The 65th ICSB World Congress

Event Schedule

Mon, Jul 12, 2021

8:00am

ICSB Congress Speaker Training

8:00am - 8:15am, Jul 12

m307

*Award Nominated | Academic | Academic Papers | Academic Workshops | Experiences | French Presentations | Herman Aguinis Research Workshop (JSBM) | ICSB Student Academy Cup | ICSB Womenpreneurs | In Person | Marketplace of Ideas | Online | Plenary Sessions | Pre-recorded Video

We want to make sure that everyone is prepared to join this hybrid adventure with us! Therefore, we invite all speakers to join us from 8am to 8:15am to see a speaker demonstration and ask your questions about the upcoming day of presentations.

8:30am

Breakfast

8:30am - 9:30am, Jul 12

M301 + M302

Academic | French Presentations | Herman Aguinis Research Workshop (JSBM) | ICSB Student Academy Cup | ICSB Womenpreneurs | In Person | Marketplace of Ideas

9:45am

WE Opening & Conference Overview

9:45am - 10:45am, Jul 12

M311

ICSB Womenpreneurs | In Person | Online

Speakers



Ahmed Osman Chairman Of The Board, International Council for Small Business (ICSB)



Chrystèle Sanon FULL'STREET/IPAG/ICSB



Desarae Mueller-Fichepain DBA Program Director & Assurance of Learning Director, Creighton University



Séverine Le Loarne - Lemaire Professor, Head of the FERE Research Chair (Female Entrepreneurship for a Renewed Economy), Grenoble Ecole de Management

Marketplace of Ideas Opening

9:45am - 10:00am, Jul 12

M201

ICSB Student Academy Cup | In Person | Marketplace of Ideas

Speakers



Dr. Winslow Sargeant ICSB

F

Frederick G Crane Executive Professor, D'Amore-McKim School of Business

A

Adnane Maalaoui Director IPAG Entrepreneurship & Family Business Center, Ipag Business School

Academy Opening

9:45am - 10:00am, Jul 12

M403

ICSB Student Academy Cup | In Person

The Academy Passports will be handed out. Students must receive 10 signatures each from Marketplace sessions to qualify for finals.

Speakers



Ayman El Tarabishy President & CEO of International Council for Small Business (ICSB), The George Washington University

R

Rita Grant Professor (retired), ICSB Board Member / Grand Valley State University (professor emeritus)



Hartmut Meyer Dozent für Wirtschaftswssenschaften, Fachhochschule für Ökonomie und Management

C

Christian Meisel Professor, Hochschule Magdeburg-Stendal

10:00am

The Skills Agenda for Entrepreneurship

10:00am - 10:45am, Jul 12

M407

ICSB Student Academy Cup | In Person | Marketplace of Ideas

Speaker



Shoroke Zedan Managing Director , Ta'heal for VET Skills Excellence

Fundamentals of New Venture Finance

10:00am - 10:45am, Jul 12

M201

ICSB Student Academy Cup | In Person | Marketplace of Ideas

If you are branching out into a new venture and curious about making sense of the financial aspect, this session will explore the building blocks for your new business.

Speaker



Dr. Winslow Sargeant ICSB

Entrepreneurship as a Process- Survival Tips

10:00am - 10:45am, Jul 12

M406

ICSB Student Academy Cup | Marketplace of Ideas | Online

Speaker



Mariya Yesseleva-Pionka Global Certificates Manager, International Council for Small Business

Tech Finance and Opportunities Ahead

10:00am - 10:45am, Jul 12

M405

ICSB Student Academy Cup | Marketplace of Ideas | Online

Speaker



Amr AbouelAzm Icsb

Elements of a Successful New Venture

10:00am - 10:45am, Jul 12

M404

ICSB Student Academy Cup | In Person | Marketplace of Ideas | Pre-recorded Video

---

Speaker

F

Frederick G Crane Executive Professor, D'Amore-McKim School of Business

11:00am

How Women Have Moved the Needle on SDGs

11:00am - 11:45am, Jul 12

M311

ICSB Womenpreneurs | In Person | Online

The 2030 UN Agenda for Sustainable Development relies on the cooperation of government, business and citizens as it works toward a better future for us all. Despite setbacks, it has made great strides. Come learn how women and their businesses have been instrumental in making progress toward these ambitious goals.

Speaker

R

Rita Grant Professor (retired), ICSB Board Member / Grand Valley State University (professor emeritus)

Arts & E-Commerce Democratization and Resiliency

11:00am - 11:45am, Jul 12

M306

ICSB Student Academy Cup | In Person | Marketplace of Ideas

Ecommerce has transformed our world. The Visual Arts world has been resistant to change. This presentation offers essential wisdom on how global stewards of art can leverage lessons learned from COVID and pivot towards greater exposure and prosperity. Blockchain technology and the financialization of art are sparking a debate in the community of which directions are most beneficial. Proliferation of pop culture and documentaries add to the drama accentuating developments in the arts community. How stable are the latest trends? How can curation continue to shape consumption habits? What is art? Conventions are being challenged. Hayes-Deats and Miller engage in an informative conversation about the intersections of the art and commerce and how they may be navigated in the future.

Speaker



Casey Hayes-Deats

The Entrepreneurial Mindset & Ecosystems: Bringing Together All the Stakeholders

11:00am - 11:45am, Jul 12

M201

ICSB Student Academy Cup | In Person | Marketplace of Ideas

Everything in this world is interconnected and has an impact on the next idea or business. It's essential to understand how your entrepreneurial mindset plays into the larger ecosystem to navigate the stakeholder landscape successfully

---

Speaker



Dr. Katia Passerini Provost and Executive Vice President, Seton Hall University

Trends in World-Tourism and Hospitality

11:00am - 11:45am, Jul 12

M307

ICSB Student Academy Cup | In Person | Marketplace of Ideas

Speaker



Hartmut Meyer Dozent für Wirtschaftswssenschaften, Fachhochschule für Ökonomie und Management

Marketing 5.0 Technology for Humanity

11:00am - 11:45am, Jul 12

M407

ICSB Student Academy Cup | Marketplace of Ideas | Pre-recorded Video

As a five time co-author with Philip Kotler, Hermawan Kartajaya conveys his internationally esteemed wisdom on the evolution and future of marketing. Technology is an enabler, but it is essential to keep in mind our mutual humanity. Marketing in the 21st century, perhaps more than ever, requires and entrepreneurial spirit that focuses on inter-human relationships. Knowledge requires insight to inlay empathy to create a message that resonates. Many start-ups make the mistake of removing the human from the process of growth and development. Machines cannot replace humans. Something essentially human must be immediately behind every mechanical device an enterprise might employ. It is not enough for the customer to be aware of your offering, if your message is not appealing and finding ways to connect, engage and involve customers. The strength of your message delivery will have an immediate effect on a customer's eventual desire to advocate for your offering. *How* start-ups and established enterprises apply technology will determine their success or failure.

Speaker



Hermawan Kartajaya Founder & Chairman, MarkPlus Inc.

Essentials In Operating Family Business

11:00am - 11:45am, Jul 12
M406

ICSB Student Academy Cup | Marketplace of Ideas | Online

Are you worn from the challenges of running a small or large family-owned business? Eric Caeg shares valuable insight for the essentials of running family businesses and practices that can help improve your organization and increase productivity. Applying three pillars of Family, Purpose, and Business, Caeg addresses deficiencies with “conventional management” and the resultant challenges of low worker productivity and morale. Most importantly, transformational business practices have the added benefit of reducing the stresses acting upon owners and family members as they strive for increased profitability and overall satisfaction. Employee engagement, through empowerment, leadership development, and equal opportunity has provided dramatic results for many Philippine businesses. Many examples are provided, underscoring the effectiveness of large and small-scale transformations within various SMEs.

Caeg’s observations are applicable for proprietors of family businesses of all sizes.

Speaker



Eric Caeg President, Retail Academy Philippines

12:00pm

Taking Your Business to IPO

12:00pm - 12:45pm, Jul 12
M307

ICSB Student Academy Cup | In Person | Marketplace of Ideas

Transitioning from a small, private business to a publicly-traded company is a feat of enormous proportions and one that you will be equipped to handle after this session.

Speaker



Dr. Winslow Sargeant ICSB

Advance: Women Dare to Be Amazing!!!

12:00pm - 12:45pm, Jul 12
M311

ICSB Womenpreneurs | In Person | Online

A participatory workshop for those who wish to accelerate their success, be bold and live their ambitions! To dare to be oneself, to assert oneself, to give the best of oneself. Dare to be amazing!

Speakers



Claire Saddy President, Les PREMIÈRES - Incubator



Chrystèle Sanon FULL'STREET/IPAG/ICSB

Product versus Service Business (the Good, the Bad, the Ugly)

12:00pm - 12:45pm, Jul 12

M404

ICSB Student Academy Cup | In Person | Marketplace of Ideas

Speaker

R

Rita Grant Professor (retired), ICSB Board Member / Grand Valley State University (professor emeritus)

Grow: Designing a better World

12:00pm - 12:45pm, Jul 12

M308

ICSB Womenpreneurs | In Person | Online

The world has big problems, only through working together and utilizing everyone's talents will they be solved. In this session, participants will choose an SDG to work on for the duration of the conference. They will then investigate and practice the design phase of a project by hearing another woman's experience/ story (Heart), hearing a Lecture (Head), and discuss ideas as a group (Hands). Women are encouraged to dream big, connect with each other and share their ideas on Friday at the end of the conference.

Speakers



Desarae Mueller-Fichepain DBA Program Director & Assurance of Learning Director, Creighton University

T

Tammy Nguyen

Entrepreneur vs. Leader vs. Manager

12:00pm - 12:45pm, Jul 12

M201

ICSB Student Academy Cup | In Person | Marketplace of Ideas

Although there can be significant differences between leading your business from the perspective of an entrepreneur, a leader, or a manager, the three positions are interconnected. In this session, we will discuss how to differentiate between the three to maintain clear boundaries and how to understand all three roles to operate your business smoothly.

Speaker



Ahmed Osman Chairman Of The Board, International Council for Small Business (ICSB)

Travel Startups & SMEs in the Age of Industry 4.0

12:00pm - 12:45pm, Jul 12

M306

ICSB Student Academy Cup | In Person | Marketplace of Ideas | Online | Pre-recorded Video

The travel industry contributes more than 8.9 trillion US Dollars of value to global GDP. SME's generate 70% of these revenues. The effects of COVID-19 have affected the travel industry to a far greater extent than any other enterprise category. The digital revolution has "blurred the lines between physical, digital and biological spheres." How will trends in industrialization, automation, robotics, and AI impact the future of the travel industry? The importance of the human connection to add value to tech driven marketing cannot be overlooked. There are many current real-world cases to reference and understand future applications of AI in the travel and hospitality industry. Advances in innovation will continue to lead the changes for the industry. How SME's adopt /adapt to these realities will define their future success.

Speaker



Jungho Suh Visiting Assistant Professor, The George Washington University

Arts and Entrepreneurship: Artists and Institutions Cope with Change in Covid and beyond

12:00pm - 12:45pm, Jul 12

M406

ICSB Student Academy Cup | Marketplace of Ideas

The ability of non-profit and community arts organizations to remain innovative and resilient has been a major determinant of survival success after the effects of COVID-19 on the global economy. For perhaps the first time in history, museums were forced towards a more transparent form of engagement with the public. How museums have pivoted to innovate to circumstance have established
what will, hopefully, become new norms of involving humanity and the arts. Another defining aspect of modern art engagement is the artist as entrepreneur. Technology has enabled artists to directly engage the public without the traditional and constricting paradigm of patronage. The roles of artists, as well as curators, have evolved greatly in the last century. In the last year, both have been able to apply technology and innovation to retain contact with the public through virtual exhibitions and behind-the scenes views of works often kept in storage. On-line learning tools have become a lifeline for artists and museums to remain engaged and prominent during the pandemic. By sharing their passion and remaining persistent, artists, curators and museum managers have found new ways to reach audiences and grow interest in the arts.

Speaker



Lenore Miller Curator Emerita, GW Museum, GWU

12:45pm

Lunch
12:45pm - 2:00pm, Jul 12
M410/M411

Academic | French Presentations | Herman Aguinis Research Workshop (JSBM) | ICSB Student Academy Cup | ICSB Womenpreneurs | In Person | Marketplace of Ideas

2:00pm

Understanding the Marketing Arena
2:00pm - 2:45pm, Jul 12
M201

ICSB Student Academy Cup | In Person | Marketplace of Ideas

Speaker



Marc Gruber EPFL

Together: 10 Tips for Managing Your Profitable Business and Saving Time for You and Others!"
2:00pm - 2:45pm, Jul 12
M311

ICSB Womenpreneurs | In Person | Online

No matter who you are, there are only 24 hrs in a day. As women we often have multiple responsibilities. As entrepreneurs, we need to know how to work smart (not just hard). This session provides tips to save time and still run a profitable business.

Speakers

A

Aurélie PONZIO Présidente, RÉSEAU MAMPRENEURES



Séverine Le Loarne - Lemaire Professor, Head of the FERE Research Chair (Female Entrepreneurship for a Renewed Economy), Grenoble Ecole de Management

How to Fail and Still Succeed
2:00pm - 2:45pm, Jul 12
M405

ICSB Student Academy Cup | In Person | Marketplace of Ideas | Online

Although many of us would not like to admit it, failure is an essential aspect of taking a risk as an entrepreneur. We can learn just as much from our failures as we do from our successes, and this resiliency will be taught in this session.

Speaker



Dr. Jeffrey Alves Managing Editor, Journal of the International Council for Small Business (JICSB), International Council for Small Busness

Regeneration and Resilience Practices of Indigenous WomenPreneurs of the Americas

2:00pm - 2:45pm, Jul 12

M306

ICSB Student Academy Cup | In Person | Marketplace of Ideas | Online

Speakers: Seleni Matus & Ieva Zebryte

Regeneration and Resilience of Indigenous WomenPreneurs of the Americas workshop at the **Marketplace of ideas** distils the learnings and synthesizes the ideas shared in the conversations with four remarkable indigenous women entrepreneurs from North, Central and South America. First, Crow Nation, the USA, and Garifuna, Belize, businesses from Central and Northern America are long-standing collaborators of International Institute of Tourism Studies of the George Washington University School of Business through the Indigenous Tourism Collaborative of the Americas (ITCA) initiative. Second, businesses from Wallmapu are members of the Sociedad Turismo Mapuche La Araucania, a chamber of commerce-type organization for Mapuche Tourism, South of Chile. They are active at the World Indigenous Business Forum and closely collaborate with Indigenous Tourism Association of Canada (ITAC), as well as Rise2025 initiative and Maori Tourism organizations (Aotearoa / New Zealand). In the spirit of the Marketplace of ideas the generous gift of knowledge and wisdom shared by our collaborators are translated into tips and recommendations for the small businesses who want to transform our worlds into more inclusive ones.

Speakers



Seleni Matus Executive Director, International Institute of Tourism Studies, The George Washington University School of Business



Ieva Zebryte academic, fcje.ufro.cl

Is the field growing or just getting bigger?

2:00pm - 2:45pm, Jul 12

M307

ICSB Student Academy Cup | Marketplace of Ideas | Pre-recorded Video

Dr. Krueger delivers a powerful message in this informative and engaging presentation. What are the questions that will find a way to move the entire field of entrepreneurship forward? Inspired by mathematician David Hilbert and physicist Richard Feynman, Krueger applies lessons learned to the continued development of entrepreneurship in the 21st century. Great questions are game changers. How do we arrive at these cornerstone queries? Collaboration of all parties, policy experts, entrepreneurial champions, academics, and actively engaged entrepreneurs is indispensable. Stakeholder and Ecosystem Theory, enhanced with concepts like resilience, mindset and diversity, will provide a firm basis from which we can effectively gather the *essential* data and information and bridge the gaps in our understanding.

Speaker



Norris Krueger Dr., Kauffman ESHIP

3:00pm

Protecting Trade Secrets Under U.S. Law

3:00pm - 3:45pm, Jul 12

M406

ICSB Student Academy Cup | In Person | Marketplace of Ideas

Speaker



Caleb Hayes-Deats Counsel, MoloLamken LLP

Running a Family Business: The Latin America Experience

3:00pm - 3:45pm, Jul 12

M404

ICSB Student Academy Cup | In Person | Marketplace of Ideas | Online | Pre-recorded Video

The role of MSMEs in Latin America is crucial to the economic prosperity and development of the entire region. 99% of Latin American Enterprises are MSMEs. 83% of those are family-owned businesses. Information Technology will play a crucial role in the future of Latin American MSMEs. COVID-19 has exposed the vulnerabilities of these enterprises which comprised over 52% of regional GDP. There are many demographic challenges for Mexico. The rise of Social Entrepreneurial Responsibility (SER) and requirements of sustainable development are headwinds for the survival of these MSMEs. Applying demographic data to understand the dynamics if modern Latin American Enterprises, Dr. Navarrete outlines the challenging path ahead to develop and grow sustainable MSMEs.

Speaker



Francisco Navarrete-Baez Professor, UNIVA

Grow: Building a better World: Heart/ Head/ Hands

3:00pm - 3:45pm, Jul 12

M311

ICSB Womenpreneurs | In Person | Online

So you have a project that will make the world better. How do you get started building it? In this session, participants will continue to work with the SDG groups they have chosen and work on building their idea. Section will again follow the heart/head/hands model of learning.

Speakers



Desarae Mueller-Fichepain DBA Program Director & Assurance of Learning Director, Creighton University



Talia Tomarchio Founder, Steminist Squad

Universities in Entreprenerial Ecosystems and MSME Revitalization

3:00pm - 3:45pm, Jul 12

M306

ICSB Student Academy Cup | Marketplace of Ideas

There is a pressing need to re-imagine entrepreneurial education to meet the challenges of our local and global economies. The role of universities as catalysts and leaders of this change is essential to the future of MSMEs and the communities they serve. Where are the focal intersections that facilitate the interaction of people, ideas, and resources? Critical to our collective success is an honest discourse in a wide range of subjects. How can we alter how society views failure? How can we develop a greater cultural esteem for the entrepreneurial pursuits? How can we leverage existing knowledge, expertise, and experience? Clearly defining our ecosystems is the key to answering these pressing questions. Understanding the relationships between all stakeholders is essential. Universities and other centers of education must lead the collaborative effort to understand and nurture resilient and vibrant entrepreneurial ecosystems. Policymakers must understand this role and enable learning for the overall benefit of the local and global economy.

Speaker



Hezron Osano, PhD, ACIB Senior Lecturer Entrepreneurship & Technology Management, The Technical University of Kenya

Knowledge Entrepreneurship

3:00pm - 3:45pm, Jul 12

M307

ICSB Student Academy Cup | In Person | Marketplace of Ideas

As we move towards a knowledge economy, it is essential to understand the role of knowledge entrepreneurship in bringing an innovative practice or product to life. In this session, we will explore the move toward this economy and its implications on entrepreneurship.

Speaker



Dr. Katia Passerini Provost and Executive Vice President, Seton Hall University

Literacy as a Foundation for UN SDGs

3:00pm - 3:45pm, Jul 12

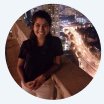
M201

ICSB Student Academy Cup | In Person | Marketplace of Ideas

Speakers



Madeleine R. Alves Sales & Inventory Manager, Barnes & Noble Inc



Mehak Sudan Former Senior Research Associate, Kingfish Group

R

Rita Grant Professor (retired), ICSB Board Member / Grand Valley State University (professor emeritus)

Power Prospecting Business Development for Startups

3:00pm - 3:45pm, Jul 12

M405

ICSB Student Academy Cup | Marketplace of Ideas | Pre-recorded Video

Everything is changing. Everything has changed. The economy, sales, your customers, and workforce. Even your own company. The effects of the pandemic have affected nearly every aspect of your entrepreneurial enterprise. Adaptation to this new world is not optional. The digital economy has arrived. The future offers more opportunities as well as more uncertainties. Customer expectations are higher, and businesses are increasingly expected to offer not only a product, but also an experience.

How can you find ways to make your product rise above the rest and be profitable? One essential approach requires reflection on our own “personal corporation”, finding ways to stay healthy and engaged, continuing to build our own legacies with enthusiasm and positive energy. The stakes are high, but we have the tools on-hand to gain the edge on our competitors to succeed. Small, attainable targets will pave the way to prosperity.

Achieve success on *your* terms, with *your* talents and *your* strengths.

Recommit and reap newfound rewards.

Speaker



Ahmed Osman Chairman Of The Board, International Council for Small Business (ICSB)

Advance: Financing Women Entrepreneurs to Generate Financial, Cultural and Social Values

3:00pm - 3:45pm, Jul 12

M305

ICSB Womenpreneurs | In Person | Online

Speaker



Amr AbouelAzm Icsb

Marketing

3:00pm - 3:45pm, Jul 12

M407

Marketplace of Ideas

Speaker



Shoroke Zedan Managing Director , Ta'heal for VET Skills Excellence

4:00pm

Marketplace Keynote

4:00pm - 4:45pm, Jul 12

M201

ICSB Student Academy Cup | In Person | Marketplace of Ideas | Online

---

Speaker



Ayman El Tarabishy President & CEO of International Council for Small Business (ICSB), The George Washington University

Advance: The Entrepreneurial Mindset

4:00pm - 4:45pm, Jul 12

M311

ICSB Womenpreneurs | In Person | Online

While there are many traditional markers for success in the entrepreneurial world, at the end of the day, success is something every individual has to define for themselves. Throughout this session, we will be discussing how womenpreneurs can decide what success looks like for them.

Grow: Presenting Your Plan for a Better World: Heart/ Head/ Hands

4:00pm - 4:45pm, Jul 12

M308

ICSB Womenpreneurs | In Person | Online

Now that you know how to build your project you need to communicate your plan to others. In this session, participants will get a unique introduction to the MarketPlace before we visit it tomorrow. This section will again follow the heart/head/hands model of learning.

Speaker

Frederick G Crane Executive Professor, D'Amore-McKim School of Business

5:00pm

Cocktail Hour for Womenpreneurs

5:00pm - 7:00pm, Jul 12

ICSB Womenpreneurs | In Person

Tue, Jul 13, 2021

8:00am

Breakfast

8:00am - 9:00am, Jul 13

M301/302

Academic | French Presentations | Herman Aguinis Research Workshop (JSBM) | ICSB Student Academy Cup | ICSB Womenpreneurs | In Person | Marketplace of Ideas

ICSB World Congress Speaker Training

8:00am - 8:15am, Jul 13

m307

*Award Nominated | Academic | Academic Papers | Academic Workshops | Experiences | French Presentations | Herman Aguinis Research Workshop (JSBM) | ICSB Student Academy Cup | ICSB Womenpreneurs | In Person | Marketplace of Ideas | Online | Plenary Sessions | Pre-recorded Video

We want to make sure that everyone is prepared to join this hybrid adventure with us! Therefore, we invite all speakers to join us from 8am to 8:15am to see a speaker demonstration and ask your questions about the upcoming day of presentations.

9:00am

Breakfast with JSBM & JICSB Editorial Board Members & Leadership

9:00am - 10:00am, Jul 13

M402 and M403

Herman Aguinis Research Workshop (JSBM) | In Person

Womepreneurs Opening Gathering

9:00am - 9:30am, Jul 13

M311

ICSB Womenpreneurs | In Person | Online

9:30am

What's New in the French Entrepreneurial Ecosystem?

9:30am - 9:45am, Jul 13

M311

ICSB Womenpreneurs | In Person | Online

Speaker



Chrystèle Sanon FULL'STREET/IPAG/ICSB

10:00am

Presentation Workshop by Dr. Herman Aguinis - How to Publish Like a Machine and Have Fun Doing It

10:00am - 12:00pm, Jul 13

M402/M403

Herman Aguinis Research Workshop (JSBM) In Person

Speaker



Herman Aguinis Avram Tucker Distinguished Scholar & Management Dept. Chair, George Washington University

Les 10 clés d'une « slasheuse » ou comment concilier intrapreneuriat et salariat

10:00am - 10:45am, Jul 13

M405

ICSB Womenpreneurs In Person Online

Although women are increasingly being recognized for their significant contributions to society, there are still businesses that utilize a "token" female—a woman who is a visible figurehead, but whose voice may not be fully heard. Nowhere is that more prevalent than at the upper echelon of decision making. In this Seminar, the author of the COPE- ZIMMERMANN Act discusses France's Strategy and significant success in increasing female leadership.

Speaker

Yael Dehaese

Personal Branding

10:00am - 10:45am, Jul 13

M311

ICSB Womenpreneurs In Person Online

Building a solid brand is one part of being a successful entrepreneur. Through this session, you will learn why branding works and how to craft a brand that reflects your individual goals.

How to Define and Value Your Market?

10:00am - 10:45am, Jul 13

M307

ICSB Student Academy Cup | In Person | Marketplace of Ideas

Top-down estimates are ineffective and misleading. Understanding your market requires insight and a healthy dose of honest arithmetic. Relating the story of how a prospecting entrepreneur in the dog food business finally derives the real value of the market in New England, Dr. Crane takes you on an engaging journey that will help you build your enterprise on a solid foundation.

Speaker

F

Frederick G Crane Executive Professor, D'Amore-McKim School of Business

Performing your Pitch

10:00am - 10:45am, Jul 13

M201

ICSB Womenpreneurs | In Person

Former actor, Casey Hayes-Deats, offers valuable tools to help you deliver your next pitch with renewed vigor and confidence. Quoting Brene Brown, “vulnerability is a superpower”. Performing is not necessarily about *acting*, it is more about *showcasing* your authentic, vulnerable self. Presenting yourself as someone who can be trusted, who can bridge those gaps with others is necessary to make those connections which can make or break a deal. Casey offers voice and breathing techniques that can greatly influence how you speak and how you stand before others. It is your voice and your story! Here are some effective tools and methods to help you gain and maintain the presence you need to step out confidently, using your voice as a paintbrush, adding depth to your words and purpose to your actions.

Building genuine connections with your audience will enrich your life and enhance your enterprise.

Speaker



Casey Hayes-Deats

How to Develop Your Entrepreneurial Mindset

10:00am - 10:45am, Jul 13

M307

ICSB Womenpreneurs | In Person | Online

Speaker



Diah Yusuf Secretary General - Indonesia, ICSB

Values-based Entrepreneuring: Disrupting Futures

10:00am - 10:45am, Jul 13

M406

ICSB Student Academy Cup | Marketplace of Ideas

Speakers



Ieva Zebryte academic, fcje.ufro.cl

M

Milton Almonacid

Gender, power and networks in intra and entrepreneurship field : towards an inclusive world ?

10:00am - 10:45am, Jul 13

M407

ICSB Student Academy Cup | In Person | Marketplace of Ideas | Online

- **Summary :** This roundtable is aimed at exploring, through intertwined professional and academic perspectives, the challenges of gender equality and diversity in intra and entrepreneurship field.

Considering the COVID pandemic as a *civilizational (and epochal) crisis* as well as a Maussian *total social fact*, revealing, catalyzing and accelerating the ambivalences, ambiguities and changes moving the post-modernity, the round-table questions the *company of the future* and the *leadership for tomorrow*, looking at the crossed issues of agility and responsibility, reflexivity and learning, power sharing and cooperation (subsidiarity, transversal cooperation…), networking and efficiency, social cohesion and resilience.

It apprehends gender equality (in intra- and entrepreneurship, in managerial, executive and Board functions within SMEs, start-ups and Family Businesses…) as a key-factor for transforming companies.

Engendering a disruptive (but regulated) collective action for equality, gender diversity policies, viewed as change processes and opportunities for change, contribute to improve the social acceptability (and reputation) and the operational efficiency (and organizational adaptability) of SMEs, increase their long-term business viability and foster their positive societal footprint.

Adopting both an analytical (diagnosis), critical (assessment) and transformational (acting by thinking and doing) approach, the round-table opens the window to a stakeholders' dialogue to design and build, though and within SMEs, a more gender-balanced, inclusive and resilient world.

- Topics :
  - Women in leadership (and feminine leadership)
  - Gender inequalities on the Boards, androcentric organizational hierarchy and power access within SMEs, Family Business, start-ups
  - Women's networks as intrapreneurial projects, agile platforms, tool-boxes for gender equality and inclusive leadership makers

Speakers



Faranak Farzaneh Assistant Professor, IPAG Business School

D

Rey Dang Professor Research in Finance, ISTEC Paris (France)



Prof. Maria-Giuseppina BRUNA Dean for Ethics, CSR & Social Research - Managing Director, "Inclusive Company" Chair, IPAG Business School

Resilience and Empowerment

10:00am - 10:45am, Jul 13

M308

ICSB Womenpreneurs | In Person | Online

Come hear about one woman's fight to become a lawyer and open her own Intellectual Property Firm in Kuwait.

Speaker



Areej Hamadah Fonder, Legal Challenges Group

11:00am

Corporate Entrepreneurship

11:00am - 11:45am, Jul 13

M405

ICSB Student Academy Cup | In Person | Marketplace of Ideas

Although we often think of corporations and entrepreneurship as separate entities, they are closely related, with more and more corporations these days encouraging intrapreneurship through in-house innovation departments. Join us as we take a look at the role that entrepreneurship plays in the corporate world.

Speaker



Thomas Pittz Associate Professor, University of Tampa

Place Entrepreneurship: Perspectives from French Initiatives

11:00am - 11:45am, Jul 13

M406

French Presentations | In Person

Speakers

Christophe Schmitt

R

Romain Slitine

Pourquoi est-il temps que les femmes entreprennent ?

11:00am - 11:45am, Jul 13

M402

ICSB Womenpreneurs | In Person | Online

Speaker

A

Amal Dadolle

Telling Our Stories

11:00am - 11:45am, Jul 13

M311

ICSB Womenpreneurs | In Person | Online

Stories have been told since the beginning of human society. They are essential for understanding our world and what we have to give. This session will unlock some of the secrets you need in order to tell a good story and make your business a success.

Speaker



Dr. Katia Passerini Provost and Executive Vice President, Seton Hall University

Critical Thinking Skills for Entrepreneurial Leadership

11:00am - 11:45am, Jul 13

M404

ICSB Student Academy Cup | Marketplace of Ideas

Dr. Swiercz introduces his course on Critical Thinking. Is intelligence a barometer for success? Are our definitions about intelligence limiting our understanding of its relevance and importance to success? Are the various methods used to measure intelligence or aptitude truly effective? Thought as an activity is a skill that is gaining prominence in our pursuit of excellence and accomplishment. Is thinking an innate or a learned skill?

Our thoughts are are far more important than we give them credit for. Thoughts and mindset are essential skills that can lead us to gain the competitive advantages we seek. Critical Thinking Skills give us insight and wisdom about ourselves and how we interact with our environments.

Leading up to Strategic Business Thinking, we are led to ask, “How do I consistently make decisions that are of better quality than those of my equally resourced and equally talented competitor?”

The answer lies in our ability to develop and enhance our critical thinking skills.

Speaker



Paul M. Swiercz Professor Emeritus, George Washington University

Pivoting toward a Sustainable World (Online Live)

11:00am - 11:45am, Jul 13

M308

ICSB Womenpreneurs | In Person | Online

Understanding how the world will change as we catapult toward sustainability goals will be invaluable information to have as we all learn to pivot to a world that looks different from the one we've always known.

Speaker



Mariya Yesseleva-Pionka Global Certificates Manager, International Council for Small Business

How to Use Personality Frameworks in Your Communications with Donors

11:00am - 11:45am, Jul 13

M407

ICSB Student Academy Cup | In Person | Marketplace of Ideas

Speaker



Jennifer Kirkland Senior Director of Sponsorship, ICSB

Accounting for For-Profits, Social Ventures, and Not-for-Profit

11:00am - 11:45am, Jul 13

M306

ICSB Student Academy Cup | In Person | Marketplace of Ideas

Speaker

Rita Grant Professor (retired), ICSB Board Member / Grand Valley State University (professor emeritus)

11:30am

Tourism Trends after COVID-19

11:30am - 12:15pm, Jul 13
M307

ICSB Student Academy Cup | In Person | Marketplace of Ideas

While the ongoing pandemic is still impacting the many industries it has upended over the last year, this session will look at what the future will look like once it is contained and how it will have impacted the travel industry.

Speaker



Hartmut Meyer Dozent für Wirtschaftswssenschaften, Fachhochschule für Ökonomie und Management

12:00pm

Taking Your Business to IPO

12:00pm - 12:45pm, Jul 13
M306

ICSB Student Academy Cup | In Person | Marketplace of Ideas

Transitioning from a small, private business to a publicly-traded company is a feat of enormous proportions and one that you will be equipped to handle after this session.

Speaker



Dr. Winslow Sargeant ICSB

Financing Innovation

12:00pm - 12:45pm, Jul 13
M201

Experiences | ICSB Womenpreneurs | In Person | Online

As we recover from COVID-19, businesses will need more than funding to build and grow, like building robust partnerships with big corporate companies. In this lecture, finance and business development strategies will take on new life as you get an insider's perspective on equity.

Speaker



Nizar Dahmane General Manager, LA POSTE SERVICES FOR EQUITY

Lunch with JSBM and JICSB Associate Editors

12:00pm - 2:00pm, Jul 13
M402 and M403

Herman Aguinis Research Workshop (JSBM) | In Person

The Anatomy of a New Venture Business Plan

12:00pm - 12:45pm, Jul 13

M407

ICSB Student Academy Cup | In Person | Marketplace of Ideas

Investors are often inundated with a multitude of business plans. What will make your plan distinctive to gain and keep their attention? It is not enough to believe in your offering. There are many elemental
requirements for a business plan that can make investors confident in providing the capital to take you to the next level. Every great business plan tells three stories: The story of the customer, the story of
the business and, the story of the team. Time is of the essence. Dr. Crane's experience and wisdom will help you build a plan that makes the story of your business something that will capture the attention of
investors and compel them to seriously consider investment.

Speaker

Frederick G Crane Executive Professor, D'Amore-McKim School of Business

Networks : the best way to develop sustainable companies

12:00pm - 12:45pm, Jul 13

M308

ICSB Womenpreneurs | In Person

Women often find it hard to develop viable ventures alone. Cooptation is the solution to building a business with sustainable revenues. This talk will discuss the concept of Cooptation, and how women can use it, to advance their businesses.

Speaker



Marie Eloy CEO, Bouge ta Boite

Arts & E-Commerce Democratization and Resiliency

12:00pm - 12:45pm, Jul 13

M405

ICSB Student Academy Cup | In Person | Marketplace of Ideas

Ecommerce has transformed our world. The Visual Arts world has been resistant to change. This presentation offers essential wisdom on how global stewards of art can leverage lessons learned from COVID and pivot towards greater exposure and prosperity. Blockchain technology and the financialization of art are sparking a debate in the community of which directions are most beneficial. Proliferation of pop culture and documentaries add to the drama accentuating developments in the arts community. How stable are the latest trends? How can curation continue to shape consumption habits? What is art? Conventions are being challenged. Hayes-Deats and Miller engage in an informative conversation about the intersections of the art and commerce and how they may be navigated in the future.

Speakers



Casey Hayes-Deats



Lenore Miller Curator Emerita, GW Museum, GWU

Imposter Syndrome

12:00pm - 12:45pm, Jul 13

M311

ICSB Womenpreneurs | In Person | Online

One consequence of historical inequality is a lack of role models. This can affect not only a person's goals, but how a person views themselves. Women in nontraditional roles are at increased risk of imposter syndrome. This seminar will investigate why we are vulnerable and how to combat the restrictions we put on ourselves.

Speaker



Talia Tomarchio Founder, Steminist Squad

Regenerative and Resilience Practices of Indigenous WomenPreneurs of the Americas (Online Live)

12:00pm - 12:45pm, Jul 13

M307

ICSB Womenpreneurs | Online | Pre-recorded Video

"Regenerative and Resilience Practices of Indigenous **WomenPreneurs** of the Americas" workshop showcases the experiences of indigenous women of the Americas who are small business owner-managers. We are introducing our collaborators and protagonists based on the North-to-South direction. First, Crow Nation, the USA, and Garifuna, Belize, businesses from Central and Northern America are long-standing collaborators of International Institute of Tourism Studies of the George Washington University School of Business through the Indigenous Tourism Collaborative of the Americas (ITCA) initiative. Second, businesses from Wallmapu are members of the Sociedad Turismo Mapuche La Araucania, a chamber of commerce-type organization for Mapuche Tourism, South of Chile. They are active at the World Indigenous Business Forum and closely collaborate with Indigenous Tourism Association of Canada (ITAC), as well as Rise2025 initiative and Maori Tourism organizations (Aotearoa / New Zealand). This presentation, informed by collaborative spirit, tells stories of leadership in regenerative and resilience-building practices through values-based entrepreneuring by Indigenous WomenPreneurs of the Americas.

Speakers



Seleni Matus Executive Director, International Institute of Tourism Studies, The George Washington University School of Business



Ieva Zebryte academic, fcje.ufro.cl

Performing Your Pitch

12:00pm - 12:45pm, Jul 13

M404

ICSB Student Academy Cup | In Person | Marketplace of Ideas

Former actor, Casey Hayes-Deats, offers valuable tools to help you deliver your next pitch with renewed vigor and confidence. Quoting Brene Brown, “vulnerability is a superpower”. Performing is not necessarily about acting, it is more about showcasing your authentic, vulnerable self. Presenting yourself as someone who can be trusted, who can bridge those gaps with others is necessary to make those connections which can make or break a deal. Casey offers voice and breathing techniques thatan greatly influence how you speak and how you stand before others. It is your voice and your story!

Here are some effective tools and methods to help you gain and maintain the presence you need to stepout confidently, using your voice as a paintbrush, adding depth to your words and purpose to your
actions.

Building genuine connections with your audience will enrich your life and enhance your enterprise.

Speaker



Casey Hayes-Deats

Design Your Own Success

12:00pm - 12:45pm, Jul 13

M406

ICSB Student Academy Cup | Marketplace of Ideas

Diah Yusuf has made a lasting impact for entrepreneurs worldwide. Focused on the Womenpreneur conference, Design Your Own Success encourages entrepreneurs to focus on the elements that make themselves unique, for those attributes will accentuate their success in a broad context. Entrepreneurship is a path to personal empowerment and women are increasingly likely to start their own enterprises. There remain many challenges for women as entrepreneurs, such as access to education, markets and adequate finance. Societal pressures and gender roles serve as headwinds but there are many tools and approaches that can assure greater success. Applying effectual reasoning, women can gain a greater sense of empowerment to innovate and bring forth ideas and products that can offer value to everyone. Before design, how we *define* success is critical. Applying Diah Yusuf’s principles will add structure to conquer the challenges facing your budding enterprise.

Speaker



Diah Yusuf Secretary General - Indonesia, ICSB

12:45pm

Lunch

12:45pm - 2:00pm, Jul 13

Academic | French Presentations | Herman Aguinis Research Workshop (JSBM) | ICSB Student Academy Cup | ICSB Womenpreneurs | In Person | Marketplace of Ideas

2:00pm

Session with Academy Directors

2:00pm - 2:45pm, Jul 13

M203

ICSB Student Academy Cup | In Person

Speakers

Rita Grant Professor (retired), ICSB Board Member / Grand Valley State University (professor emeritus)



Hartmut Meyer Dozent für Wirtschaftswssenschaften, Fachhochschule für Ökonomie und Management

Large Company Commitments to Female Entrepreneurship

2:00pm - 2:45pm, Jul 13

M307

ICSB Womenpreneurs | In Person | Online

Large companies have a culture all their own. In this seminar, learn why companies should commit to promoting innovation by women and the best practices that promote it.

Speaker



Nadine Castellani-Floderer

Table Breakouts led by Dr. Herman Aguinis and collaborators

2:00pm - 4:00pm, Jul 13

M402/M403

Herman Aguinis Research Workshop (JSBM) | In Person

Speaker



Herman Aguinis Avram Tucker Distinguished Scholar & Management Dept. Chair, George Washington University

Digital Media and Marketing

2:00pm - 2:45pm, Jul 13

M306

ICSB Student Academy Cup | In Person | Marketplace of Ideas | Online

To position your business as strategically as possible, it is essential to understand how to best use

digital media for your company and your intended audiences. In this session, we will learn how to launch the social media tools to promote product, price, promotion, place, and people for maximum impact.

Speakers



Hannah Gilroy Project Manager, ICSB



Nouf Al-Neyadi Special Projects Manager, ICSB (International Council for Small Business)

Stretch Your Creativity (Online Live)

2:00pm - 2:45pm, Jul 13

M404

ICSB Womenpreneurs | In Person | Online

At its root, entrepreneurism is about doing something new or different. In this fun workshop, designed specifically for WE participants, join master of many skills Ricardo Alvaraz as he leads us through exercises that stimulate creativity and growth.

Speaker



Ricardo Alvarez Entrepreneurship and Innovation Full-time Professor and Researcher, CETYS Graduate School of Business - CETYS Universidad - Instituto Educativo del Noroeste, AC

Sustainable Business Models

2:00pm - 2:45pm, Jul 13

M405

ICSB Student Academy Cup | In Person | Marketplace of Ideas

It is one thing to devise a business plan and another thing entirely to make sure your model is sustainable in the long run. Through this session, we will learn several different models to base your business so that your venture will be long-lasting.

Speaker



Analia Pastran Founder and Executive Director, Smartly Social Entrepreneurship on the SDGs, New York and Buenos Aires.

Critical Thinking Skills for Entrepreneurial Leadership

2:00pm - 2:45pm, Jul 13

M308

ICSB Womenpreneurs | In Person | Online

Being a leader is not only about being the person in charge and calling the shots; it's also about how you arrive at your conclusions with integrity and through critical thinking.

Speaker



Chrystèle Sanon FULL'STREET/IPAG/ICSB

Entrepreneurship Policy Implications- Africa's Perspective

2:00pm - 2:45pm, Jul 13

M407

ICSB Student Academy Cup | Marketplace of Ideas

Dr. Ngoze provides a fascinating and informative presentation on the evolution of entrepreneurship in Kenya, and the processes, policies and measures applied to develop a thriving environment for MSMEs. Through effective an sustained analysis of economic needs and the finance measures meant to create and sustain growth, MSMEs in Kenya are thriving. What may be the implications of similar efforts in your region for the health and growth of MSME's? What can Kenyan policies offer to us as a means to better understand entrepreneurship as it currently exists in the developing world? Providing excellent insight and interpretation of such measures, Dr. Ngoze offers an informative vista through which we can better understand the value and benefit of MSMEs.

Speaker



Ngoze Moses L., PhD Adjunct Senior Lecturer / Research Fellow of Entrepreneurship and Management Science, Masinde Muliro University of Science & Technology

The Entrepreneurial Mindset- A way out for the 21st Century Economy

2:00pm - 2:45pm, Jul 13

M305

ICSB Student Academy Cup | Marketplace of Ideas

In this detailed and informative presentation, Ngozi Ogoke lays out the challenges for future entrepreneurs and discusses the role of disruptive technologies that will affect our economy. Defining Entrepreneurship and outlining the UN's global perspective, we must understand the importance of Entrepreneurial Mindset to grow and thrive. There exists an avalanche of information. How we apply mindset fundamentals will guide future enterprises and force us to ask defining questions. Important to this theme is the role and future of women in this era of automation. In an age where a majority of future jobs and roles have yet to be invented, we have it within our grasp to truly influence the future of the global economy. Our global economic future depends on the vibrance of global entrepreneurship. How stakeholders and policymakers interact will establish the means and ease of how we can meet our challenges. The importance of teaching entrepreneurial fluency to the workforce and the children of this generation cannot be underestimated. Are we ready? We have much to do, but we also have the tools and the knowledge to innovate and succeed.

Speaker



Ngozi Ogoke PRESIDENT, IEEIS

If a Tree Falls... (Again)

2:00pm - 2:45pm, Jul 13

Whova

ICSB Student Academy Cup | Marketplace of Ideas

Entrepreneurship Education is facing and uncertain frontier. How can we provide the best advantages to learners to help them innovate and succeed? 26 case studies of primary and secondary entrepreneurial education revealed 4 similar attributes that offered the best avenues to success. Community involvement, student leadership and design, rigorous feedback/evaluation, and use of professional educators formed key elements of these programs. How will we know if our programs are having an impact? Accurate impact assessments may reveal flaws, but we need to strive against vanity metrics. There are boundless opportunities to be had from honest measurement. Curating better knowledge content will result in the entrepreneurial skills, mindsets, and behaviors that will fuel future innovation. The next steps we take to enhance entrepreneurship education will be crucial. The journey will be challenging, but very rewarding.

Speaker



Norris Krueger Dr., Kauffman ESHIP

3:00pm

Insight by Professor Thomas Heupel

3:00pm - 3:45pm, Jul 13

M308

ICSB Student Academy Cup

Speaker



Thomas Heupel Vice Rector Research, FOM Hochschule Germany

5:45pm

Bus to Station F

5:45pm - 6:30pm, Jul 13

Academic | French Presentations | Herman Aguinis Research Workshop (JSBM) | ICSB Student Academy Cup | ICSB Womenpreneurs | In Person | Marketplace of Ideas

6:30pm

ICSB Global Congress Official Opening & Reception

6:30pm - 11:00pm, Jul 13
Station F 5, Parvis Alan Turing, 75013, Paris

Academic | French Presentations | Herman Aguinis Research Workshop (JSBM) | ICSB Student Academy Cup | ICSB Womenpreneurs | In Person | Marketplace of Ideas | Online

Wed, Jul 14, 2021

7:00am

BASTILLE DAY!!!!
7:00am - 11:50pm, Jul 14

No sessions today

Thu, Jul 15, 2021

8:00am

ICSB World Congress Speaker Training
8:00am - 8:15am, Jul 15
m307

*Award Nominated | Academic | Academic Papers | Academic Workshops | Experiences | French Presentations | Herman Aguinis Research Workshop (JSBM) | ICSB Student Academy Cup | ICSB Womenpreneurs | In Person | Marketplace of Ideas | Online | Plenary Sessions | Pre-recorded Video

We want to make sure that everyone is prepared to join this hybrid adventure with us! Therefore, we invite all speakers to join us from 8am to 8:15am to see a speaker demonstration and ask your questions about the upcoming day of presentations.

8:30am

Breakfast
8:30am - 9:30am, Jul 15
M301/302

Academic | Academic Papers | Academic Workshops | Experiences | French Presentations | Herman Aguinis Research Workshop (JSBM) | ICSB Student Academy Cup | ICSB Womenpreneurs | In Person | Marketplace of Ideas | Plenary Sessions

10:00am

Entrepreneurs on the road to recovery? OECD Opening Panel
10:00am - 11:30am, Jul 15
M101

Academic | Academic Papers | Academic Workshops | Experiences | French Presentations | Herman Aguinis Research Workshop (JSBM) | ICSB Student Academy Cup | ICSB Womenpreneurs | In Person | Marketplace of Ideas | Online | Plenary Sessions

Self-employed, entrepreneurs and SMEs have been hard hit during the COVID-19 crisis. Despite the magnitude of the shock, available data point to vigorous business dynamism and sustained start-up creation. Also, extended government measures contributed to avoid a large increase in bankruptcies. The crisis has also served as a catalyst for (some forms of) innovation and entrepreneurship in most countries. And going forward, the attention of governments worldwide turns towards entrepreneurs and SMEs - and the potential of resilience and inclusive growth they revealed during this unprecedented crisis - to forge the foundations for building back better.

The opening panel of the policy day offers an opportunity for a frank discussion around the challenges and opportunities of a recovery driven by entrepreneurs and small businesses. It builds on the 2021 OECD SME and Entrepreneurship Outlook published on 28 June on the occasion of the MSMEs day.

The 2021 OECD SME and Entrepreneurship Outlook provides new evidence on the critical role governments and their

support packages have played in cushioning the blow. It also looks forward to consider the longer-term effects of the crisis and how countries can create the conditions of a greener, more sustainable and inclusive recovery. The pace of the recovery will depend on SMEs' and entrepreneurs' capacity to scale up performance, including beyond profit and productivity. Building on and expanding the proven methodology of the first edition, the report harnesses a wealth of data and policy analysis from across the OECD, thus forming a unique, multi-dimensional monitoring tool for policy makers.

The event will be a hybrid in-person / virtual event, featuring a panel of international high level representatives from governments, business and civil society. The interventions will be broadcast through Zoom to participants around the world. The moderator and some panel members would be present at the in-person event, but some panellists would participate via Zoom. They would be shown on screen at the location of the physical event.

Speakers



Alexis Loyer Directeur adjoint de cabinet, France



Lamia Kamal-Chaoui Director, Centre for Entrepreneurship, SMEs, Regions and Cities (CFE), OECD



Ahmed Osman Chairman Of The Board, International Council for Small Business (ICSB)



Hubert Gambs Deputy Director-General & SME coordinator in the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission



Ines Rocha Director for Financial Products, SME Finance & Development Team, EBRD



Thibaut Bechetoille President, Qosmos Division, Enea



Teten Masduki Minister of Cooperatives and Small and Medium Enterprises, Republic of Indonesia

11:45am

ICSB World Congress Plenary Session The Future of Research and Accreditation in Entrepreneurship & SMEs

11:45am - 1:00pm, Jul 15

M101

Academic | Academic Papers | Academic Workshops | Experiences | French Presentations | Herman Aguinis Research Workshop (JSBM) | ICSB Student Academy Cup | ICSB Womenpreneurs | In Person | Marketplace of Ideas | Online | Plenary Sessions

---

Speakers



Caryn Beck-Dudley President and CEO, AACSB International



Herman Aguinis Avram Tucker Distinguished Scholar & Management Dept. Chair, George Washington University

1:00pm

Lunch

1:00pm - 2:00pm, Jul 15

M410/M411

Academic | Academic Papers | Academic Workshops | Experiences | French Presentations | Herman Aguinis Research Workshop (JSBM) | ICSB Student Academy Cup | ICSB Womenpreneurs | In Person | Marketplace of Ideas | Plenary Sessions

2:00pm

"The “missing 25 million” : Reducing the gender gap in entrepreneurship in a post-COVID world "

2:00pm - 4:00pm, Jul 15

M101

ICSB Womenpreneurs | In Person | Online | Plenary Sessions

Despite years of women’s entrepreneurship policy actions, a significant gender gap remains in entrepreneurship. It is posited that if women were to participate in early-stage entrepreneurship at the same rate as core-age men, there could be an additional 25 million women entrepreneurs across OECD countries (OECD, 2021). Some progress has been achieved over the past two decades, including the introduction of new policy measures and business support services for women entrepreneurs. Up until 2018, there has also been a reduction in the shortfall in self-employment rates of women compared to men in OECD countries. However, further progress is needed.

COVID-19 has hit women entrepreneurs harder than men entrepreneurs, reflecting a range of gender differences, including in the sectors in which men and women operate businesses, access to finance, care responsibilities, access to external advice and levels of business digitalisation. Policies are needed to further support women’s entrepreneurship, particularly given the gendered impacts of the COVID-19 crisis. Furthermore, the policy landscape for women entrepreneurship remains fragile. Many of the policy initiatives are small-scale, fragmented and time-limited. Governments need to develop overarching policy frameworks for women entrepreneurship with better resourcing, and evaluate impacts of different women’s entrepreneurship policy interventions in different contexts, in order to scale the most effective approaches.

This event will present some of the key messages of a new OECD-Global Women’s Entrepreneurship Policy Research Network report. Panellists will debate three key questions:

- Under which conditions are different policy approaches effective?
- What is missing from government support for women entrepreneurs?
- What needs to change in policy approaches for supporting women's entrepreneurship COVID-19 context?

Speakers



Celine Kauffmann Head, Entrepreneurship, SME and Tourism Division (EST), CFE, OECD

Colette Henry Chair of the Global Women's Entrepreneurship Policy (WEP) Research Network and Head of Department of Business Studies at

Chiara Condi President, Led by Her, France

Dinah Bennett Founder & Director, International Consultants for Entrepreneurship & Enterprise (ICE)



Elizabeth Vazquez CEO & Co-Founder, WEConnect International



Barbara Orser Professor, Telfer School of Management, University of Ottawa, and W20 Delegation of Canada member



Ayman El Tarabishy President & CEO of International Council for Small Business (ICSB), The George Washington University



Claire Saddy President, Les PREMIÈRES - Incubator

Academy Independent Meetings for Group Presentations

2:00pm - 4:00pm, Jul 15

M410/M411

ICSB Student Academy Cup | In Person

Time to meet with teams and coaches. The lunch room can serve as a space to meet and work independently.

Judging Awards (Room 1) Entrepreneurship Excellence Awards

2:00pm - 4:00pm, Jul 15

M402

Academic | In Person | Online

VOTE NOW https://icsb2021.com/congress-voting/

Order of Presentations

1. The University of Auckland's Centre for Innovation and Entrepreneurship - Judith Marecek, Darsel Keane,
2. GAEL BERTRAND - ESSCA - GAEL BERTRAND
3. Jim Moran College of Entrepreneurship, Florida State University -Susan Fiorito
4. Dr. Isabelle Monlouis of Georgia State University, WomenLead Program - Isabelle Nathalie Monlouis
5. Center for Hispanic Entrepreneurship- Daniela De Anda,

Judges: Hartmut Meyer, Casey Hayes-Deats, Frederick G Crane, Roberto Parente, Shoroke Zedan

---

📣 Speakers



Judith Marecek Programme Manager, The University of Auckland's Centre for Innovation and Entrepreneurship



Darsel Keane Director, The University of Auckland's Centre for Innovation and Entrepreneurship



Denisse Olivas Center for Hispanic Entrepreneurship and Mike Loya Center for Innovation and Commerce (University of Texas at El Paso)



Gael Bertrand GAEL BERTRAND - ESSCA



Susan Fiorito Professor, Florida State University



Isabelle Monlouis Associate Director, Entrepreneurship and Innovation Institute, Georgia State University



Daniela De Anda Marketing Coordinator, University of Texas at El Paso



Hartmut Meyer Dozent für Wirtschaftswssenschaften, Fachhochschule für Ökonomie und Management



Casey Hayes-Deats

Frederick G Crane Executive Professor, D'Amore-McKim School of Business



Roberto Parente



Shoroke Zedan Managing Director , Ta'heal for VET Skills Excellence

Judging awards (Room 2) Centers Global Impact Awards Chaired

2:00pm - 4:00pm, Jul 15

M403

Academic In Person Online

Order of Presentations

1. Center for Hispanic Entrepreneurship - Denisse Olivas
2. Center for Entrepreneurial Development, IBA Karachiarachi - Dr. Shahid Qureshi
3. UnternehmerTUM - Center for Innovation and Business Creation at TUM (Technical University of Munich)- Helmut Schönenberger
4. BUE's Science & Innovation Park (SIP) - Sarah Khalifa
5. FEPS Business Incubator (FEPS BI) - Heba Medhat Zaki
6. AAST Entrepreneurship Center - Wael Eldesouki Bedda
7. Rowan Center for Innovation and Entrepreneurship - Eric Liguori

Judges: Dr. Winslow Sargeant, Dr. Jeffrey Alves, Desarae Mueller-Fichepain, Dr. Katia Passerini, Rita Grant

---

Speakers



Denisse Olivas Center for Hispanic Entrepreneurship and Mike Loya Center for Innovation and Commerce (University of Texas at El Paso)



Shahid Qureshi Center for Entrepreneurial Development, IBA Karachiarachi



Helmut Schönenberger Chief Executive Officer, UnternehmerTUM



Sarah Khalifa BUE's Science & Innovation Park (SIP)



Heba Zaki Cairo University



Wael Eldesouki Bedda AAST Entrepreneurship Center



Eric Liguori Rohrer Chair of Entrepreneurship, Rowan Center for Innovation and Entrepreneurship



Dr. Winslow Sargeant ICSB



Dr. Jeffrey Alves Managing Editor, Journal of the International Council for Small Business (JICSB), International Council for Small Busness



Desarae Mueller-Fichepain DBA Program Director & Assurance of Learning Director, Creighton University



Dr. Katia Passerini Provost and Executive Vice President, Seton Hall University

R

Rita Grant Professor (retired), ICSB Board Member / Grand Valley State University (professor emeritus)

Ecosystems and National Innovation Systems / Women Entrepreneurship

2:00pm - 3:00pm, Jul 15

M303

*Award Nominated | Academic | Academic Papers | In Person | Online

Universities in Entrepreneurial Eco-system and MSMEs Revitalization (Hezron Osano**):** Kenyan Case Universities can be catalysts in building robust entrepreneurial ecosystems through their entrepreneurial activities, linking MSMEs to large companies, facilitating collaboration with government, the public, alumni and students and other stakeholders and contributing to the economic well-being of their communities. Comprehensive frameworks for university support and measurement of entrepreneurial ecosystems health assessment is required.

***When do entrepreneurs smirk at university entrepreneurship centers?* (**Norris Krueger, and Dianne Welsh**)**

FOR A BETTER UNDERSTANDING OF WOMEN ENTREPRENEURS' FINANCING BEHAVIOUR : A DUAL APPROACH IN CONTEXT(S) : How are women entrepreneurs' behaviours constructed in regards to their financing (Pauline Gibard**)**

Through this doctoral project, we are interested in the challenges of financing projects carried out by women entrepreneurs. We wish to better understand how women entrepreneurs behave when faced with their financing needs. The objective of this doctoral project is to determine, on the one hand, under what individual and contextual influences women entrepreneurs construct meaning around financing and, on the other hand, how their integration into a support structure can have a positive impact and modify the sometimes-negative representations and apprehensions of financing. At the end of this research, we would like to propose a model of women entrepreneurs' behaviour with regard to their entrepreneurial financing needs.
Keywords: Women's entrepreneurship, Entrepreneurial support, Incubator, Entrepreneurial funding, Funding trajectories

---

Speakers



Hezron Osano, PhD, ACIB Senior Lecturer Entrepreneurship & Technology Management, The Technical University of Kenya



Norris Krueger Dr., Kauffman ESHIP



Dianne HB Welsh Hayes Distinguished Professor of Entrepreneurship, University of North Carolina at Greensboro



Pauline Gibard PhD student, Laboratoire de recherche Magellan, iaelyon school of Management, Université Jean Moulin Lyon 3

Let's All Go Digital

2:00pm - 3:00pm, Jul 15

M201

ICSB Womenpreneurs | In Person | Online

We live in an increasingly digital world. In this session we explore how to take advantage of the opportunities that digital innovation presents.

Speaker



Morad Attik DG EVOLUKID, Evolukid

Innovation and Creativity/ Arts & Entrepreneurship

2:00pm - 3:00pm, Jul 15

M304

*Award Nominated | Academic | Academic Papers | In Person | Online

***From Micro to a Macro Level Understanding of Business Model Innovation** (Carlos DaSilva)*

Comparison of innovation, effectuation and firm performance of SMEs in Switzerland and the USA (Andreas Ziltener)

***Swimming against the tide. The relationship between configurations of success factors and cultural and creative entrepreneurs' business growth** (Elmar Konrad)*

The paper proposes that manifestations of motives and orientations, use of external finance, organization building and belonging to either the cultural or the creative subsectors are ingredients for success recipes (configurations) that are necessary and/or sufficient for business growth. The findings indicate that business growth is influenced by a behaviour that differs from the conventional expectations in a certain setting (swimming against the tide).

Speakers

C

Carlos DaSilva Associate Professor of Innovation and Strategy, HES-SO University of Applied Science Switzerland



Andy Ziltener Swiss Institute for Entrepreneurship



Elmar Konrad University of Applied Sciences Mainz

How More Women Should Contribute in Development of Deprived Economic Zones - A Case Study

2:00pm - 2:30pm, Jul 15

M311

ICSB Womenpreneurs | In Person

In any country, Rich economic zones attacks successful entrepreneurship in which women are progressively but slowly gaining their place. Meantime, in developing countries as well as in developed countries, the challenge is to relaunch economic renewal in more deprived zones. Besides political actions, and from a sociological perspective, I argue that women in quest of economic and social emancipation are in the best position to become successful entrepreneurs. Based on tangible illustrations, I explain how they contribute to the relaunch of the economy of their district but also show the challenges they have to face. Implications for public policies are enhanced.

Speaker



Séverine Le Loarne - Lemaire Professor, Head of the FERE Research Chair (Female Entrepreneurship for a Renewed Economy), Grenoble Ecole de Management

WE in Africa: Challenges and Opportunities

2:00pm - 2:30pm, Jul 15

M308

ICSB Womenpreneurs | In Person

Speaker



Kassoum Coulibaly President & CEO, Global Institute for Women's Empowerment Group (GIWE GROUP)

Entrepreneurial Finance

2:00pm - 3:00pm, Jul 15

M306

*Award Nominated | Academic | Academic Papers | In Person | Online

(Online Live) Financial Management of FinTech Start-ups in Times of Uncertainty: (Mariya Yesseleva-Pionka***)***

Lessons from Australia The Australian Xinja bank was one of the first neo banks and came into existence back in 2017. In 2020, Australia's economy plunged into its first recession in almost 30 years due to the global pandemic known as COVID-19. The controversial exit of Xinja bank in

December 2020 from the Australian neo banking sector sparked a lot of discussions and questioning of the financial management and business models of neo banks.

Assessment and impact of Microfinance Institutions (Begoña Gutiérrez-Nieto**)**

A Qualitative investigation of factors influencing successful crowdfunding campaigns in the UK and China using the reward model (Robert Phillips**)**

Speakers



Mariya Yesseleva-Pionka Global Certificates Manager, International Council for Small Business



Begoña Gutiérrez-Nieto Professor, Universidad de Zaragoza



Robert Phillips Senior Lecturer, University of Manchester

Marketing Hints for Expanding your Business Internationally (Online Live)

2:00pm - 2:30pm, Jul 15

M404

ICSB Womenpreneurs | In Person

Speaker



Nouf Al-Neyadi Special Projects Manager, ICSB (International Council for Small Business)

Humane Entrepreneurship/ MSMEs and Technology Innovation -

2:00pm - 3:00pm, Jul 15

M307

*Award Nominated | Academic | Academic Papers | In Person | Online

Impacts of HEO on EO and Firm Performance: Empirical Analysis (Zong-Tae Bae and Ki-Chan Kim**)**

Developing Measures of Humane Entrepreneurial Orientation (**Zong-Tae Bae and Ki-Chan Kim**)

Industry 4.0 in manufacturing SMES of Argentina and Brazil (**Ruben Ascua**)

Session sponsored by The Catholic University of Korea

Speakers



Zong-Tae Bae KAIST College of Business



Ki-Chan Kim Professor, The Catholic University of Korea



Rubén Ascúa Rector, Universidad Nacional de Rafaela

The New Tech: ESG and Crypto - A Promising Alliance?

2:00pm - 3:00pm, Jul 15

M305

French Presentations | In Person

Speakers



Lukas Bosch bosch&, Consultant, Entrepreneur, Business Activist

C

Chris dugoin



Peter lusk CIO, Acanto LLC

H

Hans von Mettenheim IPAG Business School

Intergenerational Virtual Incubator

2:00pm - 3:00pm, Jul 15

M405

French Presentations | In Person

The round table on Intergenerational Entrepreneurship will start from and go beyond the intellectual outputs produced by the Intergenerational Virtual Incubator (IVI). IVI is an Erasmus-funded project whose aim is to is to promote entrepreneurship by the establishment of intergenerational teams made up of skills and project holders of different generations.

The objectives of the project are to:

- Design a methodology to match project holders and skills possessors' features;
- Develop a methodology to train aspiring entrepreneur tandems of entrepreneurship;
- Create of a toolbox for the building and training of intergenerational teams

In addition to the coordinating organisation, the *Institut de préparation à l'administration et à la gestion* (IPAG, France), the project consortium includes the *Fundación Mayores de Hoy* (Spain), the *Internationella Företagare I Sverige* (Sweden), the Jönköping International Business School (Sweden), *Tandem intergénérationnel pour la création et la reprise d'entreprises* (TIGcRE, France), and the *Universidad Autonoma de Madrid* (Spain).

The round table will be moderated by Prof. Adnan Maâlaoui, coordinator of the IVI project and professor of entrepreneurship at IPAG and will welcome Mr. Alain Maufrais, CEO of TIGcRE, Mr. Tiago-Minh Duong-Morlot, founder of Social Fluide, a starting digital incubator aimed at supporting artistic projects and accompanying artists' professional integration, and Mr. Paul Courtaud, founding general manager of Neobrain, a company that makes use of artificial intelligence to anticipate and facilitate human resource decision-making processes.

Speakers



Adnane Maalaoui Director IPAG Entrepreneurship & Family Business Center, Ipag Business School



Alain Maufrais Volunteer for NGO, TIGcRE



Tm Duong Morlot Manager Project, Social Fluide



Paul Courtaud

3:15pm

French Entrepreneurial Support Ecosystem: New Debates and Perspectives

3:15pm - 4:15pm, Jul 15

M303

In Person

Speakers



Christina Theodoraki Assistant professor, TBS Business School



Hind Salih Doctorate in Business Administration Candidate, International University of Monaco



Arnaud Thersiquel CEO and Co-founder of "At Home"



Andrada Dugan Head of Urban Lab Incubation & Open Innovation, Urban Lab Incubation & Open Innovation



Christelle Astorg-Lepine BLAST Program Director at Starburst Aerospace, Starburst Aerospace

Entrepreneurship & Covid-19 Impact

3:15pm - 4:15pm, Jul 15

M304

*Award Nominated | Academic | Academic Papers | In Person | Online

Entrepreneurship challenges in South Africa post advent of democracy (Thami Mazwai)

Psychological Capital Resources and SMEs Performance (Ali Mchiri)**:** The role of Innovative Behavior and Risk Propensity in Dealing with Uncertainty

(Online Live) Finding Opportunity in COVID-19: A Narrative Study of Women Artisan Microentrepreneurs (**Marie Segares**)
As the COVID-19 pandemic unfolded, the sewing industry was one of many that faced supply chain shocks, widespread uncertainty, and new opportunities. A narrative research study examined how artisan microentrepreneurs in the sewing space experienced entrepreneurial opportunity alertness as they navigated transitions at the personal, business, and economic levels.

Speakers

Dr Thami Mazwai Member



Ali Mchiri PhD Student | Management Instructor, NMSU - United States



Marie Segares, Assistant Professor, Management and Information Technology Department, and Director, MS in Management, St. Francis College

Digital Entrepreneurship/ Entrepreneurship & MSMEs in Rural Economies

3:15pm - 4:15pm, Jul 15

M305

*Award Nominated | Academic | Academic Papers | In Person | Online

What Happens After a Sellout: The Effect of Founder Involvement and Operational Independence on Post-Acquisition Customer Support for Digital Startup Brands (**Daeun Shin**)

Entrepreneurship in Rural Areas A discussion and policy paper to outline the problems of promoting entrepreneurship in a new world The focus of the recent research work is the promotion of entrepreneurship in innovation driven countries. The objective of the work is to define and to the measurable factors which determine entrepreneurial activities in innovation driven countries. Thereby cross country study employed based on the idea to learn from each other. In measuring the difference of the entrepreneurial activities, it is aimed to understand better the problems in promoting entrepreneurship in advanced economies. His work as recently achieved considerable attention at various international conferences. Other areas of work were in the past to research turnaround management as well as particular problems of family businesses in the tourism industry.

Digital Transformation: How stakeholders conceptualize new business model in the digital age (**Carlos DaSilva**)

Speakers



Daeun Chloe Shin PhD Student, North Carolina State University



Hartmut Meyer Dozent für Wirtschaftswssenschaften, Fachhochschule für Ökonomie und Management

C

Carlos DaSilva Associate Professor of Innovation and Strategy, HES-SO University of Applied Science Switzerland

Finance and Fintec

3:15pm - 4:15pm, Jul 15

M404

French Presentations | In Person

Speaker

H

Hans von Mettenheim IPAG Business School

The National Student-Entrepreneur Status: A Reverse Pedagogy Approach to Develop Spirit's Entrepreneurship or an Academic Break to Foster Business Creation?

3:15pm - 4:15pm, Jul 15

M405

French Presentations | In Person

Speakers



Véronique Favre-Bonté professeur des Universités, Université Savoie Mont-Blanc



Laëtitia Gabay-Mariani Assistant Professor - Entrepreneurship & Innovation, ESSCA School of Management



Boissin Jean-Pierre Professeur Entrepreneurship, IAE Grenoble



Hassania Sebti Project manageur, University of Strasbourg



Anass KETTANI Université Hassan II De Casablanca Maroc

(Experiences) Entrepreneurship Skills for Tomorrow/ Entrepreneurship & MSMEs in Developing Regions

3:15pm - 4:15pm, Jul 15

M406

Academic Experiences In Person Online

(Online Live) Developing an Entrepreneurial Culture at a Liberal Arts University (Silvia Carnini Pulino)

Redefining Customer Experience From The Lens of MSMEs (Personal Experience) (Eric Caeg)

Speakers



Silvia Carnini Pulino Associate Professor, John Cabot University



Eric Caeg President, Retail Academy Philippines

(Workshop) Entrepreneurship & MSMEs in Rural Economies

3:15pm - 4:15pm, Jul 15

M407

Academic Academic Workshops In Person Online

Values-based Entrepreneuring: Advancing Resilience Processes of MSMEs and Communities in Emerging Economies (Ieva Zebryte**)**

Conducting Customer Interviews with the S.P.E.E.CH. Technique - Workshop (Ricardo Alvarez**)**
S.P.E.E.CH. is a technique that helps develop personal interviewing skills. It guides customer discovery through a series of general-to-specific questions. S.P.E.E.CH. means: 'S' for customer situation/status; 'P' for pains and problems; 'E' for experiences; 'E' for effects and implications(stress, frustration, etc.); and 'CH' for expected changes and/or challenges to overcome.

Speakers



Ricardo Alvarez Entrepreneurship and Innovation Full-time Professor and Researcher, CETYS Graduate School of Business - CETYS Universidad - Instituto Educativo del Noroeste, AC



Ieva Zebryte academic, fcje.ufro.cl

3:45pm

Comment la diversité peut-elle être un levier pour augmenter la densité de talent de votre entreprise ?

3:45pm - 4:30pm, Jul 15

M411

French Presentations | In Person | Marketplace of Ideas

Resume : Au-delà des quotas, la diversité est un axe de gouvernance très structurant pour la croissance de votre entreprise ; c'est une manière d'appréhender le capital humain dès le recrutement et au-delà. La politique de diversité est fondamentalement un enjeu de performance et de créativité. Le véritable savoir-faire est de créer des combinaisons qui augmentent le potentiel de créativité de l'entreprise, puis de les manager pour favoriser les synergies et agiter les idées d'une manière créative pour accompagner la transformation et l'innovation de l'entreprise. Le défi est d'inscrire cette création de valeur dans le temps en pilotant le flux de talent grâce à une stratégie de mobilité intelligente. Comment réussir concrètement ?

Speaker



Nicole DEGBO Founder & CEO, La Cabrik

Narrowing the Gap between Practitioners and Research

3:45pm - 4:15pm, Jul 15

M307

ICSB Womenpreneurs | In Person | Online

Both those who do research and those who put theory into practice have invaluable insights to share. This session is dedicated to bringing the two groups together to share insights and perspectives.

Speaker



Norris Krueger Dr., Kauffman ESHIP

Making Your Mindset Global (Online Live)

3:45pm - 4:15pm, Jul 15

M308

ICSB Womenpreneurs | In Person | Online

Speaker



Carmen Recupero University of Virginia Darden School of Business

4:00pm

Meet with Team Coaches

4:00pm - 5:00pm, Jul 15
M410

ICSB Student Academy Cup | In Person

4:30pm

Grow: Growing Your Plan for a Better World: Heart/ Head/ Hands

4:30pm - 5:30pm, Jul 15
M308

ICSB Womenpreneurs | In Person | Online

You've developed a model of how to build your project, now you need to learn how to make it bigger. In this session, We explore the stages required to make a business grow. This section will again follow the heart/head/hands model of learning.

Speakers



Desarae Mueller-Fichepain DBA Program Director & Assurance of Learning Director, Creighton University



Areej Hamadah Fonder, Legal Challenges Group

The Future of Entrepreneurship Education

4:30pm - 5:30pm, Jul 15
M303

Academic | Academic Papers | In Person | Online

Entrepreneurship development: it takes a village (Wee-Liang Tan)
The authors argue that biology indicates that entrepreneurship development requires the village. It is not just educating the individuals but understanding from biology why they possess the traits. It is includes understanding how family, friends, community and society shape and affect their minds as they create.

New Skills for New Problems: Building A Capacity of Prepared Minds to Recognize Opportunities and to Connect the Dots for 21st-Century Entrepreneurs (Craig Armstrong)

Confirming entrepreneurship education through a novel, collaborative approach to Business Student Placement Program and formal student reflective learning (Robyn Neeson)

"

Speakers



Wee-Liang Tan Associate Professor, Singapore Management University



Craig Armstrong Associate Professor, University of Alabama

R

Robyn Neeson Lecturer, Holmesglen Institute

Entrepreneurship & Platforms / Entrepreneurship & Tourism/Hospitality

4:30pm - 5:30pm, Jul 15

M407

*Award Nominated | Academic | Academic Papers | In Person | Online

Crowd funders' motivations to support impact-oriented projects (Eric Mc Laren***)*** In this paper, I offer a multi-level approach to understanding the Psychological Capital (PsyCap) resources and their impact on a macro level outcome in the small business context. I propose that PsyCap, with its four core elements including hope, self-efficacy, optimism, and resilience, impacts firm performance through entrepreneurs' innovative behavior.

Entrepreneurship and digital platforms. A co-created price model in tourism sector (Antonio Usai*)*

The Tourism and Hotel Industry after the COVID-19 pandemic. A qualitative approach by a European perspective. (Hartmut Meyer**)**

Speakers

A

Antonio Usai Professor, Department of Economics and Business, University of Sassari



Hartmut Meyer Dozent für Wirtschaftswssenschaften, Fachhochschule für Ökonomie und Management

Ecosystems & National Innovation Systems

4:30pm - 5:30pm, Jul 15

M305

*Award Nominated | Academic | Academic Papers | In Person | Online

Understanding National Innovation Ecosystems: The Accelerator *(Carlos DaSilva)*

How the transformative evolution of the university towards its third mission influences the innovativeness of the regional entrepreneurial ecosystem human capital in an emerging economy context? (Hind Salih, and Christina Theodoraki**)**

While entrepreneurial ecosystem literature has highlighted the importance of universities in building sustainable entrepreneurial ecosystems, their role and implication remain largely overlooked in emerging economies. The results of this study will allow us to highlight gaps concerning the impact of universities on entrepreneurial ecosystems human capital preparedness in emerging economies

Team composition and Intention to grow in Academic Spin-offs (Giulia Tagliazucchi**)**

Speakers

C

Carlos DaSilva Associate Professor of Innovation and Strategy, HES-SO University of Applied Science Switzerland



Hind Salih Doctorate in Business Administration Candidate, International University of Monaco



Christina Theodoraki Assistant professor, TBS Business School



Giulia Tagliazucchi post-doc researcher, University of Modena and Reggio Emilia

(Workshop) Digital Entrepreneurship & The Future of Entrepreneurship Education

4:30pm - 5:30pm, Jul 15

M306

Academic | Academic Workshops | In Person | Online

(Online Live) Digital Marketing for Entrepreneurs in the New Era (Denisse Olivas**)**

The Market Opportunity Navigator: Get to know the 4th Tool in the Lean Startup Toolset (Marc Gruber**)**

In this hands-on workshop, you will be introduced to the Market Opportunity Navigator. It helps you to figure out if your target market provides the fertile ground for successful venture creation, and helps you to discover additional markets in which the venture can grow and scale.

Speakers



Denisse Olivas Center for Hispanic Entrepreneurship and Mike Loya Center for Innovation and Commerce (University of Texas at El Paso)



Marc Gruber EPFL

Entrepreneurial Finance/ Corporate Entrepreneurship

4:30pm - 5:30pm, Jul 15

M404

*Award Nominated | Academic | Academic Papers

Fundamentals of Pricing for New Ventures (Frederick G. Crane**)**

This paper outlines the major factors that should be considered when setting prices for new ventures. It also provides pragmatic advice that will be beneficial to the founders of new ventures when it comes to pricing setting and pricing strategies.

The effect of work atmosphere on internal corporate venturing and strategic entrepreneurship (Ahmed Basingab**)**

This paper analyses and compares the cross effect of the work atmosphere factors on two forms of

Corporate Entrepreneurship, which are Strategic Entrepreneurship and Internal Corporate Venturing. The findings suggest work atmosphere factors have different effects on each form of corporate entrepreneurship. Data was collected using an online survey targeting employees working in one of the fastest-growing economies, which is Saudi Arabia.

Exports of the province of Santa Fe, Argentina: inter-institutional articulation and entry modes (*Hernan Revale and Ruben Ascua****)***

Speakers

Frederick G Crane Executive Professor, D'Amore-McKim School of Business



Ahmed Basingab Lecturer, King AbdulAziz University



Hernan Revale UNRaf



Rubén Ascúa Rector, Universidad Nacional de Rafaela

(Experiences) Entrepreneurship Centers, Co-Working Spaces, and Accelerators/ Inclusive Entrepreneurship

4:30pm - 5:30pm, Jul 15

M405

Academic Experiences In Person Online

AAST Entrepreneurship Center - 6 Years of Achievements (Hebatullah Mustafa AlAshry and Wael Eldesouki**)**

Handcrafted: Building intercultural connections and micro-entrepreneurship ecosystems among immigrants and local craft communities (Surin Kim**)**

Speakers



Heba AlAshry Arab Academy for Science, Technology & Maritime Transport



Wael Eldesouki Bedda AAST Entrepreneurship Center



Surin Kim Assistant Professor, University of Nebraska - Lincoln

How to Break into Predominantly Male Teams?

4:30pm - 5:30pm, Jul 15

M201

ICSB Womenpreneurs

Speaker



Laurence Le Ny Vice President, French Tech Grande Provence and Startup Creative & cultural industries at Orange

Fri, Jul 16, 2021

8:00am

Breakfast

8:00am - 9:00am, Jul 16

Academic | Academic Papers | Academic Workshops | Experiences | French Presentations | Herman Aguinis Research Workshop (JSBM) | ICSB Student Academy Cup | ICSB Womenpreneurs | In Person | Marketplace of Ideas | Plenary Sessions

ICSB World Congress Speaker Training

8:00am - 8:15am, Jul 16

*Award Nominated | Academic | Academic Papers | Academic Workshops | Experiences | French Presentations | Herman Aguinis Research Workshop (JSBM) | ICSB Student Academy Cup | ICSB Womenpreneurs | In Person | Marketplace of Ideas | Online | Plenary Sessions | Pre-recorded Video

We want to make sure that everyone is prepared to join this hybrid adventure with us! Therefore, we invite all speakers to join us from 8am to 8:15am to see a speaker demonstration and ask your questions about the upcoming day of presentations.

9:00am

Led by Her for Women (Victim of Domestic Violence) Entrepreneur: From the Shadow to the Light

9:00am - 10:00am, Jul 16

M311

French Presentations | In Person

Speakers

L

Luisa Maschio



Rokia KEBE Entrepreneuse, Association Led By Her



Jean-Jacques Lapierre



Rouba Hamadi

ICSB Annual Members Meeting

9:00am - 10:00am, Jul 16

M402

In Person

Entrepreneurship Skills for Tomorrow & Intrapreneurship

9:00am - 10:00am, Jul 16

M304

*Award Nominated Academic Academic Papers In Person Online

What makes Early Internationalizing Firms go faster? (Pierre-Louis Meuric and Véronique Favre-Bonté***)***

(Online Live) Empathy and the entrepreneurial process: cross-disciplinary fertilization via holistic marketing and mediation hypotheses (Chihmao Hsieh***)***

Empathy has recently been addressed in entrepreneurship research. We investigate how empathy relates to all stages of the entrepreneurial process borrowing from marketing literature, introducing two integrating theoretical frameworks: a holistic marketing hypothesis and a customer mediation hypothesis. Via propositions, we show empathy is valuable across the entire entrepreneurial process.

Does Self and Others Individual Entrepreneurial Orientation Matter for the Employees Personnel Performance? (Satoshi Yamamoto and Makoto Fujimura ***)***

Speakers



Pierre-Louis Meuric PhD candidate in Management Science, Institut de Recherche en Gestion et Economie (IREGE)



Véronique Favre-Bonté professeur des Universités, Université Savoie Mont-Blanc



Chihmao Hsieh SUNY Korea



Satoshi Yamamoto Toyo University



Makoto Fujimura Associate professor, Fukuoka Jo Gakuin University

Entrepreneurship & MSMEs Policy

9:00am - 10:00am, Jul 16

M407

*Award Nominated | Academic | Academic Papers | In Person | Online

Factors determining entrepreneurial activities in innovation driven economies. A few goast laid to rest in the focus of the entrepreneurship model (Hartmut Meyer**)**

The focus of the recent research work is the promotion of entrepreneurship in innovation driven countries. The objective of the work is to define and to the measurable factors which determine

Entrepreneurial activities in innovation driven countries.

Thereby cross country study employed based on the idea to learn from each other. In measuring the difference of the entrepreneurial activities, it is aimed to understand better the problems in promoting entrepreneurship in advanced economies. His work as recently achieved considerable attention at various international conferences. Other areas of work were in the past to research turnaround management as well as particular problems of family businesses in the tourism industry.

The Impact of Corporate Governance on Long Term Survival of Small Businesses in Canada (Oluwasegun Popoola**)**

This paper considers the impact of corporate governance on long term survival of small businesses in Canada from the lens of two opposing theories of corporate governance (stakeholder and resource dependency) which if viewed together helps explain the importance of corporate governance and how it can help increase the chances of survival of small businesses.

Korean Diasporas' Entrepreneurship Clusters in Australia: Integration or Separation? (**Ty Choi**)

There is a need for academic, policymakers and the public to be conscious of the dynamics and implications of migrant entrepreneurs and the business clusters they formed. Hence, this study aimed to fill the gaps in knowledge on causes, processes, and impacts of Korean diaspora entrepreneurship on Australian society.

Speakers



Hartmut Meyer Dozent für Wirtschaftswssenschaften, Fachhochschule für Ökonomie und Management



Oluwasegun Popoola PhD Student, Wilfrid Laurier University



Dr. Ty Choi Professor, Hankuk University of Foreign Studies

(Online Live) Decrypting the CSR promises, Challenges and Practices in the SMEs and Start-ups in the (Post) COVID Era

9:00am - 10:00am, Jul 16

M306

ICSB Student Academy Cup | In Person | Marketplace of Ideas | Online

The way by which SMEs and start-ups manage interactions with stakeholders, control socio-environmental externalities and improve ecosystem impact by deploying CSR policies (adapted to the context, firms' positioning and strategy) remains a central issue, although insufficiently explored by scholars (Jamali et al., 2009). As explained by Murillo & Lozano (2006:227), «*the academic literature reveals the need to undertake more in-depth field studies* […] *to discover the organizational culture, the difficulties,* [the resistances] *and the perceptions surrounding CSR in SMEs* ».

Accordingly, the present round-table hosts a free discussion on the promises, challenges and practices of CSR in the start-ups, in the SMEs and, more generally, in the entrepreneurial - intrapreneurial projects.

Articulating and crossing theoretical and empirical perspectives, the round-table pleads in favor of a contextualized perspective, sensitive to the SMEs', start-ups' and entrepreneurial specificities (in terms of Business and Social Models, Governance, Ecosystemic Interaction and Local Impact, Managerial Practices and Operational Tooling…). It calls for more research on the mechanisms by which Corporate Societal Commitment (star-up level) or Corporate Social Performance (maturity step), contribute to a start-up's or a SME' efficiency, agility and resilience as well as to the economic viability, social acceptability and ecosystem sustainability of its business model.

The round-table offers the opportunity to sharing knowledge on :

- Conceptualizing, modeling and mapping the *system of interactions* connecting a start-up or a small and medium business with its stakeholders through Corporate Social Commitment,
- Investigating CSR, diversity and inclusion policies in the SMEs, start-ups' and entrepreneurial networks, viewed as socio-organizational change processes, optimizing the firm's operational efficiency as well as its societal footprint.
- Addressing the influence of institutional, market and eco-systemic factors on CSR / diversity policy design and implementations within start-ups, SMEs and, more generally, entrepreneurial / intrapreneurial projects,
- Investigating the role of entrepreneurs' characteristics in designing and implementing a CSR/diversity policy,
- Identifying the encouraging *vs* braking factors for Corporate Social Commitment in the start-ups and SMEs and/or assessing their impact on organizational efficiency (focusing on economic, technological, social, managerial and environmental issues as well as on business model competitiveness, viability and sustainability),
- Assessing the effectiveness and the effect of CSR practices in SMEs, start-ups and entrepreneurship with regard to strategic alignment, social inclusion, organizational citizenship

The round-table contributes, additionally, to the long-standing debate on the relationship between Corporate Social Performance (CSP) and Corporate Financial Performance (CFP) in the SMEs and start-ups, one a hand, and on the estimation of the effective (economic and societal) impact of Corporate Social Responsibility (CSR) commitment, policies and practices, on the other hand. In addition, it offers the opportunity to expose innovative tools and methods able to assess the stakeholders' segmentation of *added value* (created by/within SMEs and start-ups).

- Topics :
  - Corporate Social Commitment and Corporate Social Performance within start-ups
  - Social reporting and "segmented" financial reporting by stakeholders' categories
  - French listed SMEs and gender issues on the Corporate Board

---

📣 Speakers



Prof. Maria-Giuseppina BRUNA Dean for Ethics, CSR & Social Research - Managing Director, "Inclusive Company" Chair, IPAG Business School



Hugues Defoy Director of Mobilization of Social and Business Actors, EXCO, AGEFIPH [French Agency for Disabled People Inclusion at Work]



Domenico Nicolò Full professor in Business Economics, Università Mediterranea of Reggio Calabria

D

Rey Dang Professor Research in Finance, ISTEC Paris (France)

Entrepreneurship Centers, Co-Working Spaces, and Accelerators/ Humane Entrepreneurship/ Entrepreneurship & MSMEs in Developing Regions

9:00am - 10:00am, Jul 16

m307

*Award Nominated | Academic | Academic Papers | In Person | Online

(Online Live)*Future of Clean Energy: Free Electrons-Global Accelerator Program for Start-ups.
(Ahmad Taufiq and Mariya Yesseleva-Pionka)
Access to the well-informed and inspired network of entrepreneurs is an essential element in promoting and advancing entrepreneurship around the world. Entrepreneurial activity is especially vital to the achievement of United Nations Sustainable Goals. Free Electrons, a global accelerator program, provides unique opportunities for start-up businesses to co-create with leading utility corporations and embrace a decentralised, distributed and digital clean energy future. This accelerator program attracts numerous start-ups from around the world, representing more than 75 countries. The selection process is very competitive, and only a limited number of 12 to15 start-ups are chosen to take part in the face-to-face modules where they can bring their pilot programs to life. Over the last four years, Free Electrons has assessed more than 2,500 applications across many energy solutions. This is a unique arrangement where start-ups get an opportunity to connect and present their innovative ideas to the leading corporations representing the energy sectors worldwide, which creates instant business relationships.

(Online Live) Foreign Workers and Overseas Production for Japanese Manufacturing SMEs (Chikako Hironaka and Kazuyo Yamada**)**

Challenges of Services Sector SMEs in a Developing Country: A Case of Ghana (Afia Attrams**)**

Speakers



Ahmad Taufiq Origin Energy



Mariya Yesseleva-Pionka Global Certificates Manager, International Council for Small Business



Chikako Hironaka Professor, Chukyo University

K

Kazuyo YAMADA Shiga University



Afia Attrams UNISA

Family Business

9:00am - 10:00am, Jul 16

M308

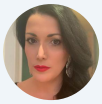
*Award Nominated | Academic | Academic Papers | In Person | Online

***Transgenerational entrepreneurship in family firms: A configurational approach** (*Mariateresa Torchia, and Andrea Calabrò*)* The aim of the article is to understand why some family firms perform better than others by identifying their different configurations based on resources such as human, social and financial capital (familiness), as well as the degrees of entrepreneurial orientation that are considered to impact family firms' performance and transgenerational survival.

(Online Live) Risk management in a small family-owned nursery - A case study approach (Michael Kuttner)

***For the People by The People - "The case of De Dietrich Stewardship"** (*Alexander Bergfeld*)*

Speakers



Mariateresa Torchia International University of Monaco



Andrea Calabro Full Professor, IPAG Business School

Michael Kuttner



Alexander Bergfeld PhD Student, University of Antwerp

(Experiences) Ecosystems and National Innovation Systems/Entrepreneurship & MSMEs in Developing Regions

9:00am - 10:00am, Jul 16

M403

Academic | Experiences | In Person | Online

Electronic, Mobile, Money (Paul Crook)

(Online Live) Promoting MSMEs in Pakistan: A project to train 500 youth on the entrepreneurial mindset (Shahid Qureshi)

Speakers



Paul Crook Independent, Technical Lead



Shahid Qureshi Center for Entrepreneurial Development, IBA Karachiarachi

Digital Tools & Employee Happiness - How digital tools are humanising organisations

9:00am - 10:00am, Jul 16

M404

Experiences In Person

Freedom to be Human'. Deep down, this is what employees crave within their organisations. They want their emotions to be acknowledged, their uniqueness to be celebrated, their opinions to be heard. Companies who understand those expectations will create a new kind of relationship with their people and be on a path to creating healthy and thriving corporate cultures.

This is where technology has the potential to revolutionise human interactions within organisations.

If you want to understand how your people think. feel and behave then you need to listen - truly listen. Not just annually, or quarterly but on a continuous basis.

More and more companies are implementing 24/7 'Employee Voice' platforms. Using multiple feedback channels tailored to the needs of their employees: mobile, e-mail, web, wearables and even voice activated devices. Such an approach has dual benefits. First: listening is caring. It creates an environment where people feel acknowledged and therefore more willing to get involved. Second, you can constantly monitor your organisation's sentiment and therefore address concerns before they balloon into something much harder to fix. Well trained robots can turn millions of data points of feedback from employees into valuable insights. In return companies can focus on the most critical areas and put together timely and relevant action plans. The tools are also becoming increasingly user friendly which also frees up time from line managers and HR teams to focus their time on improving culture, not interpreting data.

A European company called The Happiness Index has gone one step further and developed a unique solution embedding neuroscience themes such as the need for safety, acknowledgement, freedom, or relationships into their AI platform. It allows them to give their customers invaluable insights on how their people truly feel through a scientific understanding of human emotion and behaviour.

If your organisation is on a journey to create or scale a thriving culture, you need employees to be both engaged and happy. The good news is that there are digital tools to support you in this journey.

Speaker



Adrien Desboudard Director Western Europe, The Happiness Index

How to build a FinTech Startup

9:00am - 10:00am, Jul 16

M405

French Presentations | In Person

> *Chaintrust is a B2B SaaS designed to automate bookkeeping to let accountant focus on important tasks.*
> *When I created Chaintrust, I had in mind a few examples of other successful Fintech startup to guide me.*
>
> *What I did not realize at that time was that build a Fintech startup in the 2020's is completely different than building a B2B startup 10 years ago.*
>
> *On the one hand, there are great news.*
> *Money is raining in France and local and international investor are eager to put money on the table. AI tools are easy to implement thanks to AWS or Azure, and no code tools are more and more easy to use.*
>
> *But on the second hand there are strong challenges about the idea, the implementation, the MRR...*
> *Niche market are strongly valuated by VC, a lot of competitor are blooming given that entrepreneurship is not seen as risky as before, velocity is much appreciated...*
>
> *In this talk I am going to focus on how to build a successful fintech in 2021.*

Speaker



Mickael Gandon de Chaintrust, CEO

10:00am

Together Opening

10:00am - 10:50am, Jul 16

M311

ICSB Womenpreneurs | In Person | Online

Prep Meetings with Team Coaches (Academy)

10:00am - 11:00am, Jul 16

410

ICSB Student Academy Cup | In Person

10:15am

Social Entrepreneurship/ Entrepreneurial Cities

10:15am - 11:15am, Jul 16

M306

Academic | Academic Papers | In Person | Online

(Online Live) The Role of CSR on Social Entrepreneurship: A Case from Saudi Arabia (Basheer Al-Ghazali)

Trade vs. Grant Dependency' and Social Enterprise Performance: a Mediating Role of Learning Orientation (Charan Bhattarai)

Berbera - Entrepreneurial City in Fragile Setting - what next? (Paul Crook)

Speakers



Basheer Al-Ghazali Assistant Professor of Business and Management, King Fahd University of Petroleum & Minerals - KFUPM



Charan Bhattarai Lecturer, University of Essex



Paul Crook Independent, Technical Lead

Innovation & Creativity

10:15am - 11:15am, Jul 16

M405

*Award Nominated | Academic | Academic Papers | In Person | Online

(Online Live) The effectiveness of research and development incentives and tax offset refundability: Evidence from the Australian R&DTI (*James Kavourakis*)

(Online Live) The influence of cognitive ambidexterity on structural ambidexterity and ambidexterity performance (Yu You Chen)

Ambidexterity literature indicates that leaders need to eliminate the conflicts between exploration and exploitation and balance between two. However, there is little evidence regarding the effect of senior executives' cognitive ambidexterity on organizational performance. This study examines how the cognitive ambidexterity of senior executives affects organizational structure and performance.

Who Talks About Entrepreneurial Ideation Facilitation? Mapping the field of research: Bibliometric analysis (Fatemeh Ghafourian)

Research on Entrepreneurial Ideation Facilitation is scarce. Even in practice, most entrepreneurship facilitators like accelerators consider ideas as given. In order to find strengths and weaknesses of this research field and enrich it, this study identifies the status and body of entrepreneurial idea generation facilitation knowledge, using a bibliometric approach.

Speakers

James Kavourakis Deakin University



Yu You Chen PhD student, National Sun Yat-sen University



Fatemeh Ghafourian Business Coach, University of Tehran

The Future of Work

10:15am - 11:15am, Jul 16

M308

*Award Nominated | Academic | Academic Papers | In Person | Online

Visionary and Empowering Leadership in SMEs 5. (Kilian Klösel**)**
Visionary leadership seeks to balance the autonomy gained through Empowering Leadership with a shared vision, resolving the dilemma between "letting go" and "having control" in terms of a "both/and strategy".

(Online Live) Leadership and Digital Communication in the Australian SMEs amid COVID-19 (Shangharsha Thapa and Mariya Yesseleva-Pionka ***)***
This study exploits the gaps present in leadership, digital communication and performance literature and makes an attempt to fill the void. The ambiguities present in the literature necessitates the need for the study and it will be a qualitative research with a phenomenological approach.

How Angel Investors Associate Meaning to Resource Exchange (Carlos DaSilva***)***

Speakers



Kilian Kloesel Research assistant, PhD Candidate, School of Management Fribourg (HEG-FR), University of Applied Sciences and Arts Western Switzerland (HES-SO) and University of Liechtenstein



Shangharsha Thapa Student (MBRes), Excelsia College, Australia., Excelsia College, Australia.



Mariya Yesseleva-Pionka Global Certificates Manager, International Council for Small Business

Carlos DaSilva Associate Professor of Innovation and Strategy, HES-SO University of Applied Science Switzerland

The Future of Entrepreneurship Education/ Social Entrepreneurship / Entrepreneurship & MSMEs in Developing Regions

10:15am - 11:15am, Jul 16

M407

Academic | Academic Papers | In Person | Online

Participation in Business Management Seminars at the University: Implications for Entrepreneurship Education (Jane Khayesi)

A CRITIQUE OF THE GLOBAL ENTREPRENEURSHIP MONITOR AND THE WORLD VALUES SURVEY Towards a Combined Framework (Nehal El Naggar)

Marketing Strategies of International Small and Medium Enterprises An exploratory study of international online businesses based in the MENA region (Wael Eldesouki and Hebatullah Mustafa AlAshry)

Speakers



Jane Khayesi HEG Fribourg, HES-SO



NEHAL ElNaggar Royal University for Women, Bahrain



Wael Eldesouki Bedda AAST Entrepreneurship Center



Heba AlAshry Arab Academy for Science, Technology & Maritime Transport

Women entrepreneurs in media

10:15am - 11:15am, Jul 16

M303

French Presentations | In Person | Online

Our 100% digital platform, informelles.media launched in June 2021, aims to break the glass ceiling women are facing today and give them ammunitions and tools to do it. It's based on 3 pillars with 3 clear objectives: relevant content/news (to inform), community (to share) and professional services (to support & take action) in order to help women launch their businesses, manage them and access funds. We also include women in leadership and managing positions in our target. informelles.media proposes all the functionalities and tools necessary for women to achieve their entrepreneurial dream or their access to leadership, including a community capability for women, from young entrepreneurs to top managers, to connect with each other and share.
Our platform is an innovative digital tool as there's currently no proposal on the market combining all these services, tools and functionalities we're proposing for our target audience. This 360° approach is our competitive advantage, towards working women in all kind of industry.

Speaker



Olivia Strigari Co-founder, Informelles.media -woman2theTop

Mastering a Comeback! Are Family Businesses Triumphing over COVID-19?

10:15am - 11:15am, Jul 16

M404

Academic Experiences In Person Marketplace of Ideas

Are family businesses really more resilient, agile and adaptable than other business types? And, if so, have they been able to tackle the challenges of COVID-19 better than most and, perhaps, emerged even stronger? The shock of an unexpected global pandemic surely provided an opportunity for many family firms around the globe to challenge current business models, accelerate digitalization processes and the adoption of governance structure and mechanisms. By discussing some of the core findings emerging from the recent Global family business survey: COVID-19 edition and report realized by the Successful Transgenerational Entrepreneurship Practices (STEP) Project Global Consortium and KPMG Private Enterprise the aim of this panel is to reflect on what is needed for family businesses to position them at the forefront of the resurgence in the global economy. Among others we will discuss a) how effective have the initial financial and non-financial actions been in mitigating the impact of COVID-19 and which are the plans in the post-COVID-19 global economy; b) how relevant are strategies such as social responsibility, business transformation and exercising patience for the short- and long-term needs of family businesses; and, c) the importance to engage younger generations of the family in contributing to the recalibration of the business thus making succession planning becoming more of a priority.

Speakers



Andrea Calabro Full Professor, IPAG Business School

P

Patricia Cressot Rosemont International



Camille Tarazi Manager Partner- Architect, Maison Tarazi



Tom McGinness KPMG Private Enterprise



Mat Hughes Loughborough University



Rodrigo Basco Professor, American University of Sharjah

V

Valentine Mulliez Bardinet Salon Profession'L

Johanna Houdrouge Mercure International Monaco

Thomas Clauß Professor, University of Witten/Herdecke

11:00am

Together: Call to Action/Next Steps

11:00am - 11:45am, Jul 16
M311

ICSB Womenpreneurs | In Person | Online

In this exciting session, you will get a sneak peak into ICSB's agenda for the next year. We will also explore strategies for putting what you have learned from this week into action.

Team Pitch Practice

11:00am - 12:30pm, Jul 16
M201

ICSB Student Academy Cup | In Person

11:30am

ToitWomen's networks as intrapreneurial projects, agile platforms, tool-boxes for gender equality and inclusive leadership makers

11:30am - 12:30pm, Jul 16
M303

Speaker



Prof. Maria-Giuseppina BRUNA Dean for Ethics, CSR & Social Research - Managing Director, "Inclusive Company" Chair, IPAG Business School

Sustainable Development Goals/ Women Entrepreneurship

11:30am - 12:30pm, Jul 16
M306

*Award Nominated | Academic | Academic Papers | In Person | Online

***Organizational Culture: A Tool For Bridging The Design-Implementation Gap Of Sustainable Business Model Innovation** (Lucia Zurkinden)*

***CONTRIBUTIONS OF ENTREPRENEURIAL SUPPORT IN THE UNDERSTANDING AND FINANCING TRAJECTORIES OF WOMEN ENTREPRENEURS** (Pauline Gibard)*

Although research into the financing of women's enterprises is multiple and diverse, there are still many grey areas and few studies that have attempted to understand the behaviour of women entrepreneurs in relation to their financing needs. More specifically, there is too little research on the support of women entrepreneurs (WE)

on financing aspects, despite the proven role of support systems in the development of female entrepreneurship. Thus, this research proposes to open the black box behind women's behaviour towards financing by looking at the influence that incubation structures can have in their support role. Based on qualitative research conducted with women in two incubators (one mixed and the other non-mixed, exclusively for women), our results have made it possible to highlight the main factors influencing the perception and therefore the trajectories of financing according to the stages of their project. This research also provides a comparison of perceived contributions according to the type of incubator: gendered or not.

Keywords: Women's entrepreneurship, Entrepreneurial support, Incubator, Entrepreneurial funding, Funding trajectories

Mafec:How SDGs Could Help Build Women Resiliency and Empowerment: The Case of MAFEC (Fatimata LY)

Speakers



Lucia Zurkinden Scientific Collaborator, School of Management Fribourg, Switzerland



Pauline Gibard PhD student, Laboratoire de recherche Magellan, iaelyon school of Management, Université Jean Moulin Lyon 3



Fatimata Ly-Baro Assistant Professor of Managerial Sciences, Le Mans University(LMU) & CESAG

Entrepreneurship & MSMEs in Developing Regions

11:30am - 12:30pm, Jul 16

m307

Academic | Academic Papers | In Person | Online

Entrepreneurial Behavior in Conflict Zone: A Gender Based Social Cultural Approach (Pre-Recorded) (Elliot Maltz)

Do Individual Differences Matter for Entrepreneurs' Leadership Behavior in Africa? (Jane Khayesi)

INFLUENCE OF ENTREPRENEURIAL ORIENTATION ON MEDIUM ENTERPRISES' FINANCIAL PERFORMANCE IN KENYA (Moses Ngoze)

Speakers

E

Elliot Maltz Willamette University

J

Jane Khayesi HEG Fribourg, HES-SO



Ngoze Moses L., PhD Adjunct Senior Lecturer / Research Fellow of Entrepreneurship and Management Science, Masinde Muliro University of Science & Technology

(Workshop) Academic Entrepreneurship/ (Experiences) The Future of Work

11:30am - 12:30pm, Jul 16

M404

*Award Nominated | Academic | Academic Workshops | Experiences | In Person | Online

(Online Live) Workshop on The Entrepreneurship Plus (E+) Model: Promoting environmentally, socially, and ethically sustainable entrepreneurship (Shahid Qureshi)

(Online Live) *The Future of Dance for Mental Health (*Marek Pionka*)

Speakers



Shahid Qureshi Center for Entrepreneurial Development, IBA Karachiarachi



Marek Pionka Author, Choreographer, Awards Winner, MP Dance Studio

Sustainable Development Goals

11:30am - 12:30pm, Jul 16

M405

*Award Nominated | Academic | Academic Papers | In Person | Online

(Online-Pre-recorded) Culture and green entrepreneurship in a developing country (Wafa Alwakid)

Recent decades have brought cultural changes toward the increase of environmentally friendly initiatives such as green entrepreneurship. Some countries are failing to develop environmental initiatives, whereas others are transitioning and advancing toward this new trend. Particularly, Saudi Arabia has initiated cultural efforts toward becoming an ecologically friendly society. Motivated by this, we explored whether cultural characteristics are associated with green entrepreneurship in Saudi Arabia. Institutional economics were adopted to frame our hypotheses and analysis. The suggested relationships were empirically tested in a sample of 84 observations from 21 cities during the period 2015–2018. Data were collected from reports by the Saudi General Authority and analyzed through regression models. The main results show that cultural characteristics, such as environmental actions, environmental consciousness, and temporal orientation, increase the level of green entrepreneurial activity across cities in Saudi Arabia. The findings of this exploratory study contribute to existing knowledge on green entrepreneurship, as well as to the discussion of implications for policy and practice related to environmentally friendly productive activities.

(Online Live) Green entrepreneurship and sustainable development: An institutional approach to Saudi Arabia (Wafa Alwakid)

This study explores the extent to which green entrepreneurial activity affects sustainable development and the role formal institutions such as entrepreneurship policies in Saudi Arabia play in this relationship .Institutional economics is used to frame the analysis. Panel data models based upon the General Authority for Statistics in 13 Saudi Arabian regions for the period 2012-2017 form the empirical bases of the study.The results show that green entrepreneurship positively contributed to the economic, social, and environmental components of sustainable development,

whereas non-green entrepreneurship had no effect. This is similarly the case when entrepreneurship policy is introduced as a moderator, showing that Saudi Arabian initiatives reflect the need to align entrepreneurial activity with principles of social environmental, and economic sustainability.

(Online Live) *How do Sustainability and Scalability of a Business Model Interact - A Case Study (*Marco Dante Biscaro****)***

Speakers

W

Wafa Alwakid lecturer, Universitat Autònoma de Barcelona

M

Marco Biscaro PhD Candidate, University of applied science western Switzerland

(Workshops) Entrepreneurship & Covid-19 Impact/Entrepreneurship Skills for Tomorrow

11:30am - 12:30pm, Jul 16

M305

Academic | Academic Workshops | In Person | Online

Coping with Covid, How Not-for-Profit Adapted and Thrived. (Rita Grant)

The Power of Literacy on Entrepreneurship and MSMEs (Madeleine R. Alves**)**

Literacy has emerged as a key element of sustainable development as evidenced by the UN's Room to Read with Financial Education for Girls Program, the Financial Education for Girls, and Engaging Men and Boys to Promote Gender Equality in Education. Literacy generally, and in particular general, financial, and technical literacy, are identified as key sets for the development of successful skills necessary for entrepreneurship and MSMEs. This workshop will explore the options and alternatives for developing these critical skills.

Speakers

R

Rita Grant Professor (retired), ICSB Board Member / Grand Valley State University (professor emeritus)



Madeleine R. Alves Sales & Inventory Manager, Barnes & Noble Inc

(Workshops) The Future of Entrepreneurship Education/ (Experience) Social Entrepreneurship

11:30am - 12:30pm, Jul 16

M407

Academic | Academic Workshops | Experiences | In Person | Online

Assessing the Impact of Entrepreneur Training/Education: Are We Changing the Mindset? (Norris Krueger)

Sustainable City by Design - Entrepreneurship meets Social Work (Ewald Mittelstaedt and Claudia Wiepcke**)**

Speakers



Norris Krueger Dr., Kauffman ESHIP



Ewald Mittelstaedt Prof. Dr. Dr. h.c., South Westphalia University of Applied Sciences



Prof. Dr. Dr. h. c. Claudia Wiepcke University of Education Karlsruhe

12:30pm

Lunch

12:30pm - 1:30pm, Jul 16

M410/M411

Academic | Academic Papers | Academic Workshops | Experiences | French Presentations | Herman Aguinis Research Workshop (JSBM) | ICSB Student Academy Cup | ICSB Womenpreneurs | In Person | Marketplace of Ideas | Plenary Sessions

1:30pm

Entrepreneurship & Covid-19 Impact

1:30pm - 2:30pm, Jul 16

M404

*Award Nominated | Academic | Academic Papers | In Person | Online

(Online Live) *"Eureka!" Mask-Making and Entrepreneurial Opportunity in the Time of COVID-19
(Marie Segares, Hannah Grannemann, Jennifer Reis)

COVID-19 OUTBREAK AND TOURISM: RESEARCH STREAMS AND POST PANDEMIC PERSPECTIVES (**Ruggero Sainaghi**)

Exploring resources for teaching entrepreneurship during the COVID-19 pandemic

---

Speakers



Marie Segares, Assistant Professor, Management and Information Technology Department, and Director, MS in Management, St. Francis College



Hannah Grannemann University Of North Carolina at Greensboro (United States)



Jennifer Reis Assistant Professor, Arts Administration, University of North Carolina at Greensboro



Ruggero Sainaghi Iulm



Dra. Linda Ruiz Tecnologico De Monterrey



Elda Barron Universidad de Monterrey

Women Entrepreneurship

1:30pm - 2:30pm, Jul 16

M405

*Award Nominated Academic Academic Papers In Person Online

(Online Live) Positive Business Closure (Jessica Santana**)**

(Online Live) *Gender or sex? Understanding their interaction and influence on start-up decisions (*Francisco Liñán and Inmaculada Jaén****)***

(Online Live) Precarity in women´s entrepreneurship. Experiences of women in various social locations in Czechia (Romana Marková Volejníčková**)**

Speakers

J

Jessica Santana Assistant Professor, UC Santa Barbara



Francisco Liñán Professor, University of Seville

I

Inmaculada Jaén Assistant Professor, Universidad de Sevilla

R

Romana Markova Volejnickova Junior researcher, Institute of Sociology of the Czech Academy of Sciences

Academic Entrepreneurship

1:30pm - 2:30pm, Jul 16

M403

*Award Nominated Academic Academic Papers In Person Online

***Impacts of the Argentine politico-economic crisis in 2018/2019 on university students' entrepreneurial characteristics during the pre-start-up process** (*Rubén Ascúa*)*

SOCIO-ECONOMIC FACTORS AS DETERMINANTS OF COOPERATIVE FARMERS ACCESS TO AGRICULTURAL CREDIT FROM MICRO FINANCE BANK IN ANAMBRA STATE, NIGERIA (Obianuju Agbasi)

EasyAccess: Early Stage Entrepreneurship in Italy (Silvia Carnini Pulino and Enrico Barchiesi)

Speakers



Rubén Ascúa Rector, Universidad Nacional de Rafaela



Obianuju Agbasi Ph.D Senior Lecturer, Nnamdi Azikiwe University Awka, Anambra State.



Silvia Carnini Pulino Associate Professor, John Cabot University



Enrico Barchiesi CEO, EasyDesk

(Workshop) Entrepreneurship Centers, Co-Working Spaces, and Accelerators

1:30pm - 2:30pm, Jul 16

M407

Academic | Academic Workshops | In Person | Online

Transforming Ex-Convicts into Entrepreneurs: A powerful tool to develop self-employment, entrepreneurship and economic growth (Eva Cabán-García)

Impact Measurement and Management: A Human-Centered Design Approach Workshop (Shawn Theunissen)

Speakers



Eva Cabán-García



Shawn Theunissen Head and Founder of Entrepreneurship To The Point and Property Point, Entrepreneurship To The Point and Property Point

Entrepreneurship & Covid-19 Impact/ Entrepreneurship & Society 5.0

1:30pm - 2:30pm, Jul 16

M308

Academic Academic Papers In Person Online

THE COMPLEXITY OF ENTREPRENEURIAL DECISION-MAKING PROCESSES DURING COVID-19: THE RESPONSE OF INNOVATIVE START-UPS IN THE NORTH OF ITALY (Andrea Caputo)

Impact of Community-mindedness, Social Responsibility, Ethics, Culture, and Gender of Small Business Owners on their Business Performance and Job Satisfaction (Denisse Olivas**)**

Speakers



Andrea Caputo Associate Professor, University of Lincoln



Denisse Olivas Center for Hispanic Entrepreneurship and Mike Loya Center for Innovation and Commerce (University of Texas at El Paso)

French Presentations: Entrepreneurship & MSMEs in Developing Regions/ Family Business

1:30pm - 2:30pm, Jul 16

M306

Academic Academic Papers In Person Online

Evaluating consumer experiences using Natural Language Processing: A Big Data analysis of AirBnB reviews (Caroline Chabert Delio**)**

Does IT matter in the context of small and medium family firms? Family Harmony and IT as drivers of Family Firm Performance (Dutot Vincent)

Les femmes entrepreneures en Algérie : l'impact de la pandémie Covid-19 (Manel Guechtouli)

Speakers



Caroline Chabert Delio iPAG Business School



Vincent Dutot Full professor in Management of Information Systems, IPAG Business School



Manel Guechtouli IPAG Business School

Entrepreneurship & MSMEs in Developing Regions/ The Future of Work/ Humane Entrepreneurship

1:30pm - 2:30pm, Jul 16

M307

Academic Academic Papers In Person Online

International Entrepreneurship in emerging markets: New insights and directions for future research (Issam Mejri)

Talent Management in SMEs in the aerospace industry: What HR managers do and what talents expect (Ksenia Usanova and Mickael Géraudel)

Mapping Entrepreneur's Morality: Testing MAC-Q to frame the Cooperative Orientation of the Humane Entrepreneurship approach (Rosangela Feola)

Speakers



Issam Mejri, PhD Lecturer , Ipag Business School



Ksenia Usanova University of Luxembourg



Mickael GERAUDEL University of Luxembourg



Rosangela Feola PhD, University of Salerno - Italy

2:00pm

Academy World Cup Judging

2:00pm - 4:00pm, Jul 16

M101

ICSB Student Academy Cup | In Person | Online

2:45pm

Womenpreneurs as Key Players for a Post-COVID-19 Economic Recovery

2:45pm - 3:45pm, Jul 16

M311

ICSB Womenpreneurs | In Person | Online

How to grow and maintain a business is a relevant aspect to rethink globally in a context of an unparalleled pandemic, and in that sense, the women entrepreneurial ecosystem needs more tools to strengthen the opportunities and capacities to develop a resilient and supportive framework to empowerPresentation of the First Global Womenpreneur Report that showcases from a women's voice and perspective, the work and challenges that women have to go through in every corner of the world.. women business owners.

Speakers



Shoroke Zedan Managing Director , Ta'heal for VET Skills Excellence



Diah Yusuf Secretary General - Indonesia, ICSB



Analia Pastran Founder and Executive Director, Smartly Social Entrepreneurship on the SDGs, New York and Buenos Aires.



María Fernanda Andrés Docente investigadora, Universidad Nacional de Rafaela

Entrepreneurship Centers, Co-Working Spaces, and Accelerators / Academic Entrepreneurship

2:45pm - 3:45pm, Jul 16

M404

*Award Nominated | Academic | Academic Papers | In Person | Online

How Stakeholders' Influence Constantly Redefined The Raison d'Être of a Successful Business Incubator (Jean Bibeau**)**

Stakeholder theory raises the incumbent responsibility for managers to allocate value to its stakeholder. Business incubators are networks of stakeholders vesting interests in nascent entrepreneurs. Qualitative field data was collected from a successful business incubator for over five years anchored by the question: "How do stakeholders influence the raison d'être of a business incubator?"

Incubators' potential tenants' identification and screening in the pre-incubation ecosystem: toward an entrepreneurial sourcing (**André NANA and Christina Theodoraki**)

From lab to market: An analysis of gender role in academic entrepreneurial intention (Elda Barron, Linda Ruiz)

Starting from the importance of the heterogeneous composition of the team for the success of academic spin-offs, the purpose of this work-in-progress is to explore the academic entrepreneur's attitude towards growth as an antecedent to the composition of a team functional to the development of the academic spin-off.

Speakers



Jean Bibeau Professor and Director of a Accelerateur entrepreneurial Desjardins (AED) of Universite de Sherbrooke, Université de Sherbrooke



André NANA PhD candidate in Entrepreneurship and Strategy, TBS Business School



Christina Theodoraki Assistant professor, TBS Business School



Elda Barron Universidad de Monterrey



Dra. Linda Ruiz Tecnologico De Monterrey

Digital Entrepreneurship (In-French)/ Family Business/ The Future of Entrepreneurship Education

2:45pm - 3:45pm, Jul 16

M405

Academic | Academic Papers | In Person | Online

Entrepreneuriat sur les médias sociaux : Cas des entrepreneurs « pures players » sur le réseau social Facebook (Agrebi Meriem)

Family leadership and company performance during the COVID-19 crisis: the case of Cameroon (Jean-Michel Sahut)

An Experimental Evaluation of Graphic Novel for Social Entrepreneurship Education (Yanto Chandra)

Speakers



Meriem Agrebi Assistant professor, ESCT Tunis & Paris Nanterre university (Paris X)

J

Jean-Michel Sahut Professor, IDRAC Business School



Yanto Chandra The Hong Kong Polytechnic University

Women Entrepreneurship

2:45pm - 3:45pm, Jul 16

M308

*Award Nominated | Academic | Academic Papers | In Person | Online

ONLINE LIVE *Gender differences in firm's innovativeness: does the context matter? (*Maryia Akulava****)***

Evaluation of a mentor-training intervention: Case of Female Egyptian Mentors (Hala Hattab**)**

Gender-diverse board on AIM firms' performance (*Isabel Feito-Ruiz****)***

Speakers



Maryia Akulava Researcher, BEROC Economic Research Center



Hala Hattab Associate Professor, The British University in Egypt



Isabel Feito-Ruiz Senior Lecture, University of Leon

(Experiences) Entrepreneurship Centers, Co-Working Spaces, and Accelerators / Inclusive Entrepreneurship

2:45pm - 3:45pm, Jul 16

M403

Academic | Experiences | In Person | Online

(Online Live) Center for Hispanic Entrepreneurship "Wins and Challenges" (Denisse Olivas**)**

Adaptive Humane-Innovation-Sustainable-based Entrepreneurship (HIS-E) (Sylvia Robles**)**

Program: an example of Resiliency and Community Engagement in spite of Covid-19 In 2020, the world went through a great struggle. Families were separated, relationships torn apart, businesses disrupted, communities broken; yet, we persevered by empowering under-represented startups and students. The humane-Innovation-Sustainable-based Entrepreneurship model (HIS-E) allowed the Adopt a Startup Program to continue and maintained quality innovative education and community outreach by promoting UTRGV students' competencies and the region's sustainable development.

Speakers



Denisse Olivas Center for Hispanic Entrepreneurship and Mike Loya Center for Innovation and Commerce (University of Texas at El Paso)



Sylvia Robles Assistant Professor of Practice, Entrepreneurship and Innovation, University of Texas Rio Grande Valley- UTRGV

MSMEs and Technology Innovation / Entrepreneurship Centers, Co-Working Spaces, and Accelerators

2:45pm - 3:45pm, Jul 16

M407

*Award Nominated | Academic | Academic Papers | In Person | Online

(Online Live) Supplier selection for Mexican manufacturing MSMEs: A Study-based on Multi-Criteria approach (Blanca García**)**

The study aims at identifying the multiple criteria for supplier selection evaluation used by Mexican manufacturing Micro, Small and Medium Enterprises through traditional variables that evaluate their technical, but in addition we include environmental and commercial criteria to conform an

integral proposal, according world requirements and needs.

(Online Live) Agri-Food 4.0 for key challenges: An analyse of 95 French Innovative Startups (Mauro Florez**)**

How Can I Help You? The Underlying Motivations of Start-up Mentors (Carlos DaSilva***)***

Speakers



Blanca Josefina García Hernández PhD Professor, Universidad Autónoma del Estado de Hidalgo



Mauro Florez PhD candidate, University of Montpellier



Carlos DaSilva Associate Professor of Innovation and Strategy, HES-SO University of Applied Science Switzerland

(Workshop) French Presentations: Family Business / Productive entrepreneurship

2:45pm - 3:45pm, Jul 16

M306

Academic | Academic Workshops | In Person | Online

Le processus intergénérationnel de légitimité des femmes en family business (Stéfania Masé**)**

Determinants of digital transformation and its influences on internationalized SMEs (ALEXANDRE Laurice, Véronique Favre-Bonté, Alexis Catanzaro and Lynda Saoudi. **)**

Le « rendez-vous » manqué entre deux acteurs clés de la transformation numérique des PME (Lynda Saoudi**)**

Speakers



Stéfania Masé Assistant Professor, iPAG Business School



Laurice ALEXANDRE Associate Professor HDR, Université de Paris



Véronique Favre-Bonté professeur des Universités, Université Savoie Mont-Blanc



Lynda Saoudi MCF, Universite Jean Monnet Saint Etienne

(Workshops) Entrepreneurial Cities/ Humane Entrepreneurship

2:45pm - 3:45pm, Jul 16

M307

Academic | Academic Workshops | In Person | Online

Entrepreneurial Cities: Lessons for the Future (Ahmed Osman)

Cases in Humane Entrepreneurship (Roberto Parente)

Speakers



Ahmed Osman Chairman Of The Board, International Council for Small Business (ICSB)

R

Roberto Parente

(Workshop) Ecosystems and National Innovation Systems/ (Paper) Entrepreneurship & MSMEs in Developing Regions

2:45pm - 3:45pm, Jul 16

M305

Academic | Academic Workshops | In Person | Online

The Big Questions for Entrepreneurial Ecosystems: Bringing Together Scholars, Champions & Policymakers (Norris Krueger)

Collateral ability of small and medium-sized enterprises financing in a developing country. (Afia Attrams)

Speakers



Norris Krueger Dr., Kauffman ESHIP



Afia Attrams UNISA

6:00pm

VIP Bus to Gala

6:00pm - 6:30pm, Jul 16

IPAG

Academic | Academic Papers | Academic Workshops | Experiences | French Presentations | Herman Aguinis Research Workshop (JSBM) | ICSB Student Academy Cup | ICSB Womenpreneurs | In Person | Marketplace of Ideas | Plenary Sessions

7:00pm

ICSB Chair Cocktail Hour (Invite Only)

7:00pm - 8:00pm, Jul 16

Le Pré Catelan Bois de Boulogne, 75016 Paris, France

VIP bus arrives at IPAG at 6PM

Bus to Gala

7:00pm - 7:30pm, Jul 16

IPAG

8:00pm

Attendee Cocktail Hour

8:00pm - 9:00pm, Jul 16

Le Pré Catelan Bois de Boulogne, 75016 Paris, France

Academic | Academic Papers | Academic Workshops | Experiences | French Presentations | Herman Aguinis Research Workshop (JSBM) | ICSB Student Academy Cup | ICSB Womenpreneurs | In Person | Marketplace of Ideas | Plenary Sessions

9:00pm

Gala

9:00pm - 11:59pm, Jul 16

Le Pré Catelan Bois de Boulogne, 75016 Paris, France

Academic | Academic Papers | Academic Workshops | Experiences | French Presentations | Herman Aguinis Research Workshop (JSBM) | ICSB Student Academy Cup | ICSB Womenpreneurs | In Person | Marketplace of Ideas | Online | Plenary Sessions

Dinner, dancing, speeches, and a spectacular fete until 1 in the morning! Black Tie.

Powered By **Whova**