



## Spirit of the conference

AIRMAP invites Management and Social Science communities to present communications either on this theme or on one of the following recurring public management themes: territorial marketing, public finance, governance of educational facilities or of health facilities, history of public administrations, local and regional management, tourism management, managing safety, logistics, information systems or e-administration.

The communications can have the shape of:

- theoretical contributions
- field research work
- Presentations of new operational tools, methods and diagnosis.

The Conference aims to highlight:

- A pluralism of methodological, conceptual and empirical approaches,
- Diagnosis based on local and comparative surveys,
- Innovation in operational approaches,
- New research conducted by young researchers.

## 2020 Theme: “Entrepreneurship: what challenges for public management ?”

New Public Management, is a form of public management which follows the methods and tools of the private sector to seek performance and results (Osborne, Gaebler, 1992). Its deployment, which, from the early eighties, underlies the movement towards international administration reform policies, must foster the passage from a bureaucratic culture, characteristic of public organizations and generally considered dysfunctional, to an entrepreneurial culture synonymous with innovation, proactivity and a propensity to take risks (Miller, 1983). Public managers, thereby subjected to performance (Mazouz et al., 2015), are led to implement practices and procedures allowing them to develop a quality public service, which creates public value. Yet, can they adopt an entrepreneurial logic?

Indeed, public managers are faced with tensions between measures and procedures which put the emphasis on results in accordance with entrepreneurial logic and the instruments which frame the rules and the ways and means of a bureaucratic logic. These tensions can slow down the adoption of innovation in the public sector or, in other words, in public sector entrepreneurship as defined by Roberts (1992, p.56) as “the generation of a novel or innovative idea and the design and implementation of the innovative idea into public sector practice”. Is it therefore necessary to invest in organizational innovation to improve the results of public organizations ‘captivated by design’ (Coblence, Pallez, 2015) and seeking legitimacy? What are these public sector innovations (Windrum, 2008)? What determines and what slows down public sector innovation (Boukamel, Emery, 2018) and its spread? How can we



develop a mutually productive and creative relationship between the state and its citizens? How does the innovation process unfold in the public sector?

These are the many central questions at the heart of the mutation of public organizations. When applying this innovation (Bernier, Hafsi, 2002), do civil servants and /or policy decision-makers become public sector entrepreneurs (Lawrence et al., 2010) when they elaborate and develop new frameworks for public action? The communications from this 9th AIRMAP conference should allow us to better understand the issues at hand, the nature of these innovations, and the different roles of the actors in the innovation process.

As early as 1996, at the first French program “Ville-Management” conferences, closely related questions emerged; those of the entrepreneurial mayor. The discussions were about identifying public service entrepreneurship, or those public sector actors undertaking innovative projects or approaches within a public or political administration (Brénac et al., 1987). According to Le Duff and Orange (1996, p. 36), the entrepreneurial mayor is not only a manager; the mayors stand out through their ability to change the image of their town or city through the implementation of their ambitions. As for Nobile and Husson (2017), they point out that the entrepreneurial culture within public organizations needs an added social dimension.

Transformations in the institutional context have led public organizations, largely engaged in the modernization of the public sector, to develop managerial innovation. These innovations can be undertaken by the political entrepreneur, elected officials or functionaries, who call into question the established order and/or the dominating values, and who play an innovating and structuring role within their organizations (Attarça, Lassalle-de Salins, 2013).

This entrepreneurial culture affects all public organizations. The University of the future (Etzkowitz, et al., 2000; Clark, 1998), or, in other words, the University in the age of New Public Management, illustrates this idea. Within a context of global competition, from now on, Universities need to be innovative, proactive and sensitive to the needs of the different parties concerned (Leroux, Pupion, 2012), and develop appropriate strategies and discourse. Through being implanted locally and being concerned with territorial development, it is the university's implicit responsibility to society which is conveyed.

Questions relating to the University of the future aim to integrate the question of economic development which is at the heart of the academic activities, the governance, the management and finance of Universities. Bringing together Universities and entrepreneurship can be envisaged through accompanying students' entrepreneurship projects, a new challenge for Universities (Matt, Schaeffer, 2018). Government policies in Higher Education and Research have indeed, over the past twenty years or so, encouraged universities to get involved in territorial entrepreneurial ecosystems (Stam, Spigel, 2017 ; Isenberg, 2011 ; Spilling , 1996) through their statutory evolution, injunctions to introduce entrepreneurship into their courses and their support of entrepreneurship through several measures: academic incubators, the PEPITE, the D2E, or even by reinforcing the incubator/SATT cooperation. These measures can be added to a multiplicity of others which are characteristic of the public policy in favor of entrepreneurship. These are based on the belief that entrepreneurship policy promotes growth, creates jobs, particularly at the territorial level, and reinforces international competitiveness (Audretsch, Beckmann, 2007). Despite all this, these public policies have been accused of being ineffective (Acs et al., 2016; Arshed et al., 2014).

Territorial relays for these policies therefore seem necessary. Particularly so when public leaders, promoting entrepreneurship and entrepreneurs seem to be decisive actors in a well-performing entrepreneurial ecosystem to which it is possible to align territorial management. In their territories, these managers have created structures dedicated to accompanying new businesses (incubators, accelerators, structures for the transfer of innovation).

The objective of this AIRMAP 2020 Conference is to assess the current situation and future perspectives to better understand how entrepreneurship can allow public management to reinvent itself without getting lost. In order to fuel thoughts in this direction, the 9th AIRMAP Conference invites you to shed light on the following questions:

- Is entrepreneurship possible in the public sector?
- Which procedures are required to implement innovation in the public sector?
- Are public managers able to bring innovation to the public sector?

- What are the pertinence and the utility of entrepreneurship in the public sector when it comes to studying an innovation procedure?
- Does the hybridization of the procedures deployed make it possible to incorporate and contextualize new tools into existing practices in the public sector?
- Do the norms, models and values of the public sector have an impact on the substance and form of innovation?
- Are entrepreneurial support policies desirable and efficient?
- In what way is public policy making considered today as a collaborative construct from a multiplicity of public and private actors?

These are non-exhaustive questions, given that the debate is open yet political, theoretical and practical advancements seem timid.

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## How to contribute and participate on the conference ?

### 1. Submit a paper in French or in English:

If you wish to submit a paper, you need to do it before **January 31th, 2020**. Please send an abstract of 4500 words maximum with paper title, name(s) of author(s) (with their contact information), subject challenges, theoretical positioning, issues, methods and principal results, as well as some bibliographical references. Papers can be submitted in French or English. Revised paper of approximately 20 pages (maximum 40,000 characters) must be sent before **April 15th, 2020**.

**Standards:** MS Word, times New Roman, size 11, single spacing. Left margin: 2,3 cm; right margin: 4,4 cm; top: 2,5 cm and bottom: 3cm, and binding: 0 cm. Paper format: B5 (18,2 x 25,7). Titles and sub-titles must be in bold, on a separate line, in capital letters for the 1st level titles. Cover page must indicate: title of the paper, authors, contact person and 5 keywords. For each author the following information is required: name, institution or university, postal address, phone number, email. When sending the final version of the paper, an abstract in French and English (1200 characters maximum) should be inserted on the first page above keywords.

Your contributions must not have been published at the date of submission. If your contribution is a forthcoming publication in a review while it is being submitted for the symposium, it must be indicated in a footnote attached to the title of the paper. If all or part of the content of your communication has been presented during a symposium, a conference or a research workshop, that must also be mentioned in a footnote attached to the title of your paper, giving the context of the presentation (its nature, where and when).

### 2. Tracks organization and piloting:

The symposium is organised around tracks. The contributions for each track are to be sent to [colloque@airmap.fr](mailto:colloque@airmap.fr). The contributions for different tracks will be submitted to the conference's sciencesconf site so that authors may direct their contributions more efficiently. The tracks will be known on November 15th.



### 3. Volunteering a symposium

It is also possible to suggest a project for a seminar until February 3<sup>rd</sup> 2020. The project will be linked to the theme of the conference; it should include several contributors who will give short presentations and exchange ideas with the audience.

The person wishing to organize a symposium should post a short presentation of the project and a list of suggested participants to be validated by the scientific committee at the following address: [colloque@airmap.fr](mailto:colloque@airmap.fr)

### 4. Taking part in doctoral track

If you wish to submit a paper, you also need to do it before **January 31<sup>th</sup>, 2020**. Please send an abstract of 4500 words maximum with paper title, name(s) of author(s) (with their contact information), thesis subject, doctoral project and its challenges, issues, theoretical positioning, methods and principal results already obtained. The complete paper of approximately 20 pages (40 000 characters maximum) must be sent before **April 15<sup>th</sup> 2020**.

**Standards:** MS Word, times New Roman, size 11, single spacing. Left margin: 2,3 cm; right margin: 4,4 cm; top: 2,5 cm and bottom: 3cm, and binding: 0 cm. Format paper: B5 (18,2 x 25,7). Titles and subtitles must be in bold, on a separate line, in capital letters for the 1st level titles. Cover page must indicate: title of the paper, authors, contact person and 5 keywords. For each author the following information is required: name, institution or university, postal address, phone number, email. When sending the final version of the paper, an abstract in French and in English (1200 characters maximum) should be included on the first page just above the keywords.

If you wish to submit a paper for the doctoral workshop, you can do so on the conference's website at the following address: <https://airmap2020.sciencesconf.org> (as from November 15<sup>th</sup>)

## Valorisation

Several types of publications are possible for the papers presented at the conference. A scientific committee will select papers to be suggested for publication in the following scientific journals:

- Management International (HCERES A);
- Revue de l'Entrepreneuriat (HCERES A) ;
- Gestion et Management Public (HCERES B) ;
- Gestion 2000 (HCERES C) ;
- Politiques et Management Public (HCERES C).
- Recherche et Cas en Sciences de Gestion (FNEGE 4)



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RECHERCHE ET CAS EN SCIENCES DE GESTION

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management  
public





## Agenda, Scientific committee, contacts

### Calendrier

<b>October 28<sup>th</sup>, 2019</b>	Call for paper
<b>January 31<sup>th</sup>, 2020</b>	Deadline for submitting paper proposal <a href="https://airmap2020.sciencesconf.org">https://airmap2020.sciencesconf.org</a> (online from 30 <sup>th</sup> October 2019)
<b>February 4<sup>th</sup>, 2020</b>	Scientific committee opinion results
<b>April 15<sup>th</sup>, 2020</b>	Deadline for submitting final paper
<b>May 28<sup>th</sup>-29<sup>th</sup> 2020</b>	AIRMAP 2020 Conference

### Scientific committee

Charlène ARNAUD, Université de Versailles-Saint Quentin, IAE-ISM-LAREQUOI, France  
Mourad ATTARÇA, Université de Versailles-Saint Quentin, IAE-ISM-LAREQUOI, France  
Annie BARTOLI, Université de Versailles-Saint Quentin, IAE-ISM-LAREQUOI, France  
Isabelle BORIES-AZEAU, Université de Montpellier, MOMA France  
Laïd BOUZIDI, Université Jean Moulin Lyon 3, IAE Lyon, France  
David CARASSUS, Université de Pau et des Pays de l'Adour, France  
Didier CHABAUD, Université Paris 1 Panthéon-Sorbonne, IAE Paris, France  
Yves CHAPPOZ, Université Jean Moulin Lyon 3, IAE Lyon-MAGELLAN, France  
Stéphanie CHATELAIN-PONROY, CNAM, France  
Heungsuk CHOI, Korea University, Corée du Sud  
Hervé CHOMIENNE, Université de Versailles-Saint Quentin, IAE-ISM-LAREQUOI, France  
Choon-Sik CHUNG, Université de KyungSung, Corée du sud  
Philippe COHARD, Université de Montpellier, MOMA, France  
Thierry CÔME, Université de Reims Champagne-Ardennes, France  
Nathalie COMMEIRAS, Université de Montpellier, France  
Jean-Marie COURRENT, Université de Montpellier, MOMA, France  
Sophie CROS, Université Le Havre Normandie, ISEL, France  
Paul CROZET, Université d'Amiens, France  
Jean DESMAZES, Université de La Rochelle, IAE La Rochelle, France  
Philippe DORBAIRE, Université de Poitiers, France  
Jérôme DUPUIS, Université de Lille, France  
Ariel EGGRICKX, Université de Montpellier, France  
Yves EMERY, Université de Lausanne, Suisse  
Jae-Ho EUN, Korean Institute of Public Administration, Corée du sud  
Christophe FAVOREU, Toulouse Business School, France  
Irène GEORGESCU, Université de Montpellier, MOMA, France  
David GIAUQUE, Université de Lausanne, Suisse  
Solange HERNANDEZ, Aix-Marseille Université, IMPGT, France  
Alfred T. HO, School of Public Affairs & Administration, University of Kansas, Etats-Unis  
David HURON, Université Côte d'Azur, IAE Nice, GRM, France  
Tobin IM, Seoul National University, Corée du sud  
Robert LE DUFF, Université de Caen, NIMEC, France



Norbert LEBRUMENT, Université Clermont Auvergne, France  
Hae-Young LEE, Université de YeungNam, Corée du sud  
Erick LEROUX, Université Paris 13, France  
Marc LEROY, Université de Reims-Champagne  
Antoine MASINGUE, Université de Valenciennes, France  
Christophe MAUREL, Université d'Angers, France  
Bachir MAZOUZ, Ecole Nationale d'Administration Publique, Québec  
Karim MESSEGHEM, Université de Montpellier, MOMA, France  
Laurence MORGANA, CNAM, France  
Gérald NARO, Université de Montpellier, MOMA, France  
Florence NOGUERA, Université Paul Valéry Montpellier 3, France  
Gérald ORANGE, Université de Rouen, NIMEC, France  
François PICHAULT, Université de Liège, HEC École de gestion, Belgique  
Florent PRATLONG, Université Paris 1 Panthéon Sorbonne, France  
Pierre-Charles PUPION, Université de Poitiers, France  
Hae-Ok PYUN, Université d'Orléans, CRJ Pothier, Ministère de l'action et des comptes publics, France  
Madina RIVAL, CNAM, France  
Corinne ROCHETTE, Université Clermont Auvergne, France  
Gilles ROUET, Université de Versailles-Saint Quentin, IAE-ISM-LAREQUOI, France  
Sylvie SAMMUT, Université de Montpellier, MOMA, France  
Grégory SPIETH, Université d'Orléans, France  
Bruno TIBERGHEN, Aix-Marseille Université, IMPGT, France  
Jean-Marc VANDENBERGH, CAPAC, Belgique  
Pyeong Jun YU, Yonsei University, Corée du Sud  
Kwan-Jai YUN, Université de YeungNam, Corée du Sud

## Organizing committee

Bernard AUGE, Université de Montpellier, MOMA  
Marlène BARREDA, Université de Montpellier, IUT de Montpellier Sète  
Benjamin BENOIT, Université de Perpignan – Via Domitia  
Isabelle BORIES-AZEAU, Université de Montpellier, MOMA  
Ludivine CLOUZOT, Université de Montpellier, MOMA  
Philippe COHARD, Université de Montpellier, MOMA  
Nathalie COMMEIRAS, Université de Montpellier, IUT de Montpellier Sète  
Ariel EGGRICKX, Université de Montpellier, IUT de Montpellier Sète  
Irène GEORGESCU, Université de Montpellier, MOMA  
Florence NANDE, Université de Montpellier, IUT de Nîmes  
Gérald NARO, Université de Montpellier, MOMA  
Patrice NDIAYE, Université de Montpellier, MOMA  
Alexandre VERNHET, Université de Montpellier, MOMA

## Contact :

[colloque@airmap.fr](mailto:colloque@airmap.fr)