



## SIG 03 - ENT - Entrepreneurship

We invite you to submit your research to explore the theme of **Leading the Digital Transformation** for the EURAM 22<sup>nd</sup> Conference.

We look forward to receiving your submissions.

## ST03\_03 - Entrepreneurial Decision Making and Behaviour

### Proponents:

Andrea Caputo, University of Trento & University of Lincoln; Sara Sasseti, University of Pisa; Massimiliano Pellegrini, University of Rome; Bob Bastian, Università di Pavia and Università di Bergamo.

### Short description:

The creation, success and longevity of SMEs are deeply linked with the effectiveness of internal and external decision-making processes. When entrepreneurs make decisions, they are especially influenced by their emotions, passions, values, beliefs, and cognition. These aspects are significant to understand since they impact the development and life of the venture. There is great potential to improve scholarly understanding of these mechanisms in entrepreneurial decision-making, such as trust, rationality, intuition, conflicts, and spirituality. To explore these and other promising research gaps, the track welcomes novel research approaches and innovative methods in entrepreneurial behaviour and decision-making, that are conceptual or empirical.

### Long description:

Entrepreneurs, compared to non-entrepreneurs, face conditions of high uncertainty, ambiguity, time pressure, and are consequently under high levels of emotional intensity when making decisions. Similar conditions apply when entrepreneurs negotiate with their internal and external stakeholders. Since entrepreneurs' values often orient their visions, this critically impacts on their ability to recognise opportunities.

There is a broad agreement that decision-making is affected by cognitive aspects (Mitchell, Mitchell & Randolph-Seng, 2014), rationality-intuition, biases (Caputo, 2013), values-beliefs and perspicacity (Fayolle, Liñán & Moriano, 2014; Pellegrini & Ciappei, 2015), intentions, (Tognazzo, Gubitta & Gianecchini, 2016) as well as by emotions and passion (Cardon et al., 2012). Moreover, as a successful answer to today's business environment, it is also important to understand how entrepreneurs deal with and negotiate their relationships with other stakeholders.

The track welcomes multidisciplinary investigations that are theoretical, experimental, qualitative, or quantitative.

Within the field of entrepreneurial decision-making and behaviour, we propose (but do not limit to) particular topics:

What are the underlying cognitive mechanisms of entrepreneurial decisions and effectiveness? How the duality of cognitive mechanisms (rationality and intuition) influences entrepreneurial decisions and behaviours? How do entrepreneurial cognitive aspects influence (or are influenced by) the environmental context? How do entrepreneurial competencies impact on firm outcomes and processes?

What are the links between entrepreneurship and negotiation? What is the role of negotiation and conflict management in fostering creativity and innovation? How do cognitive biases impact on negotiation and conflict management? Conflict management and negotiation styles in SMEs, family businesses, and start-ups. The role of technology in decision making and negotiation support systems. How is intergenerational succession negotiated, and how are intergenerational conflicts managed?

How do emotional aspects and passion impact on the success/failure of firms? What is the role of emotions, trust, and fairness in entrepreneurial decision-making? How is passion experienced, displayed, and perceived? The dynamic aspects of passion, emotions and behaviours. What is the role and dynamics of sense-making processes?

Which and how do personal value priorities influence firm decision-making and outcomes? What are the reasons for starting a firm in different contexts? How does spirituality or perspicacity impact on entrepreneurs' behaviours? What is the impact of the diversity, or alignment, of values in group decision-making? What are the new perspectives on entrepreneurial intentions models?

**Keywords:**

Entrepreneurial Decision-making  
Entrepreneurial Behaviours  
Entrepreneurial Cognition  
Values  
Emotions  
Passion

**UN Sustainable Development Goals (SDG):**

Goal 5: Gender equality, Goal 8: Decent work and economic growth, Goal 9: Industry, Innovation, and Infrastructure, Goal 10: Reducing inequalities

**Publication Outlet:**

Emerald Book Series "Entrepreneurial Behaviour"  
International Review of Entrepreneurship  
Journal of Management & Organization

**For more information contact:**

Andrea Caputo, University of Trento & University of Lincoln, [andrea.caputo@unitn.it](mailto:andrea.caputo@unitn.it)

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