

## **Entrepreneurs and consumers in business networks - Looking at passion and entrepreneurship through IMP lenses**

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IMP has over the recent years contributed within the area of entrepreneurship and new business formation by focusing mostly on the relevance of the interorganizational and network context (Snehota, 2011; Baraldi et al., 2020a). Less focus instead has been put on the roles played by emotions/passion and individuals when new business is formed within business networks.

The theme of passion, emotions, the loss of rationality (or in the different rationality) associated with entrepreneurship is gaining constantly attention as witnessed by the increasing number of contributions in this area (Baraldi et al., 2020a; Newman et al., 2019). Passion is expressed, for example, in the activity of consumption, but it leads to the formation of skills and relationships and the formation of groups that can then produce effects when the same individual actor plays an entrepreneurial role and by developing networks even at the interorganizational level (Guercini and Cova, 2018; 2021). The formation of structured skills from the basis of solid personal motivations passion is serious and persistent – lead to lasting investments over time such as the ones which surrounds the new business formation and networking processes (Baraldi et al., 2020b; Pagano et al., 2021). But from a conceptual perspective seems that emotions and passions are distant from the interorganizational relationships focus of the IMP network tradition. One reasoning is that in the literature resulting from IMP research, the organizational side clearly prevails, without completely losing the interaction between individual actors (salespeople, managers), but limiting it to their organizational and commercial outcomes (Mainela & Ulkuniemi, 2013; Cova, Skålén and Pace, 2019): in other words, emotions and passions have not been central in IMP because of its focus on organizational actors (eg. Hakånsson and Snehota, 1995).

In the light of the above introduction, the goal of our special track is to engage the IMP community for understanding the emergence of entrepreneurship from the passionate consumption of individuals with a specific focus on inter-organizational activities, resource utilization and interaction among individuals and firms. This track would also represent a platform for IMP researchers aimed to utilize IMP frameworks, methodologies and tools to study and analyze the phenomenon of entrepreneurship by taking passion and emotions as specific angles. From a methodological view point the IMP tradition proposes a methodological approach that can find wider application (Håkånsson and Waluszewski, 2016). In fact, the IMP tradition proposes not only an object of study, but models and a methodology of process analysis whose usefulness in the research of entrepreneurship has already emerged from recent research that falls within the IMP umbrella (Baraldi et al., 2020b).

The track should be inclusive, seeing various aspects, including at least the following:

- The role of individual pleasure in interactions among organizations;
- The sensitivities (think at the sustainability phenomenon) formed by individual actors in moments of consumption that impact inter-organizational relationships;
- How can the actors' emotions and passion influence the creation and development of business relationships;
- How can actors' emotions and passions support or hinder the emergence of networks among them, considering both network among horizontally-related actors (e.g, consumer networks) or vertically related actors (e.g., entrepreneurs and financiers or they customers and suppliers);

- The emotions and loss of rationality resulting from the passion of individual actors and their impacts on the organizational dimension (passion as liability);
- Passion as the basis for the formation of competencies that can play a role in the moment in which the actor initiates entrepreneurial activities or becomes part of the processes of the organization to which he/she belongs (passion as asset)
- Entrepreneurial passion, domain passion and passion in business network: finding commonalities and dissimilarities
- Methodological challenges to develop interdisciplinary studies about the connections between emotions, passionate consumption and business networks

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