



ICSB Signature Event
SYDNEY

July 09-10, 2025



Presidential Welcome Letter



With great excitement and pride, we warmly welcome you to the ICSB Signature Event in Sydney, Australia, taking place from July 9 to July 10, 2025.

This gathering arrives at a pivotal moment. Just days ago, we celebrated United Nations Micro-, Small and Medium-sized Enterprises (MSMEs) Day on June 27, honoring the immense contributions of MSMEs to local and global economies. This year's theme, "Navigating Permanent White Water," reflects the continuous turbulence and uncertainty MSMEs face, ranging from economic disruptions to technological shifts and geopolitical complexity.

In this dynamic environment, Sydney becomes the global epicenter for entrepreneurial dialogue. With a shared focus on creativity, resilience, and human-centered innovation, we aim to empower changemakers and strengthen entrepreneurial ecosystems worldwide. We encourage you to engage fully—share your insights, learn from others, and connect with a vibrant network of like-minded individuals.

Welcome to Sydney. Welcome to the heart of MSME innovation.

Best wishes,

Dr. Ayman ElTarabishy,

President & CEO, ICSB - Founder of MSMEs Day

Voice of SMEs in Australia



Hon. Bruce Billson

Ombudsman, Australian Small Business and Family Enterprise Ombudsman

Bruce Billson is the Australian Small Business and Family Enterprise Ombudsman and a lifelong advocate for the small business community. With a distinguished career spanning both government and private enterprise, Bruce brings a unique and informed perspective on the challenges and opportunities facing micro, small, and family-run businesses.

His passion for entrepreneurship is grounded in decades of experience supporting business owners and shaping policies that promote sustainable growth.

As Australia's former Cabinet Minister for Small Business, Bruce championed initiatives to reduce red tape, improve access to capital, and strengthen local enterprise. Now, as Ombudsman, he continues this mission by amplifying the voices of small businesses and ensuring their concerns are heard. Bruce believes entrepreneurship is a powerful force for community vitality, innovation, and meaningful work.



Learn more at: asbfeo.gov.au

Event Program



Day One – July 9

Times on the Park Room at the Sheraton Grand Sydney Hyde Park

8:30 AM – 9:00 AM

Registration & Networking Breakfast

Connect with fellow participants over coffee and light refreshments.

9:00 AM – 9:15 AM

Opening Keynote: Human-Centered Entrepreneurship: A New Paradigm for Business Success

Opening of Forum and Welcome Remarks

Dr. Ki-Chan Kim, Chair of ICSB,

Dr. Ayman ElTarabishy, President & CEO, ICSB

Hon. Bruce Billson, Ombudsman, Australian Small Business and Family Enterprise Ombudsman

Congratulatory Remarks: Ambassador Oh Joon, 71st President of the Economic & Social Council of the United Nations

Keynote Speech: Cameron McKenzie, CEO of Aspire, Circular Economy, Australia

10:00 AM – 11:00 AM

Panel Session 1: Challenges Facing MSMEs and Emerging Opportunities from Australia and the World

A dynamic discussion with MSME leaders exploring the key challenges they face today and the opportunities shaping their future growth.

Hon. Bruce Billson, Ombudsman, Australian Small Business and Family Enterprise Ombudsman, Australia

Dr. Jungwha Han, Chairman, Korea Entrepreneurship Foundation, Republic of Korea

Dr. Ruben Ascuá, Rector, Universidad Nacional de Rafaela, Argentina

Moderator: Dr. Ayman ElTarabishy, President & CEO, ICSB

11:00 AM – 11:30 AM: Coffee Break & Networking

Take a short break and continue networking with attendees.

11:30 AM – 12:30 PM

Panel Session 2: Investing in SMEs - Global Best Practices

In this session, we explore how countries and organizations worldwide successfully invest in SMEs to drive innovation, growth, and human-centered business strategies. Experts will share proven strategies, funding models, and policy frameworks that have empowered small businesses to thrive in diverse economic contexts. This session offers practical insights and global perspectives to help shape more effective SME investment approaches.

Elton Chiu, CEO of Kiddie's Paradise, Taiwan

Dr. Reinhard Schulte, Leuphana University, Germany

Dr. Martie-Louise Verreynne, Associate Dean (Research) & Professor of Innovation, Faculty of Business, Economics and Law, The University of Queensland, Australia

Moderator: Dr. Ayman ElTarabishy, President & CEO, ICSB and Hon. Bruce Billson, Ombudsman, Australian Small Business and Family Enterprise Ombudsman, Australia

12:30 PM – 2:00 PM

Lunch & Networking – Step Out, Connect, and Support a Local Restaurant with Fellow Attendees

Fellow Attendees: Take this opportunity to enjoy Sydney's vibrant food scene while building new connections and supporting small local businesses.

2:00 PM – 3:00 PM: Panel Session 3: The 50% Factor: Women CEOs and Scaling Up MSMEs

Session 3: Women lead nearly half of the world's MSMEs, yet their scaling journeys often face distinct challenges and barriers. This session brings together successful women CEOs to share their experiences, insights, and growth strategies. Join us for a robust conversation on unlocking the full potential of women-led enterprises in today's dynamic economy.

Panelist #1: Dr. Yi-Wen Chen, Associate Professor, Department of Business Administration, National Taipei University of Business, Taiwan

Panelist #2: Dr. Leonora Risse, Associate Professor in Economics, School of Politics, Economics and Society, University of Canberra, Australia

Panelist #3: Dr. Terry Fitzsimmons PhD MBA(Adv) BEc CA – Associate Professor in Leadership, University of Queensland Business School, Australia

Moderator: Dr. Martie-Louise Verreynne, Associate Dean (Research) & Professor of Innovation, Faculty of Business, Economics and Law, The University of Queensland, Australia

Event Program



3:00 PM – 4:00 PM

Panel Session 4: Advancing Knowledge: High-Impact Research for the Future of MSMEs

In this session, we will showcase cutting-edge research papers presented by leading scholars whose work is shaping the future of MSMEs. These high-impact studies offer fresh insights, practical implications, and bold ideas to solve today's most pressing entrepreneurial challenges.

Paper #1: Beyond Customer-Centricity: Integrating Sustainability into Entrepreneurship Education Discovery Methods, Surin Kim, and Molly R. Brand, University of Nebraska-Lincoln, USA

Paper #2: The Impact of Digital Transformation on Small Manufacturing Businesses in Korea: The Role of Industry Type, Competitive Strategy, and Business Model Innovation, Jongkun Jun, Hankuk University of Foreign Studies and Mu-seong Park, Hankuk University of Foreign Studies, Republic of Korea

Paper #3: Anchoring Sustainable Innovation in the Regions: The Long-Term Impact of Kyushu University's Entrepreneurship Education on Alumni Behavior, Yuka Watanabe, Kyushu University and Megumi Takata, Kyushu University, Japan

Paper #4: Toward More Effective Angel Investing: A Systematic Analysis of Key Role Areas and Improvement Priorities by Eunjin Lee, Kookmin University, Republic of Korea

Moderator: Dr. Jeffrey Alves, Incoming Chair, ICSB

4:00 PM – 4:30 PM: Coffee Break & Networking

Take a short break and continue networking with attendees.

4:45 PM – 5:30 PM: Research in Academia and Publishing - Meet the Editors

This session offers a unique opportunity to engage directly with the editors of the Journal of Small Business Management (JSBM) and the Journal of the International Council for Small Business (JICSB). Learn about current publishing trends, what makes a manuscript stand out, and how to successfully navigate the peer-review process. Whether you're an emerging scholar or an experienced researcher, this is your chance to gain insider insights and ask questions that can advance your academic publishing journey.

Keynote Speaker: Dr. Ayman ElTarabishy, President & CEO, ICSB and Dr. Jeffrey Alves, Incoming Chair, ICSB
Supported by: Taylor & Francis Publishing

5:30 PM – 7:30 PM

Evening Reception: Making New Friends & Building Global Connections

Sponsored by Taylor & Francis Publishing

Join ICSB for a significant announcement as we unveil an exciting new addition to our global portfolio. This marks an important step forward in our mission to support and elevate micro, small, and medium-sized enterprises (MSMEs) worldwide.

After a full day of inspiring sessions, relax and recharge at our welcoming reception. Enjoy a casual, engaging atmosphere with drinks and a selection of small bites as you connect with fellow attendees. It's the perfect setting to network, exchange ideas, and celebrate the collaborative spirit that defines the ICSB community.

About Our Sponsor



Taylor & Francis Group, the proud sponsor of this event, is a leading international academic publisher headquartered in the United Kingdom. Established in 1852 by William Francis and Richard Taylor, whose original publishing venture began in 1798, the group publishes books and journals across disciplines including agriculture, chemistry, education, engineering, geography, law, mathematics, medicine, and the social sciences.



Event Program



Day Two – July 10

8:30 AM – 9:00 AM: Registration & Networking

Registration & Networking: Connect with fellow participants over coffee and light refreshments.

9:00 AM – 9:15 AM: Human-Centered Entrepreneurship: A New Paradigm for Business Success

Introduction to the Human-Centered Entrepreneurship model, highlighting how empathy, empowerment, and enablement drive success.

Keynote Speaker: Dr. Ki-Chan Kim, Chair of ICSB

9:15 AM – 10:15 AM

Session 1: Applying Human-Centered Entrepreneurship in the Business World

Presentation and discussion on developing a model and measurement scale for Human-Centered Entrepreneurship within the business sector, building on how the original Entrepreneurial Orientation (EO) framework was created, with a focus on applying a Human-Centered Approach to its evolution.

Presenters: Drs. Ki-Chan Kim, Chair of ICSB, and Ayman ElTarabishy, President and CEO

10:15 AM – 11:00 AM

Session 2: Human-Centered Entrepreneurship for Sustainable Development: Korea's Perspective

Session 2: Discover the rich origins of Korean entrepreneurship and how centuries-old values continue to shape modern business practices. This session will delve into the enduring principles of Jo-Shik, a foundational philosophy rooted in ethics, harmony, and community, closely aligned with today's human-centered entrepreneurship movement. We will explore how these cultural and philosophical insights can guide MSMEs in creating purpose-driven, sustainable ventures and discuss how Korea's entrepreneurial evolution offers a roadmap for the future.

Announcing the upcoming Jinju 2025 Forum – Fall 2025

Speakers: Amb. Oh Joon, 71st President of the Economic and Social Council of the United Nations and Dr. Ki-Chan Kim, Chair of ICSB

11:00 AM – 11:30 AM: Coffee Break & Networking

Take a short break and continue networking with attendees.

11:30 AM – 12:30 PM

Session 3: Cutting Edge Research with Impact for SMEs

This session highlights breakthrough research that directly addresses the needs and challenges of small and medium-sized enterprises (SMEs). Presenters will showcase innovative studies with practical implications, focusing on digital transformation, sustainability, inclusive growth, and entrepreneurial ecosystems. This session aims to empower policymakers, practitioners, and SME leaders with evidence-based strategies that drive meaningful impact by bridging the gap between academic insights and real-world application. Join us to explore how research can catalyze growth, resilience, and innovation in the SME sector.

Paper #1: A Study on Follow-on Investment of Venture Capital: effect of Board Participation by Pooreum Ryu, and Dohyeon Kim, Kookmin University, Republic of Korea

Paper #2: How Does Humane Entrepreneurship Evoke Employees' Innovative Activities? -The Impacts of Organizational Value on Competency and Entrepreneurial Readiness by Atsushi Kato, Doshisha Women's College of Liberal Arts, Japan

Paper #3: Exploring Angel Investors' Personal Characteristics in Investment Decisions: A Machine Learning-based Systematic Review. by Suyoen cho, Gayoung Kim and Woojin Lee, Kookmin Univeristy, Republic of Korea

Moderator: Jeffrey Alves, Incoming Chair, ICSB and Skye Blanks, Chief Operating Office, ICSB

12:30 PM – 2:00 PM: Lunch – Enjoy a Meal and Support Local Restaurants

Australian restaurants are unique because they reflect the country's rich cultural diversity, vibrant local ingredients, and laid-back hospitality.

Event Program



2:00 PM – 3:15 PM: Session 4: Global Research for Policy & Practice

In line with the forum's theme, "Investing in Tomorrow's Leaders and Igniting MSMEs for a New Dynamic World," we highlight submitted papers from researchers worldwide. These papers will showcase key topics such as innovation, human-centered women entrepreneurship, investing, and others.

Paper #1: Post-COVID Challenges and Coping Mechanisms of SMEs in the Entrepreneurial Ecosystem in Sub-Saharan Africa, Abayomi Akinboye and Daniel Gameti, University of Delaware, USA

Paper #2: Measuring Humane Entrepreneurship in Asian Countries: Evidence from the 2022 GEM Asian Countries Data, Dr. M. Banowati Talim, and Gandhi Pawitan, Parahyangan Catholic University, Indonesia

Paper #3: The Role of University Education for Entrepreneurial Intention: A Comprehensive Analysis of Eight Enablers of Youth Entrepreneurship by Dr. Ty Choi, and Moon Hwan Cho at Hankuk University of Foreign Studies, Republic of Korea

Paper #4: Investment Type Matters: How Different Angel Investors Impact Startup Outcomes in Korea, Gayoung Kim, Woo Jin Lee and Su yen Cho, Kookmin University, Republic of Korea

Moderator: Jeffrey Alves, Incoming Chair, ICSB and Skye Blanks, Chief Operating Officer, ICSB

3:15 PM – 3:45 PM: Coffee Break & Networking

Take a short break and continue networking with attendees.

3:45 PM – 5:00 PM: Session 5: Shaping the Future of MSMEs — Bridging Research, Policy, and Action

Join us for a high-level roundtable bringing together researchers, policymakers, and practitioners to discuss the evolving future of MSMEs. This session will explore how evidence-based research can inform effective policies and drive real-world impact. We'll identify actionable strategies to support MSME growth, resilience, and innovation in a rapidly changing world.

Paper #1: Managing the Opportunities and Risks of Customer Involvement in Sustainable Entrepreneurship: A Resource Dependence and Lean Startup Perspective. Dr. Reinhard Schulte, Leuphana University, Germany

Paper #2: Study on Institutional Innovation of South Korea's Corporate Research Institute to Promote Open Innovation. Dr. Jung Im Hong, Researcher, Science and Technology Policy Institute (STEPI), Republic of Korea

Paper #3: Business model resilience in SMEs: A case for digitalization, Christian Kruse, Christian Schache, Niels Schmidtke, Fabian Behrendt and Dr. Christian Meisel at Magdeburg-Stendal University, Germany

Moderator: Jeffrey Alves, Incoming Chair, ICSB and Skye Blanks, Chief Operating Officer, ICSB

5:00 PM – 6:00 PM

Session 6: Korea Spotlight Session – Presented in Korean by Leading Scholars

Join us for a special one-hour session conducted in Korean, organized by a leading Korean academic association. This session will highlight cutting-edge research and perspectives on entrepreneurship and MSMEs from Korea's top scholars.

Session Chair: Dr. Ki-Chan Kim, Chair, ICSB

Presented by:



International Council
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Advancing Entrepreneurship Worldwide

70th Anniversary

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