



SMALL ACTS, BIG CHANGES: CONNECTING SOCIAL & EVERYDAY ENTREPRENEURSHIP



1-2 October 2025



Aalto University School of Business
Finland

About the event

"Everyday-everyone" entrepreneurship (EEE), which often manifests itself in low-growth, low-tech and low-innovation new ventures, can address important social challenges through grassroots initiatives that create meaningful local impact. Yet, while 99% of all entrepreneurial activities worldwide are argued to fall under EEE, and countless social entrepreneurship initiatives operate at community-based scales, research on both the mundanity of entrepreneurship and small-scale social ventures has remained on the margins of mainstream entrepreneurship literature.

Hosted by **Aalto University School of Business**, the purpose of this two-day event is to stimulate discussions on theoretical and methodological advancements in the study of everyday-everyone entrepreneurship and social entrepreneurship across diverse contexts.

The event will feature **keynote presentations** by Professor Friederike Welter (IfM Bonn; University of Siegen) and Professor Sophie Bacq (IMD), and **paper development sessions for PhD students and early-career researchers**.



Friederike Welter
IfM Bonn, University of Siegen



Sophie Bacq
IMD

Keynote speakers



Prof. Dr. Dr. h.c. Friederike Welter, Member of Academia Europaea (MAE), is head of the Institut für Mittelstandsforschung (IfM) in Bonn (Germany), a policy-oriented independent research institute on small business and entrepreneurship issues (<https://www.ifm-bonn.org/en/>). She is also professor of Business Administration, esp. SME Management and Entrepreneurship, at the University of Siegen.

Friederike Welter has broad experiences in applied and policy-related research on entrepreneurship and small business, much of it in an international context. She is also a member of several policy-related advisory boards for federal and state ministries and for international bodies in Germany.

Sophie Bacq, PhD is Professor of Social Entrepreneurship and the Coca-Cola Foundation Chair in Sustainable Development at IMD.

A globally recognized thought leader in social entrepreneurship, she was named on the 2024 Thinkers50 Radar list of management thinkers to watch, and recognized among the top 2% of scientists worldwide by Stanford University. In her 20 years of research on the topic, conducted in Europe, the United States and South Africa and published in the top academic journals, Sophie investigates and theorizes about entrepreneurial action aiming to solve intractable social and environmental problems at the individual, organizational, and civic levels of analysis.



Roundtable facilitators

- **Professor Friederike Welter (IfM Bonn, University of Siegen)**
- **Professor Sophie Bacq (IMD)**
- **Professor Kaisu Puumalainen (LUT)**
- **Professor Helena Sjögrén (LUT)**
- **Professor Maija Renko (Aalto University)**
- **Professor Ewald Kibler (Aalto University)**
- **Professor Tamara Galkina (Aalto University)**



How to apply



Submit a paper abstract (700–800 words) to kaisu.puumalainen@lut.fi

We encourage submissions that study diverse theoretical frameworks and methodological approaches to understanding everyday-everyone entrepreneurship and social entrepreneurship.



Application deadline: 4th August 2025



Notification of acceptance: 15th August 2025

As places are limited, participants will be selected based on the fit, focus, and potential impact of their research. Participation is free of charge.

Organisers

The event is co-organised by the Entrepreneurship Unit at Aalto School of Business (ENTU) and RCF-funded project “Everyday-Everyone Entrepreneurship: Fostering Social Inclusion”, and Lappeenranta – Lahti University of Technology (LUT) and DIAK as part of YYO (Centre of Expertise for Social Enterprises) and coordination project “Improving the framework conditions for social enterprises” (ESF+ 2023-2027).

This event is supported by NFF Nordic Academy of Management.

Contacts

Canan Keles (canan.keles@aalto.fi)
Kaisu Puumalainen (kaisu.puumalainen@lut.fi)



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