



# LABEX Entreprendre

Université de Montpellier  
University of Montpellier

## 2015 ACTIVITY REPORT

### ENTREPRENEURSHIP AND SUSTAINABLE INNOVATION

Midway through 2015, an international jury evaluated Labex Entreprendre and noted that its performance in the areas of research, training and promotion was “impressive.” The jury also underlined Labex Entreprendre’s contribution to the entrepreneurial and innovation ecosystem. The members encouraged Labex Entreprendre to intensify the dissemination of knowledge through publications in leading international journals.

On April 7th, 2016, Labex Entreprendre will celebrate its fifth anniversary with a daylong conference dedicated to “Entrepreneurship and Sustainable Innovation: Perspectives for France,” a topic in step with the COP21 universal agreement on climate change. The ongoing challenge will be to build knowledge in the fields of entrepreneurship and sustainable innovation in order to best serve the needs of public policymakers and the business community. Of note, Bulane, one of the “cleantech ambassador” companies at COP21, has been supported by Labex Entreprendre through the Executive MBA program: “SME Growth Strategies.”

Labex Entreprendre has initiated numerous international studies and observatories; the resulting databases should ensure the publication

of timely articles in major journals. Scientific production has overall shown strong growth, and this year about 40 articles were published in indexed journals and about 100 papers presented in high level conferences.

The challenge shortly will be to integrate new researchers into the national and international plans. For the first time, Labex Entreprendre has therefore issued a call for projects related to the topics established for its programs of research and chairs. Five projects will be funded for three years, and are expected to intensify the research activities and open new perspectives. New chairs are also being planned with institutional partners.

For the past five years, the 160 researchers associated with Labex Entreprendre and their many partners have contributed to major scientific actions, which in turn have made the region and the local business community more competitive. We thank them for their commitment, without which Labex Entreprendre would not have become one of the leading actors in the entrepreneurship and innovation ecosystem.



# STRATEGY AND ORGANIZATION

Labex Entreprendre is a collaborative project uniting research teams in the fields of law, economics and management:

- Social Law Laboratory
- Private Law Laboratory
- Montpellier Research in Management
- UMR LAMETA
- UMR MOISA

It grew out of Montpellier's long tradition of research in entrepreneurship and innovation, which has been recognized nationally and internationally.

The mission of Labex Entreprendre is to build and disseminate knowledge on new venture creation from the perspectives of the legal, economics and management sciences.

The theme of entrepreneurship is closely related to issues of innovation, growth and sustainable performance. Labex Entreprendre addresses these issues through its research, training and promotion programs, which have both local and international scope. The six Labex Chairs make a vital contribution by stimulating and coordinating these programs. They facilitate relationship building with regional actors by organizing meetings or training sessions. The Chairs also bring international exposure to Labex actions.



## FOCUS 1

### EMERGENCE AND INNOVATION

**PROGRAM 1**  
Entrepreneurship and  
Innovation Technologies

**CHAIR**  
Prevention and  
Correctives  
for Business  
Problems

**PROGRAM 2**  
Management and  
Evaluation of Support  
Services

**CHAIR**  
Jacques Coeur  
Entrepreneurial  
Support

**PROGRAM 3**  
Interorganizational  
Strategies and Innovation

**CHAIR**  
Entrepreneurship  
and Innovation

## FOCUS 2

### SUSTAINABLE ENTREPRENEURSHIP

**PROGRAM 1**  
Issues of Standardization  
and Contractualization

**CHAIR**  
Corporate Social  
Responsibility and  
the World of Work

**PROGRAM 2**  
Observatory on  
Sustainable Development  
in SMEs

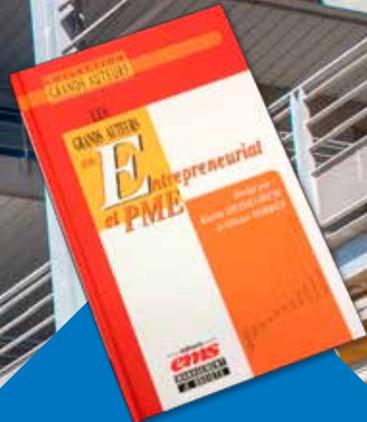
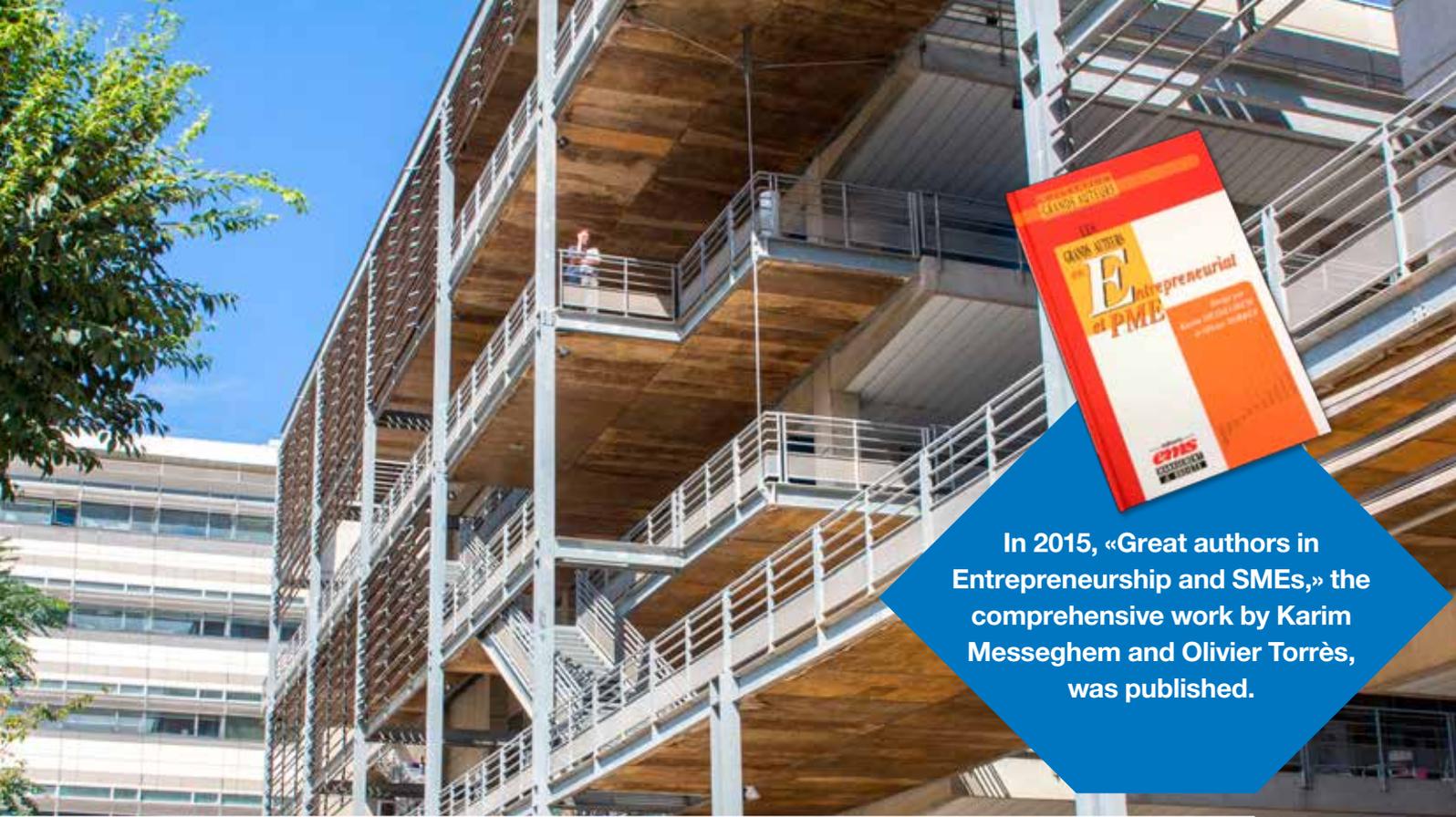
**CHAIR**  
Health of SME  
Owner-Managers  
and Entrepreneurs

**PROGRAM 3**  
Market Governance  
Strategies and Sustainable  
Performance

**CHAIR**  
Responsible  
Management and  
Entrepreneurship

RESEARCH - TRAINING  
PROMOTION

Actions of Labex Entreprendre



In 2015, «Great authors in Entrepreneurship and SMEs,» the comprehensive work by Karim Messeghem and Olivier Torrès, was published.

## ACTIONS 2015

### DEVELOPMENT OF RESEARCH PROGRAMS

#### Creation of observatories:

- International observatory on sustainable development in SMEs
- Observatory on the health of SME owner-managers
- National observatory on researcher-entrepreneurs (convention with the Ministry of Higher Education and Research)
- Observatory on alliances and partnerships
- Observatory on financial performance and marketing of alternative European governance structures

#### Creation of research networks:

- Global competition network
- Working group of the Academy of Entrepreneurship and Innovation on entrepreneurial support
- International network on the health of business owner-managers

#### International exchanges:

New York University: Stern School of Business, HEC Lausanne, Indiana University, Université du Québec, HEC Montréal, Université de Casablanca, among others

#### Publications:

The research programs have led to a steady flow of journal articles, books and communications at major conferences.

| Labex Entreprendre publications in 2015            | Number of publications |
|--|------------------------|
| Books  | 9                      |
| Chapters   | 36                     |
| Articles in indexed journals (CNRS, FNEGE, HCERES) | 40                     |
| Communications                                     | 118                    |
| Other  | 71                     |

## TRAINING ACTIONS

Training activities have been carried out in connection with the six Labex Entreprendre Chairs and the two partnership Chairs: “Management and Technology” and “Innov’ere Santé.” The Chairs have the following missions:

- Support research programs
- Develop training activities
- Promote research and strengthen ties with economic actors

## EVENTS ORGANIZATION

In 2015, Labex Entreprendre organized numerous scientific events and put the accent on facilitating meetings between researchers and practitioners.

- 13<sup>th</sup> Interdisciplinary European Conference on Entrepreneurship Research (IECER, February 2015)
- Roundtable discussion on “Modernizing the social dialogue and the representation of employees in micro-enterprises and SMEs: What reforms?” (May 2015)
- Workshop on “Health, Digital Systems and Marketing” (November 2015)

### “Executive” training is offered:

- Training seminars for legal professionals
- Executive MBA (EMBA): “SME Growth Strategies” in partnership with Montpellier Metropole Méditerranée
- Training modules on the health of SME owner-managers in collaboration with the Association for Progress in Management

### Labex Entreprendre also sponsored several academic and professional events, including:

- 26<sup>th</sup> AGRH Congress in Montpellier: “New models in Human Resources Management?” (November 2015)
- Start-up Weekend Montpellier (May 2015) and FailCon (September 2015)
- VII International Symposium: “Perspectives on the Transformations in Management and Public-Sector Organizations” (November 2015)

## PROMOTIONAL ACTIONS

- Two academic spinoffs: Ozerwise (support for cases of entrepreneurial failure) and D-SIDD (project at the intersection of territorial diagnosis and participative democracy)
- Conferences for professionals, such as the 2<sup>nd</sup> Open House on July 10, 2015, on the health of SME owner-managers, and the Partners Day in

March 2015, dedicated to building alliances and partnership

- Publication of research results in the newsletter: Labex Entreprendre Publications. Five issues were produced in 2015, all downloadable at [www.labex-entreprendre.fr](http://www.labex-entreprendre.fr)



## LABEX ENTREPRENDRE

Université Montpellier - Faculté d'Administration Économique et Sociale  
Espace Richter - Avenue Raymond Dugrand - CS 59640 - 34960 Montpellier cedex 2

[www.labex-entreprendre.fr](http://www.labex-entreprendre.fr)

