

**24th International Colloquium on Entrepreneurial and Small Business Marketing,
'Entrepreneurial Marketing and its Regional Impact'****Tuesday 8th January 2019, 9.00am – 5.00pm****Huddersfield Business School****University of Huddersfield, Queensgate, Huddersfield, West Yorkshire, HD1 3DH****An Invitation and Call for Papers**

The Entrepreneurial and Small Business Marketing Special Interest Group invite both new and established researchers to attend a forthcoming colloquium on Tuesday 8th January 2019 at the University of Huddersfield Business School, in the heart of the West Yorkshire. We pride ourselves on having developed, over the years, an open, supportive meeting with a *retreat*-style environment combined with the rigour of an academic conference. During the day you will discuss your own research in-depth with other scholars in the field, have an opportunity to identify co-authors (for completed PhDs) and discuss and plan new joint research projects and joint publications in the field. The focus will be on encouraging leading insightful research in the field of entrepreneurial and small business marketing. As in previous years, we will once again take the opportunity to encourage a 'round-table' discussion as a platform for our research discussions. We will discuss and debate:

- The evolution of entrepreneurial marketing theory and practice
- Current issues in research in the field of entrepreneurial marketing and small business marketing
- EM and its regional impact as a result of dialogue between industrial marketing and economic geography
- Explore contributions of embryonic research and guide early career researchers in the development of innovative and impactful areas of the research field.
- Move the research Agenda forward in terms of supporting researchers in the group in their individual research and publication strategies and ideas for collaborative research and publications opportunities.

During the day, we'll also be hearing from two eminent invited speakers:



Professor John Nicholson
Professor of Management
(University of Huddersfield)

Topic: 'The entrepreneurial firm in a regional context: A space odyssey'



Professor Saras Sarasvathy
Paul M. Hamaker Professor in Business Administration
(University of Virginia, Darden School of Business)

Topic: 'Effectual Marketing: Implications for micro foundations of marketing and macro structures of markets'

Preamble: In the almost ten years since the lead article published in the *Journal of Marketing* in 2009, interesting research streams at the confluence of co-creational marketing and the creation of new markets have developed in parallel within the two separate disciplines of marketing and entrepreneurship. I would like to spend our time together at the colloquium to share projects I am currently working on that explore both micro and macro implications of effectuation for entrepreneurial marketing. In particular, let us discuss the micro-behavior of entrepreneurs with regard to working with self-selected stakeholders that lead to the creation of new markets. Let us also explore what their experiences in structuring relationships with these stakeholders might mean for the structure of markets and societies.

The colloquium will be from 9am-5pm & will include a light lunch and refreshments through the day.

To register for the event [click here](#). For further information on the event email c.mccamley@hud.ac.uk.

A link to the online registration and payment portal will then be sent. We look forward to welcoming you.

There will also be an informal dinner on Monday 7th (at delegates own cost). Contact Claire for further details.



Dr Claire McCamley and Dr Leigh Morland
24th Intl. Colloquium Co-Chairs



Dr Zubin Sethna and Dr Rosalind Jones
AM – ESBM Special Interest Group Co-Chairs

Fees:

A flat rate of £15 for all.