conference, engaged throughout the event, which will include the following topics:

- Teaching: Alternatives to the Business Plan?
- Research: Business plan, business planning and performance.
- Your Research Paper (small group clinics)
- "Create your first quilt" (exercise Len Schlesinger uses at Babson)
- Teaching materials (what effectuation is not – post-it session)
- Designing a teaching session
- Effectuation Big Idea (Research – Crowdsourcing)
- Beyond just heuristics: Self-selected stakeholder idea (teaching)
- Research Designs – Generate research questions and propose research designs for them

Present your work

We require participants to present a work in progress (draft paper). This work will be discussed in small groups in dedicated workshop sessions: please submit a working paper or at least a three page extended abstract (AoM format) to Philippe Silberzahn:

silberzahn@em-lyon.com before October 21st, 2011.

If you do not have a draft/working paper but want to participate, get in touch.

Information & registration

For information concerning registration and logistics, as well as updates of the program, please consult the website :

> www.em-lyon.com/effectuation

Looking forward to welcoming you in Lyon!

Philippe Silberzahn, Professor of Entrepreneurship, EMLYON Business School.

Conference information:

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EMLYON Business School has been awarded triple accreditation: EQUIS, AACSB and AMBA

More about EMLYON Business School at www.em-lyon.com

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