

**JSBM SPECIAL ISSUE**  
***HUMANE ENTREPRENEURSHIP***

***Guest Editors***  
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**BACKGROUND**

The UN Declaration of the Micro and Small Business (MSMEs) Day, spearheaded by the International Council for Small Business (ICSB) has been a key milestone in the fulfillment of ICSB's mission to support Entrepreneurs and Small Business in progressing towards economic and social growth. The Declaration, while highlighting the complexity and the multidimensionality of the entrepreneurial role, recognizes the impact of MSMEs behaviour in the achievement of the UN - Sustainable Development Goals (SDGs).

The 2017 and 2018 ICSB Forums held at the United Nations Headquarters in New York, together with the organization of a large portfolio of Congresses and Conferences all around the World, have been valuable opportunities to connect and celebrate Organizations and Individuals committed to help MSMEs to move in the direction of creating more decent jobs while protecting the environment as well as local communities. This has been an overwhelming movement which has also fostered a large number of research activity around the concept of an Humane Approach to Entrepreneurship. In particular, thanks to the pioneering work of Prof. Ki Chan Kim, an international group of researchers was assembled to better define the concept ([humaneentrepreneurship.org](http://humaneentrepreneurship.org)). This was intended as a model for firms' growth based on entrepreneurial orientation, leadership and fair human resource management. Furthermore, in a pair of articles published by JSBM (56-S1, 2018), the Humane Entrepreneurship concept was at first defined as a means to create either financial wealth and new high quality jobs (Ki Chan et al, 2018), and, subsequently, as a strategic posture defined by the capability to provide leverage, at the same time, on Entrepreneurial Orientation, Orientation towards Executive and Employees and on Sustainability Orientation (Parente et al. 2018).

**OVERVIEW**

The focus on Orientations is a well grounded perspective from which to study Entrepreneurship at the Firm-Level (Miller and Friesen, 1982; Covin and Slavin, 1991; Lumpkin and Dess, 1996), and is in line with the Theory of Planned Behaviour (TBP) (Ajzen, 1991), which states that behavioural intentions guide our decisions pathways.

From this point of view Humane Entrepreneurship (HumEnt) can be viewed as a Strategic Posture which inspires new forms of Entrepreneurial Strategies for wealth creation (Ireland and Al, 2001). The concept of HumEnt as a new theoretical construct has its roots in well established fields of studies in Management and Entrepreneurship. One of the main inspirational sources can be found within Corporate Social Responsibility (CSR), a conceptualization which captures the idea that Corporations have not only economic (and legal) obligations, but some ethical and discretionary (philanthropic) responsibilities as well (Carroll, 1991). The CSR influence on the Strategic Entrepreneurship theory is not new at all, and an example can be found in Hitt et al. (2011) where they argued that successful strategic entrepreneurial activity should create value for customers, stockholders, and other stakeholders.

On a broader perspective, the Humane Entrepreneurship concept is in line with a philosophical line of thought that argues over the influence of Ethical Dimensions in the emergence of Orientations and Behaviors of economic agents. Even if traces of this discourse can already be found in the works of philosophers that defined the field of economy as a scientific field, in the last decade there has been a rising interest in the role of ethics in management. The Ethic perspective has led to fine grain distinction between Immoral, Amoral and Moral orientations in management (Carroll, 2001) while more recent work introduced the distinction between Egotistic, Altruistic and Biospheric orientation (De Groot and Steg, 2008). On a positive side Humanistic Management emerged as a Managerial (and possibly Entrepreneurial..) orientation characterized by “a management which emphasizes the human condition and is oriented to the development of human virtue, in all its forms, to its fullest extent” (Melé 2003).

Humane Entrepreneurship, as a Strategic posture, is still in its infancy state and, similar to concepts focusing on entrepreneurship at the firm-level, need an effort of clarification about the epistemology of Firm-level Orientations, Real Entrepreneurial Events and Organizational performances, and the structure of the links between them (Kantur, 2014).

## **Research Issues**

Following is a non-exhaustive and non-exclusive list of issues and questions that might be addressed in response to this Call For Papers. Other appropriately related topics are equally welcome:

- What are the internal and external factors that behave as antecedents of HumEnt orientation?
- What effect does a firm’s nature of business (necessity or opportunity-driven), size, age, and/or industry have on HumEnt?
- Is HumEnt different in different cultures and/or does it change according to different economic phases?
- Is HumEnt able to create new organizational resources and dynamic capabilities?
- HumEnt and Social Capital development at either the Individual or Organizational level.
- How to measure HumEnt Orientations? Is it possible to have a unique Index?
- How HumEnt orientations influence the selection of Entrepreneurial opportunity?
- What are the links between HumEnt as a Strategic Posture and Strategic Entrepreneurship? Can a direct link or other factors mediate/moderate this relationship?
- What are the links between HumEnt as a Strategic Posture and a Firm’s performance? Is it a direct link or do other factors mediate/moderate this relationship?
- Can HumEnt facilitate networking strategy and local development?
- Progress on UN-Sustainable Development Goals achievements and HumEnt.

We seek especially empirical papers, both quantitative and qualitative. However conceptual and theory building papers are also welcomed.

## Deadlines

Call Opens	March 2019
Call Ends	November 2019
First Revision	February 2020
Final Date of Acceptance	May 2020
Publication date	June 2020

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