

## CALL FOR BOOK CHAPTER PROPOSALS

### *Language in entrepreneurship across contexts*

**Deadline for abstracts: 31<sup>st</sup> July 2026**

#### **Editors:**

Maria Ivanova-Gongne, Åbo Akademi University

Maria Hokkinen, Åbo Akademi University

Wilhelm Barner-Rasmussen, Åbo Akademi University

#### **AIM & SCOPE:**

Languages play a central role in business life, affecting interpersonal relations, management decisions, and organizational processes alike (Piekkari & Tietze, 2011; Brannen, Piekkari & Tietze, 2014; Tenzer, Terjesen & Harzing, 2017). However, the study of language practices, meanings and policies has so far mainly focused on the MNC context and international business (Presbitero et al., 2023), largely disregarding entrepreneurial and small business contexts. Still, language is inherently embedded in entrepreneurship via individuals and plays a core role in how entrepreneurial activities and opportunities unfold (see e.g. Wilmot, 2017; Ivanova-Gongne et al., 2023, 2024; Brännback et al., 2025; Orrensalo et al., 2025, Barner-Rasmussen et al., 2026). Against this background, research should explore language as a fundamental resource of entrepreneurship in both cross-border, social, and digital contexts, and examine how linguistic practices shape entrepreneurial opportunities, identities, and inequalities in a world growing simultaneously more interconnected and more fragmented. A comprehensive understanding of language in entrepreneurship will approach it as a multi-layered phenomenon, shaped by and shaping global mobility patterns and societal-level contextual circumstances as well as everyday business practices. The aim should be for a holistic understanding of how language both supports and hinders entrepreneurial activity – often at the same time.

To fulfil this aim, we invite chapter proposals for the book ***Language in entrepreneurship across contexts***. We welcome a full range of approaches, including qualitative, quantitative and mixed-method studies, conceptual and theoretical papers, literature reviews, and practically oriented case studies. We encourage international diversity in terms of authors' backgrounds as well as empirical contexts. Contributions will be united by their focus on a language-sensitive approach to entrepreneurship and small

business research. Contributions will be organized in two sections that may tentatively include, but are not limited to, the following themes:

### **Section 1: Global mobility and multilingual systems**

- **International mobility and language in entrepreneurship:** for example, the role of national, regional and minority languages, migration, and cross-border business communication.
- **Multilingualism in entrepreneurial ecosystems**  
How multiple languages coexist and interact within local and global entrepreneurial settings, and how multilingual competence shapes access to markets, funding opportunities, networks, and international growth.
- **Hybrid language practices and code-switching**  
The use of mixed or fluid language practices in entrepreneurial communication. This may include, for example, how hybrid language use supports meaning-making, identity construction, and efficiency in multicultural teams and transnational business contexts.
- **Language ideologies, hierarchies, policies, power relations, and inequality**  
How beliefs about “correct,” “standard,” or “prestigious” language shape entrepreneurial opportunities and constraints. This includes the role of broader power structures that privilege certain languages while marginalizing others in business environments.
- **Language education as an enabler of entrepreneurship**  
The role of formal and informal language learning in supporting entrepreneurial activity, particularly in relation to global mobility.

### **Section 2: Social, contextual and digital variations**

- **Social variation in language (sociolects):** How language differs across social groups in entrepreneurial contexts, including dialects, accents, age, gender, professions, and how these variations influence credibility, belonging, and professional recognition.
- **Context-dependent language use and linguascapes** in everyday entrepreneurial practices, such as pitching, negotiation, internal team communication, and customer interaction.
- **Idiolects and neurodiversity:** Individual language patterns and communication styles linked to, for example, neurodiversity, and how these affect collaboration, innovation, and inclusion in entrepreneurial environments.
- **AI and digital language in entrepreneurship:** The role of AI tools and digital platforms in shaping how entrepreneurs write, speak, and communicate, ranging from automated content creation to platform-specific communication styles.
- **Other layers of language in entrepreneurship**

## **ABSTRACT SUBMISSION GUIDELINES:**

Abstracts/chapter proposals should be 200-300 words in length. Submit your abstract by email to [mivanova@abo.fi](mailto:mivanova@abo.fi) or [mhokkine@abo.fi](mailto:mhokkine@abo.fi) by **31st of July 2026**. The abstracts will be reviewed by the editors, and the authors will be notified of acceptance in September 2026 with an invitation to submit a full chapter of 6,000-8,000 words in length (including figures, tables, and references) for a blind review by the end of January 2027.

## **References**

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