



# **Humane Entrepreneurship in a Dynamic World**

## **Conference Event in Conjunction with**

### **MSMEs Day - June 27, 2021**

**9 am EDT – 12 pm EDT**

The United Nations Sustainable Development Goals seem to be the most united and comprehensive guide in which our global community might simultaneously survive and heal its inequalities that have been plaguing our world. Resulting from historical injustices, the world is far from equal. As mentioned earlier in this series, the concept of Humane Entrepreneurship (HumEnt), regarded on a large scale, poses our only survival mechanism to enable the achievement of the United Nations Sustainable Development Goals (SDGs). However, one grand mistake that we are collectively recreating in regards to sustainable change and promotion of the SDGs is that we forget that we as human leaders, employees, businesses, etc. must change ourselves for the SDGs to work.

Humane Entrepreneurship has never been of greater importance. That is why on the Global MSMEs Day, ICSB plans to host this Humane Entrepreneurship event that gathers leading researchers to gather and discuss the ways in which we can continue to progress while uplifting human, social, and ecological good.

#### **JSBM social and human entrepreneurship articles**

The Journal of Small Business Management continues to champion work in humane entrepreneurship. The field's visibility holds great potential to effect significant change in the business ecosystem. That is why JSBM understands its mandate to uplift the impact of humane entrepreneurship research. Although publication in the journal is highly competitive, scholars are encouraged to submit future work relating to social and humane entrepreneurship topics to the journal for consideration. Special thanks are offered to the JSBM Editorial Board and the many anonymous peer reviewers who contributed to the development and refinement of the work presented in this issue.



## Proposed Conference Speakers

Susana C. Santos, Xaver Neumeyer, António Caetano & Francisco Liñán—*Understanding how and when personal values foster entrepreneurial behavior: A humane-perspective*

Ki-Chan Kim, Jeffrey S. Hornsby, John Laurence Enriquez, Zong-Tae Bae & Ayman El Tarabishy—*Humane Entrepreneurial Framework: A model for effective corporate entrepreneurship*

Indu Khurana, Amarpreet Singh Ghura & Dev K. Dutta—*The influence of religion on the humane orientation of entrepreneurs*

Whitney Peake & Kimberly Eddleston—*Conditioned to care: Gender differences in entrepreneurs' socially responsible behaviors*

Phillip Kruse, Dominika Wach.& Jürgen Wegge—*What motivates social entrepreneurs? A meta-analysis on predictors of the intention to found a social enterprise*

Roberto Parente, Ayman El Tarabishy, Antonio Botti, Massimiliano Vesci & Rosangela Feola—*Humane entrepreneurship: Some steps in the development of a measurement scale*

## Event Sponsorship

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We ask you to kindly support our efforts with a 2,000 USD sponsorship. With your financial support, we will be able to bring the important knowledge of these researchers to a greater audience. Your university will be the presenting sponsor of this event.



## Humane entrepreneurship special issue articles

The first article, by Santos, Neumeyer, Caetano, and Liñán, aims to examine the role of entrepreneurial intentions and motivations in the interplay between personal values strongly aligned with humane entrepreneurship self-employment career options. Results suggest that entrepreneurial intentions function as a mechanism that triggers self-employment decisions for individuals with humane-oriented personal values. This effect is more substantial when they engage in opportunity-based entrepreneurship.

The second article, by Kim, Hornsby, Enríquez, Bae, and El Tarabishy, presents a humane entrepreneurial framework for corporate entrepreneurship, outlining the process of creating Humane Entrepreneurship focusing on the people side of the business by introducing the elements of high-performance work systems (HPWS) to a company's entrepreneurial strategy. Building on HPWS and EO research, their model suggests that a "humane" approach to managing employees is a key antecedent to creating and maintaining EO and that humane organizational practices lead to sustainable entrepreneurship and innovation in companies.

The third article, by Khurana, Ghura, and Dutta, examines the impact of religion on entrepreneurs' humane orientation. They found deep connections between Humane Entrepreneurship and religion, with entrepreneurs indicating a pervasive influence of religion on all Humane Entrepreneurship construct dimensions. They also detected meaningful differences across religious groups about the impact of religion on Humane Entrepreneurship's different dimensions.

The fourth article, by Peake and Eddleston, examines social responsibility's microfoundations in the small business setting. They integrate the sorting model from the civic engagement literature and enlightened self-interest with gender role theory to examine why and how entrepreneurs vary in socially responsible behaviors. Results demonstrate that male and female entrepreneurs are similarly motivated by enlightened self-interest, but the sorting education model better explains male entrepreneurs' social responsibility.

The fifth article, by Kruse, Wach, and Wegge, uses a newly developed framework featuring individual, social, and economic level antecedents of social entrepreneurship intention (SEI). They present a data-powered framework that is empirically feasible, as significant effects of individual, social, and economic variables on SEI emerge. The national economic stage, sample composition, and SEI measurement act as moderators.



The sixth article, by Parente, El Tarabishy, Botti, Vesci, and Feola, addresses some preliminary issues to develop a measurement scale to validate firm Humane Entrepreneurial Orientation (HEO). The article defines HEO beginning with reviewing the main literature regarding its three components: Entrepreneurial Orientation, Sustainable Orientation, and Humane Resource Orientation. The article thereby makes some contributions about how and at which organizational level the HEO components can be measured.

### Conclusion

JSBM continues to champion work in humane entrepreneurship. The field's visibility holds great potential to effect significant change in the business ecosystem. That is why JSBM understands its mandate to uplift the impact of humane entrepreneurship research. Although publication in the journal is highly competitive, scholars are encouraged to submit future work relating to social and humane entrepreneurship topics to the journal for consideration. Special thanks are offered to the JSBM editorial Board and the many anonymous peer reviewers who contributed to the development and refinement of the work presented in this issue.



**HUMANE**  
ENTREPRENEURSHIP

Sincerely,

Dr. Ayman El Tarabishy, President and CEO ICSB