INVITATION
Symposium in honour of Prof. dr. Monder Ram, Doctor Honoris Causa of Hasselt University
Tuesday, May 31, 13.30-17.30, Hasselt University

Bringing Diversity into Entrepreneurship Research

LECTURES

“Diversity and Small Firms: The Case of Ethnic Minority Entrepreneurship Research in the UK”
Monder Ram, Professor of Small Business (De Montfort University)

Diversity and entrepreneurship have often been seen as incompatible bedfellows and, consequently, isolated from the academic (and policy) mainstream. In this presentation, I examine how recent academic contributions have sought to locate diversity in the heart of debates on how small firms relate to markets and how they manage their workers. This requires moving beyond ethnicity to engage with broader debates on how small firms manage their operations in different markets. The reactions of policy-makers are also reflected upon.

Monder Ram is professor of small business and director of CREME (Centre for Research in Ethnic Minority Entrepreneurship) at De Montfort University. He has extensive experience of working in, researching and acting as a consultant to ethnic minority businesses. He is a leading authority on ethnic minority entrepreneurship research and has published widely on the subject. Professor Ram was responsible for initiating the annual Ethnic Minority Business Conference in 1998, which has developed into the most important event in the calendar for disseminating policy and research on ethnic minority firms. Monder Ram receives an honorary doctorate at Hasselt University on May 30, 2011.

“Newcomers and New Opportunities: Ghanaian Migrant Entrepreneurs in the Netherlands”
Robert Kloosterman, Professor of Economic Geography and Planning (University of Amsterdam)

Instead of relatively low-skilled migrants, who either came as guestworkers or as part of a post-colonial settlement, running small shops and restaurants at the lower end of the market, we are now seeing new groups consisting of higher educated migrant entrepreneurs who are much more pulled towards self-employment. The emergence of Ghanaian entrepreneurs in the Netherlands are part of this development and will be analysed from a mixed-embeddedness perspective.
Robert Kloosterman is Professor of Economic Geography and Planning at the Universiteit van Amsterdam. He was the Director of the Amsterdam Institute of Metropolitan and International Development Studies (AMIDSt), Universiteit van Amsterdam from 2003 to 2008. He is also Honorary Professor at the Bartlett School of Planning, University College London. He introduced the concept of mixed embeddedness into ethnic minority entrepreneurship research. This concept aims at connecting resources of (aspiring) migrant entrepreneurs on the one hand, with the specific local urban opportunity structure on the other, in a systematic way.

“Crafting success by ‘fitting in’ and ‘standing out’: Ethnic minority entrepreneurs’ construction of legitimacy in the creative industries”
Annelies Thoelen, PhD-student at SEIN (Hasselt University) and Patrizia Zanoni, Director of SEIN (Hasselt University)

Ethnic minority entrepreneurs in the creative industries strategically craft their professional legitimacy through narratives. Specifically, we examine how they discursively deploy their ethnic minority background and combine it with other available discourses to fit in and stand out in their creative field. Based on data of 13 in-depth interviews with established ethnic entrepreneurs in the creative industries, we identify four types of ethnic minority background usage to craft legitimacy.

Annelies Thoelen is a PhD student at SEIN. Her research centers on successful ethnic minority entrepreneurs in the creative industries. Patrizia Zanoni is director of SEIN - Identity, Diversity & Inequality Research at Hasselt University. Her research focuses on diversity practices and inclusion in organizations.

To celebrate prof. Monder Ram who receives an honorary doctorate at Hasselt University, SEIN organizes a symposium on ethnic minority entrepreneurship.

PROGRAM

13.30 - 13.45 Welcome by Patrizia Zanoni - Director SEIN, UHasselt
13.45 - 14.30 Lecture 1 by Monder Ram – De Montfort University, UK, honorary doctor UHasselt
14.30 - 15.15 Lecture 2 by Robert Kloosterman – Universiteit van Amsterdam, honorary Professor University College London
15.15 - 15.45 Coffee break
15.45 - 16.30 Lecture 3 by Annelies Thoelen and Patrizia Zanoni - UHasselt
16.30 - 17.15 Reflection on the lectures by Wim Voordeckers, director of KIZOK, Hasselt University
  Practitioners' reflections on ethnic minority entrepreneurship in Belgium by Maarten Messiaenen (Minderhedenforum) and Dorien De Troy (CIMIC, Centrum voor Intercultureel Management en Internationale Communicatie)
17.15 Drink

LOGISTICS

Participation is free. Registration before May 24 via www.uhasselt.be/entrepreneurship