

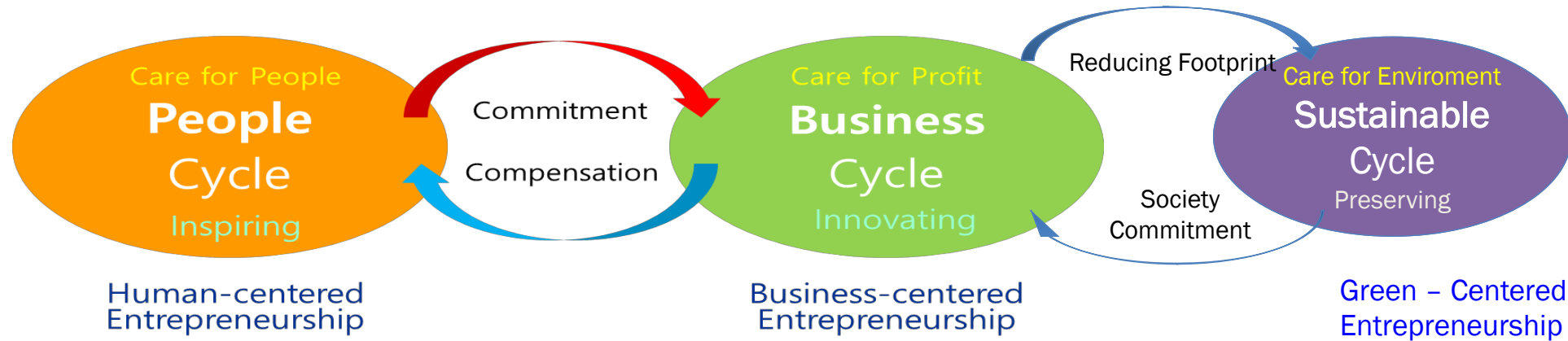
HUMANE ENTREPRENEURSHIP: AN ICSB FLAGSHIP.



Prof. Massimiliano Vesci

University of Salerno
Department of Management & Innovation Systems
Lisa lab
Italy

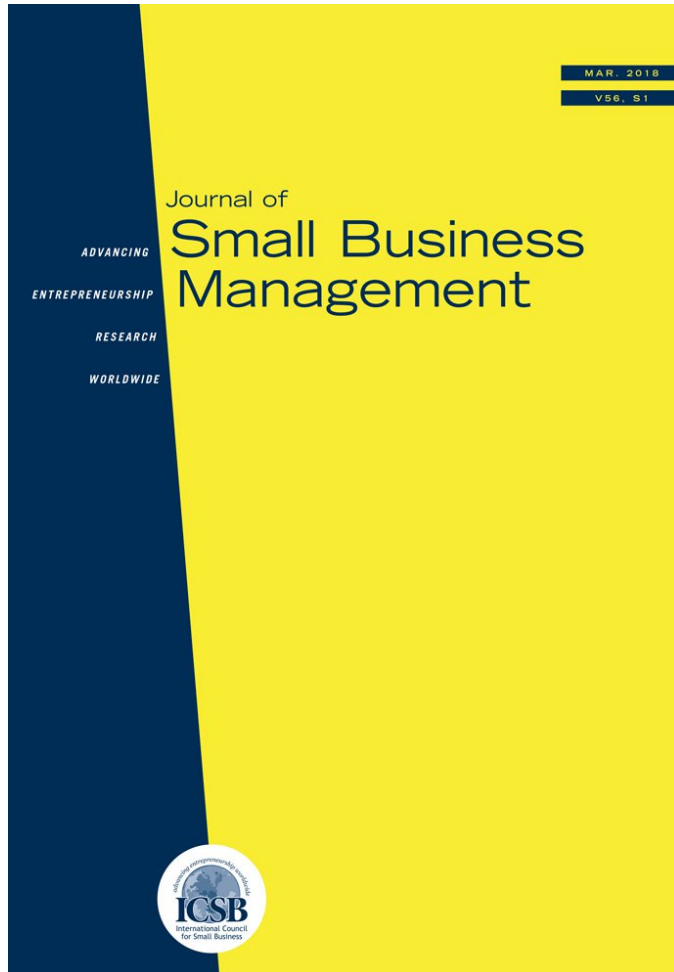
Humane Entrepreneurship: the vision



Humane Entrepreneurship: the need and the CEOs debate



Humane Entrepreneurship: the seminal studies



Journal of Small Business Management 2018 56(S1), pp. 10–29

<https://doi.org/10.1111/jsbm.12431>

Humane Entrepreneurship: How Focusing on People Can Drive a New Era of Wealth and Quality Job Creation in a Sustainable World

by Ki-Chan Kim, Ayman ElTarabishy, and Zong-Tae Bae

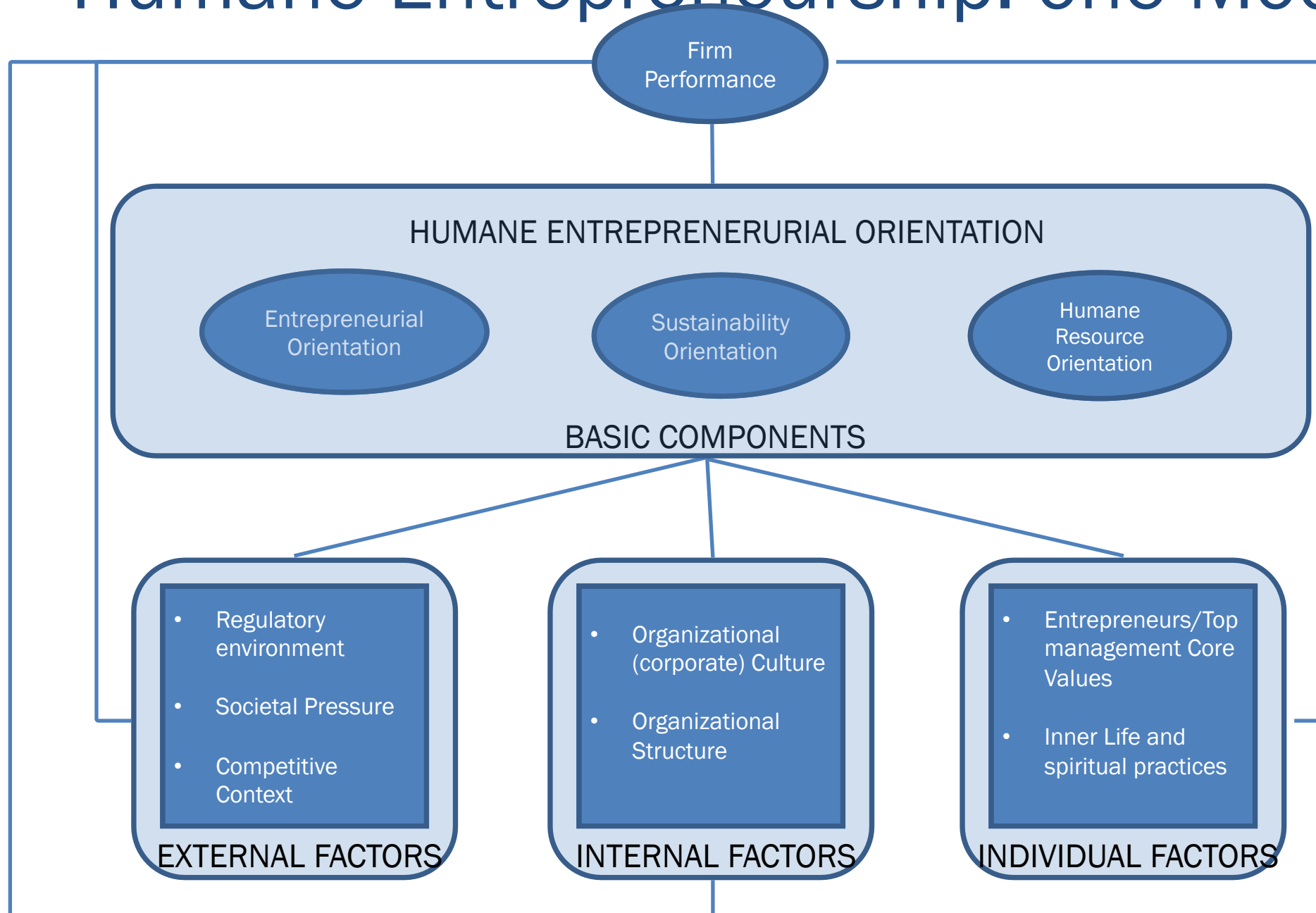
Journal of Small Business Management 2018 56(S1), pp. 30–52

<https://doi.org/10.1111/jsbm.12432>

The Epistemology of Humane Entrepreneurship: Theory and Proposal for Future Research Agenda

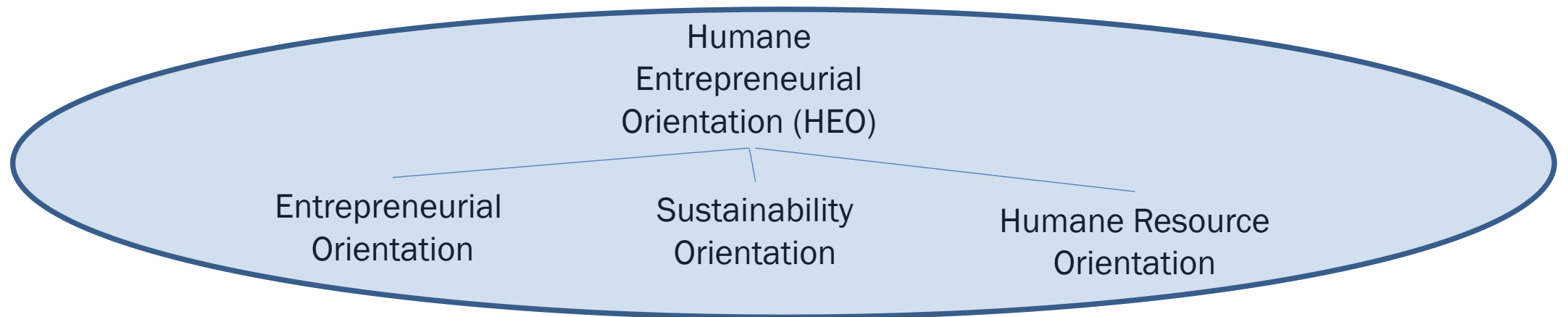
by Roberto Parente, Ayman ElTarabishy, Massimiliano Vesci, and Antonio Botti

Humane Entrepreneurship: one Model



Humane Entrepreneurship: The Humane Entrepreneurial Orientation (HEO)

An enlarged entrepreneurial strategic posture (ESP):
Humane Entrepreneurial Orientation (HEO)

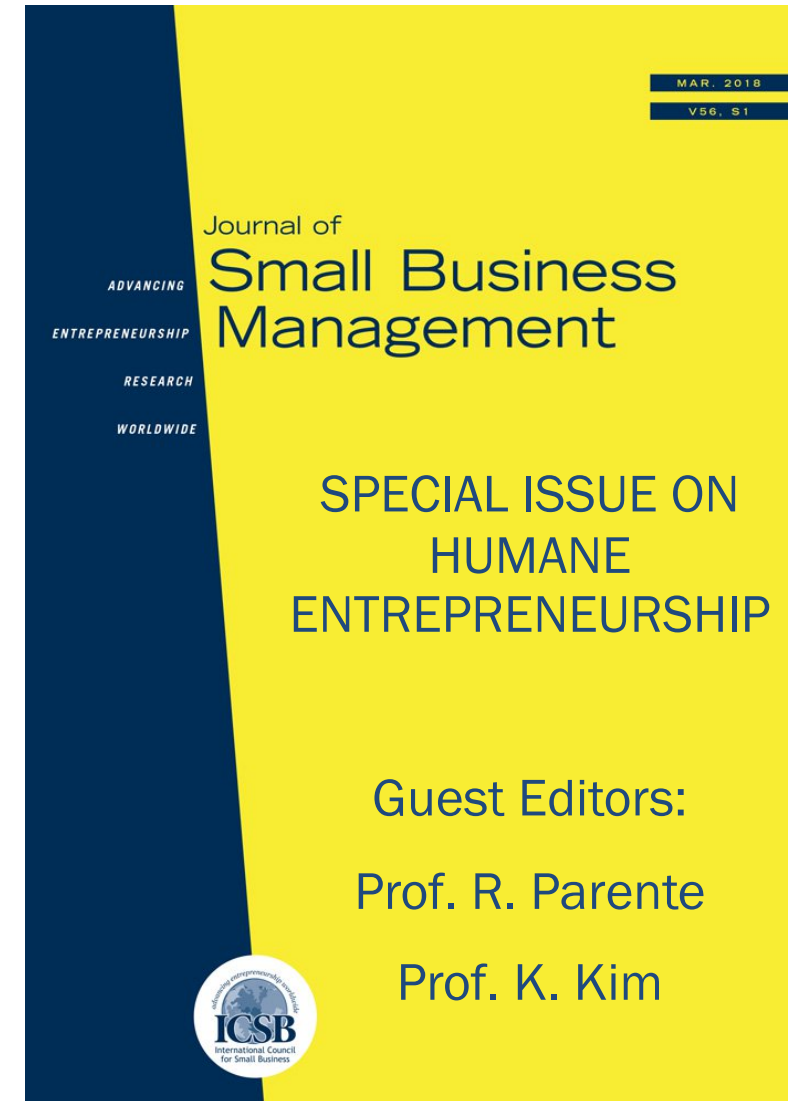


HumEnt and HEO: Research Issues

- What are the internal and external factors that behave as antecedents of HEO?
- What effect does a firm's nature of business (necessity or opportunity-driven), size, age, and/or industry have on HumEnt (HEO)?
- 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?
- How to measure HEO? Is it possible to have a unique Index?
- How HEO influences the selection of Entrepreneurial opportunity?
- What are the links between HumEnt as a Strategic Posture and Strategic Entrepreneurship?
- What are the links between HEO 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?
- What happens if a firm demonstrate two of three of the orientations representing HEO.
- How performance can be interpreted from a HumEnt perspective?

HumEnt and HEO: where to discuss?

- Call Ends January 2020
- First Revision March 2020
- Final Date of Acceptance June 2020
- Hypothesized
Publication date October 2020





THANK YOU!

MASSIMILIANO VESCI (MVESCI@UNISA.IT)

Associate Professor of Strategic Entrepreneurship

University of Salerno

Department of Management & Innovation Systems

Lisa lab

Fisciano (SA) – Italy

