

7 **Contributors to this issue**11 **Editorial**

*La Revue française de gestion in numbers*

15 *When Doctor Jekyll negotiates with M. Hyde. Identity adjustments during role transitions*

Franck Burellier

We suggest in this article that identity work theory can help in better understanding role transitions, by going over the debates between identity structure and agency. We identify a typology with four identity adjustments: identity adaptation, identity defense, identity compromise and identity exploration. We finally discuss this typology and the notion of identity adjustment in relation to literature about identity work contextualization, and literature concerning role-identity joint during institutional changes.

35 *“Make the next Uber and be profitable by the end of the year”. Innovation labs managers facing contradictions between mandate and governance*

Cylien Gibert, Sihem Ben Mahmoud-Jouini

Innovation labs managers are often exposed to contradictory demands: pursuing the exploration mandate of the lab while complying with corporate governance modes generally geared towards exploitation. Based on two case studies, we show how managers facing such contradictions use contrasted tactics articulated around two poles of a dialectic: conformism and promotion. This article sheds light on the necessity to develop governance modes specific to exploration activities in order to avoid recurring organizational contradictions.

### Changes in entrepreneurial support

Guest editors: Karim Messeghem, Sylvie Sammut, Leïla Temri, Étienne St-Jean

59 *Changes in entrepreneurial support*

Karim Messeghem, Sylvie Sammut, Leïla Temri, Étienne St-Jean

69 *Route of a memory: Importance of memory in the entrepreneurial accompaniment of the creator*

Marie-Hélène Duchemin, Séverine Lemarié-Quillierier

Because women's engagement in entrepreneurship is a main issue for economic growth, studying female entrepreneurship program is important. The ambition of this paper is to introduce the neuropsychology in the field of entrepreneurship. To achieve this, a triangulation of methods has been carried out to ensure the validity of the conclusions reached. It consisted of a qualitative treatment – theoretical coding – then lexicometric data obtained during 116 open interviews. Our results highlight the weight of the memories of past experiences on new business venture and demonstrate the key role of autobiographical memory in collective female entrepreneurship support.

89 *Roles of the purchasing advisor in the negotiation of an external transfer of SMEs*

Bérangère Deschamps, Thierry Lamarque

We aim to contribute to the academic knowledge on business transfers. First we detail the negotiation process. Second we identify counsellors standing near the buyer during this process. Accompaniment needs are related to technical issues (evaluation, finance, legal aspects) and human issues. We show the existence of two “negotiation tables”: at the main table seller and buyer seat and discuss. The second table meet the advisors constituting the buyer coalition.

107 *Towards an inclusive approach to entrepreneurial ecosystems. The case of French AssurTech*

Éric Persais

Although entrepreneurship is set as a model in universities and grandes écoles, the place of higher education research institutions (ESR) in these entrepreneurial spaces often remains a minority. However, human capital, partly supplied by the education system, is recognized as a key factor for the success of an entrepreneurial ecosystem (EE). This research, based on the case of an “inclusive” EE model, attempts to show the interest in setting up mixed places (*i.e.* bringing together economic and ESR actors), thus encouraging the emergence of efficient EE.

- 133 *A crowdfunding platform and its social network: The Ulule example*  
Inna Lyubareva, Laurent Brisson, Cécile Bothorel, Romain Billot

Our empirical study of the crowdfunding platform Ulule brings out the existence of a cross-projects social network at the platform scale. This social network has a catalyzing effect on the crowdfunding campaigns. The results highlight five sub-groups of contributors within the social network – sponsors, followers, precursors, specialists and collaborative specialists. Then, the analysis underlines a global and positive impact of the social network on the success rate. This positive influence becomes even more significant in the presence of sub-groups of contributors characterized by some thematic specialization and higher rates of collaboration.

- 151 **Summary**

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