

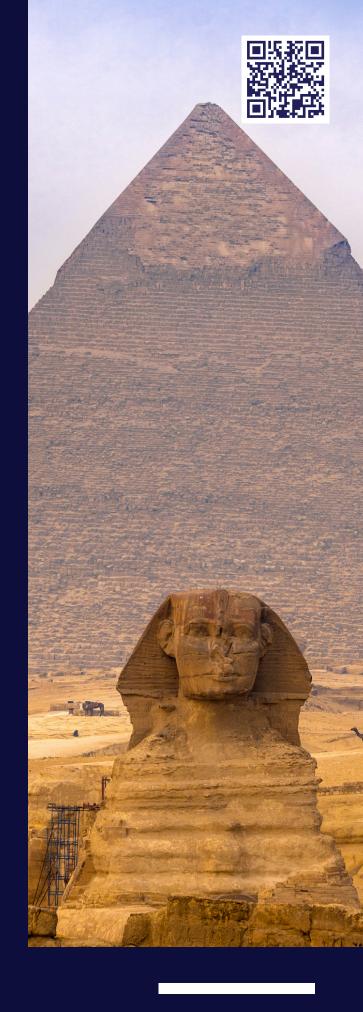
2025 Innovation Unleashed Cairo, Egypt

CALL FOR PAPERS

CAIRO, EGYPT November 25-27, 2025







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INNOVATION UNLEASHED: EMPOWERING MSMES FOR A RESILIENT FUTURE.

ICSB is proud to announce a flagship global event taking place in Cairo, Egypt, under the powerful theme: Innovation Unleashed: Empowering MSMEs for a Resilient Future.

Against the historic and dynamic backdrop of Cairo, this event will serve as a vibrant platform to spotlight the role of micro, small, and medium-sized enterprises (MSMEs) as engines of innovation, job creation, and dynamic economic growth. As global challenges reshape the business landscape, Cairo emerges as the ideal location to convene global leaders, policymakers, entrepreneurs, researchers, and women CEOs. Enabling them to exchange ideas and craft transformative solutions.

The conference will explore the intersection of innovation, entrepreneurship, and resilience, focusing on how MSMEs can lead the way in adapting to rapid technological change, digitization, and shifting global supply chains. Through high-level panels, immersive workshops, and international and local success stories, participants will gain valuable insights into how MSMEs across emerging and developing economies are utilizing innovative approaches to scale, compete, and thrive. Egypt's growing entrepreneurial ecosystem offers a compelling context for these discussions, providing real-world models of resilience, agility, and ambition.

With support from local institutions, international partners, and global thought leaders, this ICSB Global Event in Cairo aims not only to inspire but also to equip participants with actionable strategies to unleash innovation at every level of the MSME sector. It will also mark an important milestone as ICSB celebrates its 70th Anniversary, emphasizing its commitment to building human-centered ecosystems that champion entrepreneurship, collaboration, and sustainable development worldwide.

Amidst a wave of innovation transforming the global small business landscape, we invite you to join a worldwide network of researchers, academics, and changemakers as we explore bold ideas that unleash the power of innovation for MSMEs and build a more resilient future.

If you're passionate about driving impact through research and contributing to a thriving entrepreneurial ecosystem, we encourage you to submit your paper. Accepted submissions will be featured in the Journal of the International Council for Small Business (JICSB)—offering your work a global platform to shape the future of MSME innovation and policy.

TOPICS

Academic Entrepreneurship

Arts & Entrepreneurship

Corporate Entrepreneurship

Digital Entrepreneurship

Ecosystems & National Innovation Systems

Entrepreneurship & Covid-19 Impact

Entrepreneurial Finance

Entrepreneurial Cities, Entrepreneurship Centers,

Coworking Spaces, & Accelerators

Entrepreneurship & MSMEs in Rural Economies

Entrepreneurship & MSMEs Policy

Entrepreneurship & Platforms

Entrepreneurship & MSMEs in

Developing Regions

Entrepreneurship & Tourism/Hospitality

Entrepreneurship & Society 5.0

Entrepreneurship & Sports

Entrepreneurship Skills for Tomorrow

Family Business

Frugal Innovation

Green Entrepreneurship

Innovation & Creativity

Micro Businesses

Corruption & Entrepreneurship

The Future of Entrepreneurship

Education

The Future of Work

Intrapreneurship

Humane Entrepreneurship

Healthcare & Entrepreneurship

Non-profits and Enterprising Non-profits

MSMEs and Technology Innovation

Productive Entrepreneurship

Regenerative Entrepreneurship

Social Entrepreneurship

Sustainable Development Goals

Women Entrepreneurship

Youth Entrepreneurship

Migrant Entrepreneurship

Financing Entrepreneurship

*MSMEs (Micro, Small, Medium-sized Enterprises)

MORE-THAN-

ENTREPRENEURSHIP TOPICS

Circular Economy

Climate, Environmental, and Multispecies Justice

Design and implementation of a circular community

or regional economy

Nature-Positive Economy

The Restoration Economy

Sustainability

Sustainability Reporting and Standards

Capacity Building and the Blue Economy

Capacity Building in Specific Regions

Trade Policy

Economic Growth Through Exporting

Global Supply Chains

Regional Development

Natural Capital Accounting

Carbon Accounting

Nature-Markets

Ecological & Biodiversity Applications to Business Modelling

Biodiversity & Climate in Business/Entrepreneurship Education

Critical Management and Organization Studies

Innovative Methods in/with Entrepreneurship & Other

Disciplines (e.g., biology)

One-Health and or One Welfare in Multispecies

Entrepreneurship

Non-human Ethics in Entrepreneurship

Renewable Energy & Entrepreneurship

Entrepreneurship & Environment in the Global

Political Economy

Green Governance

UN Sustainable Development Goals

Funding the Future

Different Models of Governance - Assessment,

Comparison, and Economic Impact

Global Model of Governance & Their Impact on Sustainability

The Role of Technology in Sustainability

Can Sustainability Increase Rates of Productivity Growth

Sustainable Investment

Sustainable Finance

Technology and Innovation

Transition to Net Zero

The Role of Infrastructure in a Sustainable Future Accelerating the Sustainable Development Goals

TYPES OF SUBMISSIONS:

- 1. Competitive Papers
- 2. Workshops
- 3. Teaching Cases
- 4. Experiences
- 5. Doctoral Consortium
- *Submissions must be made in English.

STEP 1

THE ABSTRACT

Write an original extended abstract (paper) relating to one of the suggested tracks. Ensure the abstract is no more than 5 pages, excluding works cited and graphs. Save the abstract in PDF form. Don't include your name in the document! If your paper wins an award, we will invite you to submit it to JSBM or JICSB.

STEP 2

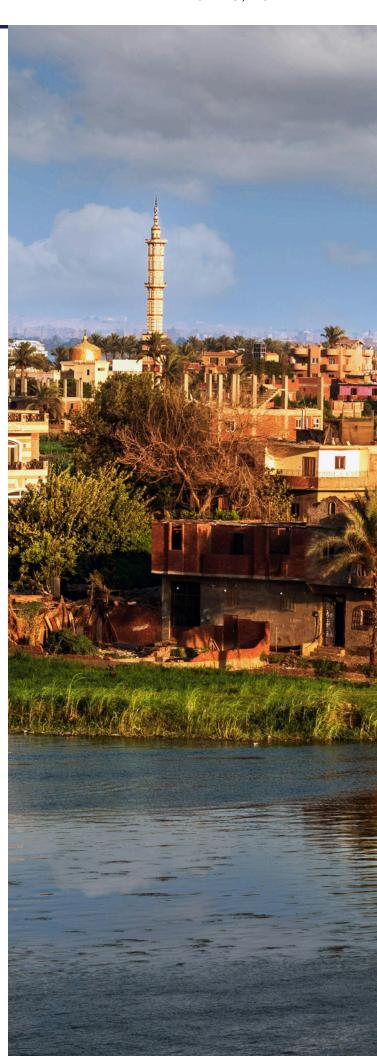
THE SUBMISSION

Before the deadline, submit your paper through the official submission system (on icsbglobal.org).

STEP 3

THE DECISION

You will receive a decision soon after the submission system closes. At this time, you will also receive instructions on registering for the Congress. Remember, only papers presented at the Congress will be included in the proceedings.



GUIDELINES

- 1. Submissions must be entirely original, not previously published, and must not be under concurrent consideration or scheduled for presentation elsewhere.
- **2.** Submissions must be typed and double-spaced with one-inch margins using 12-point Times Roman font and in a PDF or Microsoft Word file. Submission in PDF files is preferred.
- **3.** Submissions will be blind-reviewed. Authors must avoid revealing their identities in the body of the paper. Doing so will result in an automatic rejection.
- 4. Extended abstract submissions should be at most 6 pages excluding exhibits & references.
- **5.** The extended abstract should provide a synopsis of the central thesis, methodology, findings, implications for theory and/or practice, and how the findings can be implemented. We encourage using qualitative, quantitative, or a combination of these techniques to address research issues rigorously. If you are submitting a Teaching Case or Experience, please define the impact of each and how it relates to the congress theme.
- 6. Selection for inclusion in the congress program will be based on quality, originality, and relevance as determined by the review process. The Congress does not publish Proceedings, but all accepted papers will be invited to be published in the Journal of the International Council for Small Business.
- 7. All presented papers will be invited to **submit their final submission** (up to 10 pages, 10 pages double-spaced, excluding tables, figures, references.) for a final review and acceptance to the Journal of the International Council for Small Business (JICSB). A DOI number will be provided for each paper. JICSB is published by Taylor & Francis. Learn More **CLICK HERE**
- **8.** Authors submitting papers agree that if accepted, at least one author (presenting author) will register, pay, and attend the congress to present the paper.

DEADLINES

08.15.25

The deadline is to submit all submissions through the Congress submission system. We will accept your manuscript as a final version, allowing for limited changes.

ROLLING

Deadline for notification of acceptance for all submissions.

10.01.25

Presenting Author Registration Deadline.



HELPFUL INSIGHTS

TEACHING CASES

Teaching cases stimulate the development of students' critical thinking skills in realistic business situations. This track is ideal for authors involved in case teaching, either by writing case studies or teaching a course based entirely on cases. All authors must indicate (on the first page of their submission) if they plan to present a 30- or 60-minute case.

WORKSHOPS

Workshops are defined as interactive sessions designed and implemented by the delegates who propose them. The main objective of workshops is to provide participants with a learning experience that will impact their academic, professional and/or business development. Workshops can refer to some of the topics of interest of this Congress or propose new issues strongly linked to those of this Congress. Please be aware that workshop leaders may be requested to give their workshop on 25 or 26 of November 2025 in Cairo, Egypt.

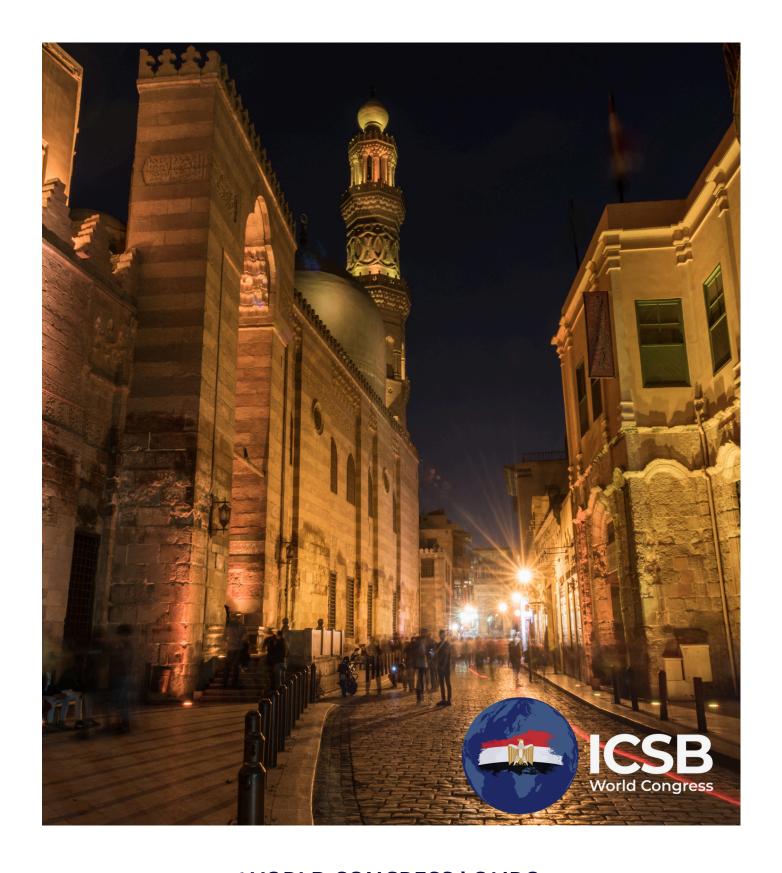
DOCTORAL CONSORTIUM

Doctoral students must be full-time doctoral students who are emerging small business and/or entrepreneurship scholars pursuing academic careers in entrepreneurship. The consortium will feature leading faculty in the discipline. It will focus on research and pedagogical issues relevant to the student preparing for a career of thought leadership, curricular development, and disciplinary advancement. Doctoral students are encouraged to specify research questions and the potential contributions they envision. They should also provide findings and conclusions (if available) to verify that the proposal is much more than just an idea for a paper that may be written in the future.

Please note that the doctoral consortium will have a pre-Congress event on November 25 (or as advised). The main research presentations will be held on 25 and 26 November (or as advised) 2025.

EXPERIENCES

Those actively involved in running innovative practices at the university or firm level or those demonstrating exceptional practices in entrepreneurship and/or SME assistance and development have the opportunity to present and discuss their experiences in a roundtable setting. Authors are encouraged to describe the general context in which their expertise is embedded, the main target population, the objectives and activities, the main challenges, and the significant results obtained. Importantly, they should also provide some key lessons derived from these interventions. The Experiences will be presented on 25-26 November (or as advised), 2025.



WORLD CONGRESS I CAIRO NOVEMBER 25 - 27, 2025

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