Call for Proposals: Special Issue in JBTC
Locating Innovation and Entrepreneurship Communication in the Context of Globalization

The *Journal of Business and Technical Communication* is seeking submissions for a special issue on innovation and entrepreneurship communication in multilingual and global contexts. In particular, we are seeking manuscripts that intersect with one or more of the following related areas: (1) global innovation systems, (2) transnational entrepreneurship, (3) and grassroots entrepreneurship. Scholars are encouraged to submit original research intersecting with one or more of these foci while foregrounding theoretical, methodological, and pedagogical issues.

The first area of focus is **global innovation systems** (e.g., in India, China, Ireland, Israel, Silicon Valley). These are national, social, and economic infrastructures intended to support the development and growth of entrepreneurship and start-ups. These complex ecosystems may include national policies, incubator centers, accelerators, venture capitalists, makerspaces, coworking spaces, start-up weekends, or high-tech meetups.

- How are global innovation systems culturally, historically, socially, and geographically situated?
- What are the rhetorics and discourses circulating around these translocally embedded systems?
- How do these systems shape (and get shaped by) workplace literacy practices?
- How do innovation systems mediate mobilities, identities, and relations (e.g., social, class, professional)?
- What are the theoretical and methodological frameworks we need for studying activities within these systems?
- What do these systems imply for our teaching and research in the fields of technical communication, professional communication, and user experience (UX) design?

The second strand or theme is **transnational entrepreneurship (TE)**. Broadly, TE entails entrepreneurial activities carried out in cross-national contexts and involves actors who are embedded in at least two different social and economic arenas as they manage their linkages and resources with their country of origin and their currently adopted community (e.g., Chinese entrepreneurs with ties to Silicon Valley and Beijing who simultaneously draw on resources in and across home and host cultures).

- How do transnational entrepreneurs leverage their resources across home and host cultures?
- What sorts of literate activities do they engage in, what repertories do they draw on, and what skill sets do they leverage and require?
- What are the wider historical, social, cultural, and economic contexts mediating their everyday practices?
- How are cross-cultural and multilingual practices bound up in their activities and in mobilities, identities, and literacies?
- What theoretical and methodological frameworks do we need for studying this activity?
- How can a focus on grassroots entrepreneurship inform our teaching and research in technical communication, professional communication, and UX design?

The third area of focus is related to **grassroots entrepreneurship** in multilingual and transnational contexts. Grassroots entrepreneurs are those living and working at the "bottom of the pyramid" who "overcome acute resource constraints….to assemble resources and to combine and align principles of business strategy and social value creation to effect important economic and social change" (Sarkar, 2018, p. 421).

- What sorts of literate activities do grassroots entrepreneurs engage in, what repertories do they draw on, and what skill sets do they leverage and require?
- What are the wider historical, social, cultural, economic contexts mediating their everyday practices?
- How are cross-cultural and multilingual practices bound up in their activities and in mobilities, identities, and literacies?
- What theoretical and methodological frameworks do we need for studying this activity?
- How can a focus on transnational and/or grassroots entrepreneurship inform our teaching and research in technical communication, professional communication, and UX design?

In each of these cases, studies are intended to foreground issues in relation to globalization, transnationalism, and multilingualism. The special issue is also intended to feature scholarship that extends beyond North American borders.

The timeline for this special issue is as follows:

Proposals due: April 15, 2019
Acceptances: May 1, 2019
Manuscripts Sent for Review: December 15, 2019
Reviewed Manuscripts Returned: February 1, 2020
Final Manuscripts Due: April 1, 2020
Publication: January 1, 2021

Please send all proposals (no more than 750 words) and any questions to guest editor Steven Fraiberg at sfraibe2@msu.edu.

References

Sarkar, S. (2018). Grassroots entrepreneurs and social change at the bottom of the pyramid: The role of bricolage. *Entrepreneurship & Regional Development*, *30*, 421-449.