

# CALL FOR SUBMISSIONS

## CASES ON INCLUSIVE ENTREPRENEURSHIP

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Inclusive entrepreneurship focuses on the role that entrepreneurship plays in the social and economic participation of unconventional or underrepresented groups (Bakker & McMullen, 2023; OECD/European Commission, 2023). This is because the norms and systems in mainstream institutions are designed for conventional groups of entrepreneurs leading unconventional groups to be excluded from business activities or resources that facilitate their entrepreneurial tasks (OECD/European Commission, 2023).

These unconventional groups of entrepreneurs who differ from the 'norm' include people with disabilities, refugees, ethnic minorities, former convicts, members of the LGBTQIA+ communities, and many more (Bakker & McMullen, 2023; OECD/European Commission, 2023). In certain geographical regions, women entrepreneurs are also considered unconventional (OECD/European Commission, 2023). Thus, inclusive entrepreneurship focuses on how these unconventional groups engage with entrepreneurship, what can be done, and what/how systems and policies could facilitate the inclusion of unconventional entrepreneurs.

The overall objective of this case book is to compile a set of **real-world teaching cases that can be used for pedagogical purposes**. To address the learning needs of different learner groups, we seek cases written in different ways including **narratives, interviews, and blog posts, among others**. The cases can be **inquiry/problem-based, dilemma-based, or situation-based or any other format**. Each case needs to be followed by **teaching notes**.

We invite potential contributors to submit an expression of interest (EOI) outlining the tentative topic, team, and case description including exclusion/inclusion focus (around 300 words). The acceptance of the EOI will be on a rolling basis and we appreciate it if you send your EOIs before the 15th of December, 2024.

If your EOI is accepted, authors will be required to submit their case studies and teaching notes by 15th April, 2025. We will also provide more information on the case study format and structure of the teaching notes.

Kindly send the EOI to Nadeera Ranabahu [nadeera.ranabahu@canterbury.ac.nz](mailto:nadeera.ranabahu@canterbury.ac.nz) or Tanya Jurado [T.R.Jurado@massey.ac.nz](mailto:T.R.Jurado@massey.ac.nz).

**Please feel free to contact Dr Ranabahu or Dr Jurado for further information or to discuss potential case study ideas.**

### Case areas:

Following Bakker and McMullen (2023), we seek teaching cases according to the following five major areas as unconventional entrepreneurs vary from conventional entrepreneurs based on these dimensions.

- **Physical dimension:** e.g., youth, seniors, entrepreneurs/people with disabilities,
- **Cognitive dimension:** e.g., entrepreneurs with PTSD or ADHD
- **Cultural dimension:** e.g., religious entrepreneurs, ethnic minority entrepreneurs, refugee or immigrant entrepreneurs
- **Economic dimension:** e.g., slum dwellers, street hawkers, poverty entrepreneurs
- **Behavioral dimension:** e.g., former convicts, stigmatised entrepreneurs in areas such as sex work

The teaching cases can **focus on the inclusion and exclusion of people from entrepreneurship or how entrepreneurial initiatives can make systems, rules, and policies inclusive for people to engage in entrepreneurship**. The case studies we seek are short with each case not exceeding 5,000 words and each teaching note not exceeding 2,000 words.

The cases can come from any industry or sector (e.g., services, tourism, creative industries, technology, high-growth firms, etc.) or any country. We particularly encourage cases from under-explored areas, industries and geographies.