



المدرسة الوطنية للتجارة  
والتسيير - مراكش  
ECOLE NATIONALE DE COMMERCE  
ET DE GESTION MARRAKECH

THE NATIONAL SCHOOL OF COMMERCE AND MANAGEMENT  
MARRAKECH

Organizes

1ST EDITION OF THE INTERNATIONAL CONGRESS ON  
TERRITORIAL INNOVATIONS AND  
ENTREPRENEURSHIP

Under the theme

TERRITORIAL DYNAMICS AND  
ENTREPRENEURSHIP: TOWARDS AN  
**ENTREPRENEURIAL TERRITORY**

26-27 APRIL 2024

AT THE UCA MOROCCO CONFERENCE ROOM

Contact :

CITE2024.ENCGM@GMAIL.COM





**CALL FOR PAPERS**





## GENERAL CONTEXT AND ARGUMENTARY

In a context considerably marked by economic, technological and geopolitical changes, countries must succeed in the race for competitiveness by developing positive externalities within them which promote endogenous territorial dynamics (Gollain, 2018). This amounts to designing a real territorial project aimed at articulating two purposes: promoting economic, social and societal development and establishing or even strengthening territorial attractiveness and competitiveness (Slaoui, 2022). The territory is therefore considered as one of the ways around the consequences of globalization (Razafindrazaka & De La Durantaye, 2008).

Faced with this state of affairs, entrepreneurship and innovation are emerging as real drivers of wealth and employment creation within territories (Audretsch & Keilbach, 2004); (Van Stel & Suddle, 2005) and a powerful tool for the development of local economies (Desjardins, 2021); (Joyal, 1997). Moreover, for the Schumpeterian entrepreneur to be the engine of “creative destruction”, he needs a coherent, prosperous ecosystem conducive to the entrepreneurial economy. Therefore, the revitalization of territories through entrepreneurship is one of the major challenges of local development which challenges local actors and institutions, called more than ever, to demonstrate innovation and collective learning (Champrigaud, 2011).



Today, entrepreneurship is much more complex than it was in the past. A polymorphous and multidimensional phenomenon, it results from a tangle of a very great diversity of individual and personal factors, certainly, but for the most part, contextual (Tounés, 2006). The territorial context is a decisive variable in the emergence and development of entrepreneurial activities (Sternberg, 2012). These are consequently built by and for the territory.



In this context, reflection on the role of the territory as a catalyst for innovation (Gay, 2017) remains very interesting. Although the territory is a major concern of many researchers in economics and management sciences (Chouquer & Purseigle, 2013); (Razafindrazaka & De La Durantaye, 2008) (Tounés, 2006), it remains rarely debated in the field of entrepreneurship. On the other hand, a new era of interaction between territorial dynamics and the entrepreneurial spirit has emerged due to the rapid evolution of the global economic landscape, giving rise to what could be called an "**enterprising territory**". We are starting to talk about dynamic territories that promote, through local actors and institutions, the appropriation of entrepreneurial culture, the co-production of value, the creation of coworking spaces, and entrepreneurial support. New uses of territorial management appear and the territory becomes a reservoir of resources (identity, material, organizational and institutional, etc.) made available to entrepreneurs by all the actors of the entrepreneurial ecosystem (Razafindrazaka & De La Durantaye, 2008).

Since the 2000s, we have witnessed the emergence of the "**Entrepreneurial City**" concept, which demonstrates that entrepreneurial initiatives occur in a given geographic space thanks to the development of an appropriate institutional framework (Levratto & Torres, 2010). It, therefore, constitutes an appropriate model to nourish reflections around the "**enterprising territory**", capable of arousing, welcoming, and supporting the spirit of entrepreneurship at different levels.

Today, competitiveness is no longer approached globally, but is now the prerogative of sub-state territorial entities. Large metropolises, new regions, and new bustling zones such as "CasaTechnoparc" and "Rabat technopolis" have become "an important place for the recomposition of industrial and economic fabrics and an essential basis for economic performance" ( Courlet, 2001).





This new framework draws heavily on the hypotheses and findings of classic theories of localization (Weber, 1929). In reality, this theory focuses on the clustering of businesses, known as agglomeration, which caused regions with initially comparable characteristics to become significantly different over a few decades. The agglomeration economy of a specific region exerts centripetal forces, leading to a geographic concentration of local businesses and actors. (Scitovsky, 1954). These reasonings lead to addressing the concept of proximity, whether geographical, organizational (RALLET & TORRE, 1995) or cognitive (Uzunidis, 2010).

Aware of all these issues, Morocco, like other developing countries, has continued to undertake all-out reforms to ensure territorial dynamism based on entrepreneurship. The major project of advanced regionalization has been operationalized to, on the one hand, reduce socio-economic disparities between regions and on the other hand, make the territory an actor capable of designing strategies adapted to its potential and aspirations.

This structural measure, still in progress, also aims to maintain the authenticity and imprint of each region.

From this perspective, the establishment of quality territorial governance is an imperative need. It must be flexible, flexible, capable of converging the interests of stakeholders, public and private, with heterogeneous and divergent resources and issues. The ultimate objective is to build an innovative, well-governed, competitive and attractive territory, called an “**enterprising territory**”. A project on the agenda of regional, national and international policies where effective institutional framing is the condition for its realization.



This event, national and international in scope, aims to bring together researchers, professionals, local, national and/or international actors around new trends and practices leading to dynamic, innovative and enterprising territories. It would be an opportunity to open a fertile debate around the issues and challenges encountered by territorial stakeholders. National and international experiences in this area will be evaluated and a reflective approach, combining research, insights and practices, will be there. An unprecedented Congress serving to promote what already exists and to shape new perspectives and directions for the near and distant future of entrepreneurship and territorial dynamics.

*Today, there is a pressing need to look for new growth drivers and with this need, new opportunities and new challenges appear.*

# PROPOSED THEMES

In this context, the conference will focus on the following themes (non-exhaustive list):

## Theme 1:

Territorial entrepreneurship and innovation

## Theme 2:

University entrepreneurship and territorial dynamics

## Theme 3:

Inclusive entrepreneurship and territory

## Theme 4:

Female entrepreneurship and territory

## Theme 5:

Sustainable entrepreneurship and territory

## Theme 6:

Territorial innovation and entrepreneurial ecosystems

## Theme 7:

Entrepreneurship and artificial intelligence

## Theme 8:

Territorial dynamics and artificial intelligence

## Theme 9:

Entrepreneurship and governance

## Theme 10:

Innovation clusters and entrepreneurial territorial development

## Theme 11:

Territorial marketing and entrepreneurship development

## Theme 12:

Territorial governance and promotion of innovation and entrepreneurship

## PROPOSED THEMES

### Theme 13:

Government strategy for territorial innovation by 2030

### Theme 14:

Economic intelligence and strategic monitoring at the service of innovative territories

### Theme 15:

Entrepreneurial support and promotion of startups

### Theme 16:

Digital Entrepreneurship and Performance

### Theme 17:

Innovative strategies and managerial practices of organizations

### Theme 18:

Specificities of public managerial innovations and private managerial innovations

### Theme 19:

Territorial attractiveness and Entrepreneurship

### Theme 20:

Public policies and drivers of local entrepreneurship

### Theme 21:

Technologies and Transformation of Territorial Dynamics

### Theme 22:

Evaluation of Entrepreneurial Territory Indicators

### Theme 23:

Digitization of territories and Entrepreneurship

All other communication proposals which do not appear on the list above will be carefully examined by the scientific committee.



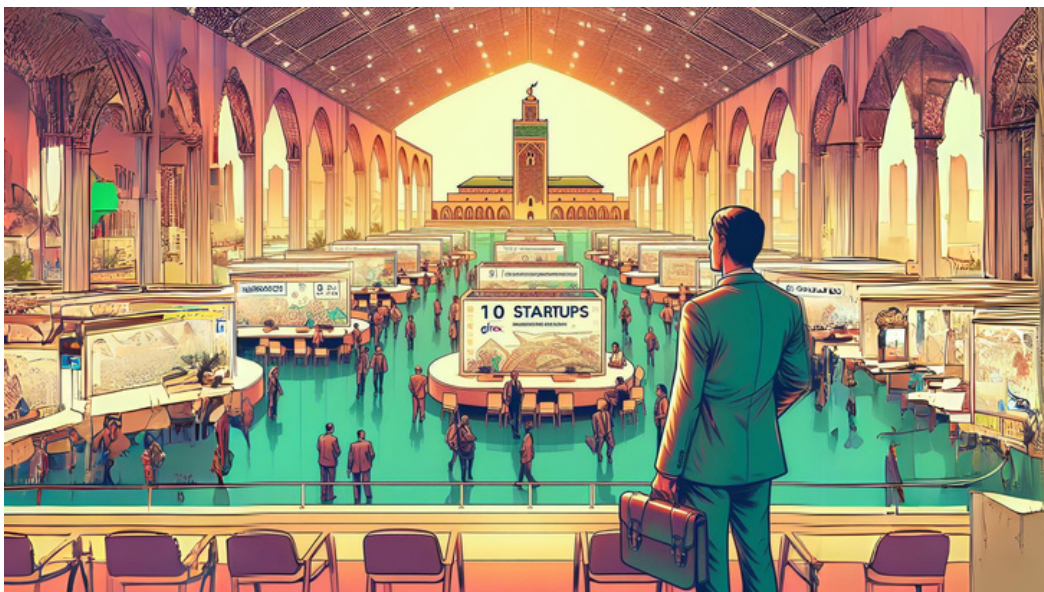
## DOCTORAL CONSORTIUM

**CITE 2024** participants, particularly doctoral students, are also invited to submit and present innovative research designs to generate discussions and initiate new ways of promoting the work carried out. A scientific committee will evaluate the presentations to elect the three best research designs who will receive well-deserved awards in recognition of their exceptional contributions to research.

## ENTERPRISING TERRITORY VILLAGE

As part of **CITE 2024**, passionate and visionary entrepreneurs will come together to inspire innovation and growth and push the boundaries of creativity and success. At the heart of the “**VILLAGE OF THE ENTREPRENEURSHIP TERRITORY**”, they will have the opportunity to present, share and discuss their innovations and entrepreneurial successes.

Enriching discussions and fruitful networking and collaboration opportunities will thus be created. The climax of this village will be the presentation of the prestigious “**Enterprising Territory**” prize to those whose exceptional achievements and bold vision stand out.





## SUBMISSION STANDARDS

Abstracts and final texts may be in English or French, and should be sent in PDF format to the following e-mail address **CITE2024.ENCGM@gmail.com** as follows:

### ABSTRACT SUBMISSION

We encourage researchers and professionals to submit abstracts following the provided guidelines:

Abstracts must respect a specific word limit of between **150 and 250 words**, be written in Times New Roman size 12, single-spaced and justified, with margins of 2.5 cm on each side. The title of the paper should be capitalized, bold and centered. Authors should include their names with affiliations, as well as the e-mail address of the first author. The abstract should include research objectives, methodology, main results, and conclusions. 4-6 relevant keywords, for indexing purposes, are also required.

We encourage researchers to adhere rigorously to these guidelines to ensure a fair assessment of communication intentions.


### SUBMISSION OF FULL PAPERS

Once the abstract has been accepted, we invite you to submit the full text of your paper according to the standards set out below:

The full text should be in A4 format and no longer than 30 pages (approximately 12,000 words), with Times New Roman font size 12, single-spaced and justified, and margins of 2.5 cm on each side.

The first page should include the title in bold, centered capitals, the name(s) of the author(s), their status, and affiliations.





Please ensure that the text is structured into distinct sections, with a context, research objectives, methodology, results, and significant conclusions (contributions, limitations, and perspectives), and don't forget to number all pages of the paper. The list of references should be included at the end of the paper, following APA citation style and giving the author's name, with the year of publication in brackets. All figures and tables should be numbered and captioned and should be of high resolution.

***To maintain the academic standards and integrity of our event, all papers will be plagiarism tested, as we place particular importance on the originality and authentic contribution of each submission.***

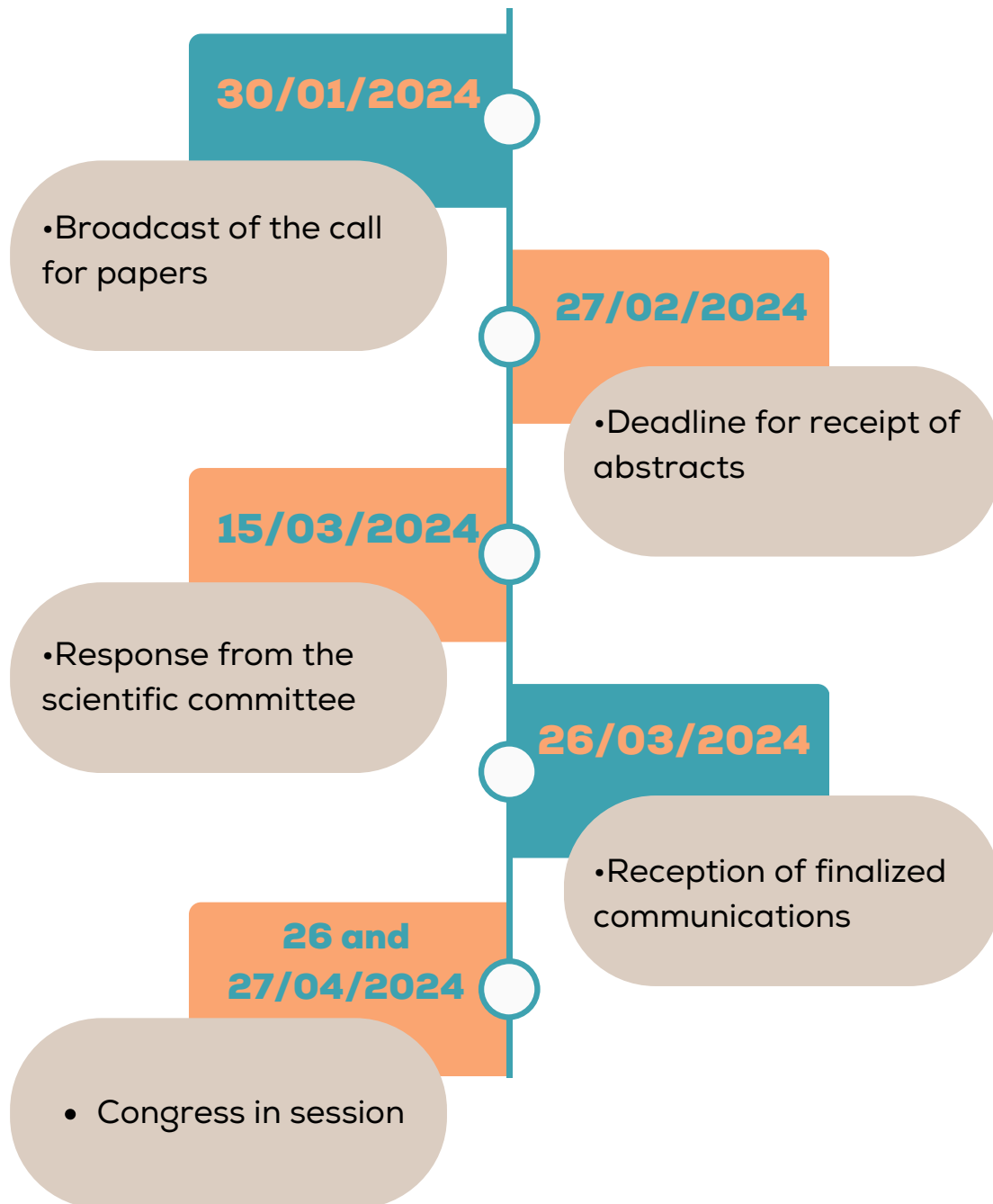
#### PUBLICATION OUTLET:

Communication proposals will be submitted to an anonymous evaluation by the members of the CITE 24 scientific committee.

The best contributions will be published in a collective work and scientific journals below, and three of which will receive prizes of excellence:

- ***Journal of Comparative International Management (JCIM)***
- ***Journal of Economics, Management, Environment and Law (Indexed in Google Scholar and DOAJ).***

# CALENDAR AND MILESTONES



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## PARTICIPATION FEE

### PACK 1

1000 MAD

Teachers and Researchers

### PACK 2

1000 MAD

Professionals, Practitioners  
and Business Community

### PACK 3

300 MAD

Doctoral students

These costs include access to sessions, documentation, and coffee breaks.

The payment of the fee for participation in the congress must be made by the correspondent after the final acceptance of the communication, before **31/03/2024**, by bank transfer, the RIB of which will be communicated continuously through the website of the Congress.



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