



Entrepreneurship and Innovation Management Workshop 2026

RITM Laboratory, Université Paris-Saclay - ISG Business School

On Thursday, April 2, 2026, the RITM laboratory and ISG Business School co-organized the fourth edition of their Entrepreneurship and Innovation Management Workshop at ISG Business School's Paris campus. The workshop included presentations of four research papers, which sparked engaging discussions and exchanges among the researchers.

Research Papers Presented

Law, F., Chebbi, H., Idi Cheffou, A., Blondel, F., & Hermans, J. (Forthcoming, 2026). Towards an ecosystem approach to corporate entrepreneurship and startup–incumbent relationships. *Revue de l'Entrepreneuriat*.

Abstract

This special issue proposes a reinterpretation of corporate entrepreneurship through an ecosystem approach. In so doing, it departs from conventional perspectives that focus solely on organizations. It explores how corporate entrepreneurship fosters hybridization between internal and external environments that transforms innovation dynamics and strategic renewal within incumbent firms through multiple interconnections with their ecosystem. The four selected articles provide insight into the dimensions, characteristics, and structuring tensions of these dynamics. This special issue also offers a critical reflection on the concept of corporate entrepreneurial ecosystems, which remains insufficiently developed in the literature, and identifies avenues for clarifying its conceptual foundations, trajectories, and implications.

Blondel, F., Corbel, P., & Loubaresse, E. (2025, November). Intrapreneurship in the public hospital sector: Tensions between actors and systems [Paper presentation]. *ARAMOS Conference*.

Abstract

We explore how intrapreneurship develops in a large healthcare organization that often uses bricolage to become more flexible and open to innovations. Specifically, we focus on the intrapreneurial initiatives within the Home Hospitalization program of the Assistance Publique Hôpitaux de Paris (AP-HP). These initiatives present unique challenges and highlight the tensions that can arise between individual efforts and incumbents, which may not always be ready to embrace new ideas. Consequently, the mechanisms of intrapreneurship must be reevaluated to address the societal challenges faced by hospitals. In this paper, we present the preliminary findings from a newly launched research program within our RITM laboratory, focused on this public hospital context.

Sassi, N., Reis, R. S., & D'hont, L., Analyzing positive deviance behaviors among female entrepreneurs: Convergence and divergence between North African and South European countries [Working paper].

Abstract

Women entrepreneurs in the Middle East and North Africa (MENA) operate within entrepreneurial ecosystems that are shaped by overlapping institutional constraints, gendered social norms, and uneven access to resources. Nevertheless, some founders achieve progress despite these barriers by adopting non-normative but effective practices. This study examines how women entrepreneurs in Tunisia and Morocco utilize positive deviance behaviors to navigate restrictive contexts. Drawing on the findings of qualitative interviews and a Gioia-based analysis, this paper identifies the mechanisms through which female founders respond to both general entrepreneurial challenges and gender-specific obstacles. The findings demonstrate that positive deviance is expressed through adaptive network building, strategic boundary management, selective norm negotiation, and the mobilization of social and psychological support. These practices enable women to create room for entrepreneurial action even in the absence of robust formal support structures and in contexts where prevailing norms constrain legitimacy, mobility, or access to opportunities. By centering North Africa and using Southern Europe as a bounded comparative reference point, the study develops a context-sensitive account of entrepreneurial agency under constraint. The present study contributes to the field of research on women's entrepreneurship by demonstrating how institutional and sociocultural conditions specific to the MENA region give rise to distinctive forms of entrepreneurial problem solving. These forms extend beyond the scope of universalized models of entrepreneurship.

Bertoletti, A., Cimiterra, M., Lelli, F., & Montresor, S., Universities as drivers of green-digital innovation: An analysis of European regions [Working paper].

Abstract

Building on the literature on regional knowledge bases and the role of universities in regional innovation systems, this paper investigates how university-related spillovers shape the regional development of green and digital (twin) technologies. Using PATSTAT data for 2011–2021 and a twin-patent identification strategy, we built a regional panel dataset combining twin patents with indicators of universities' roles in human capital formation (from ETER), research activity and specialisation, and third-mission activities (from InCites and Eurostat). Employing a log–log fixed-effects model, we estimate the relationship between regional twin patenting and university characteristics, controlling for regional conditions. Results indicate that twin-technology development is associated with ICT-specific high-skilled human capital and research quality, in particular ERC projects, while sustainability PhDs, overall number of graduates, and publication output are not significant. By contrast, sustainability-oriented university–industry collaboration, academic patenting, and pre-existing regional digital and green technological capabilities emerge as significant drivers. These findings contribute to understanding the spatial dynamics of the twin transition and offer policy-relevant insights for regional innovation strategies.