

ICSB
International Council
for Small Business

GW

Business
THE GEORGE WASHINGTON
UNIVERSITY
School of Business

USA
250TH
ANNIVERSARY
1776 ★ 2026

ICSB
WORLD CONGRESS
2026
World Cup

HOSTED BY
THE INTERNATIONAL COUNCIL
FOR SMALL BUSINESS (ICSB)
AND THE GEORGE WASHINGTON
UNIVERSITY SCHOOL OF BUSINESS

JUNE 29 – JULY 1, 2026
WASHINGTON, DC, USA

★ **PROGRAM GUIDE** ★

GLOBAL NETWORK
LOCAL IMPACT

EMPOWERING ENTREPRENEURS
STRENGTHENING MSMEs

SHAPING A SUSTAINABLE
AND INCLUSIVE FUTURE

MSMEs World Cup: Entrepreneurship for the World

2201 G Street NW, Duquès Hall, Washington, D.C. 20052 • congress@icsb.org • icsbcongress.com



ICSB WORLD CONGRESS 2026
MSMEs World Cup 2026
WASHINGTON, DC | JUNE 29 – JULY 1, 2026



Business
THE GEORGE WASHINGTON
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Welcome Message



On behalf of the International Council for Small Business (ICSB), I am delighted to welcome you to the ICSB World Congress 2026 and the MSMEs World Cup 2026, hosted at the George Washington University School of Business in our nation's capital.

In a world of rapid change and unprecedented challenges, micro, small, and medium-sized enterprises (MSMEs) are the heartbeat of our global economy, driving innovation, creating jobs, and building resilient communities.

This Congress brings together a powerful community of entrepreneurs, educators, researchers, policymakers, and ecosystem leaders from around the world united by a shared mission: to advance entrepreneurship and empower MSMEs for a more inclusive, sustainable, and prosperous future.

Over the next few days, you will engage in inspiring discussions, share impactful ideas, and build meaningful connections that transcend borders. I encourage you to take full **advantage** of this unique opportunity to learn, collaborate, and contribute to solutions that matter.

Thank you for being part of this global movement. Together, let's shape the future of entrepreneurship.



Ayman El Tarabishy

Prof. Ayman El Tarabishy, Ph.D.

President & CEO

International Council for Small Business (ICSB)
Teaching Professor of Management
George Washington University
School of Business



GLOBAL NETWORK
LOCAL IMPACT



EMPOWERING ENTREPRENEURS
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SHAPING A SUSTAINABLE
AND INCLUSIVE FUTURE

Registration & Admission

Choose the option that applies to you and reserve your place. Scan the code or follow the link to register.

GW Students, Faculty & Staff

Free

Complimentary admission with a valid George Washington University affiliation.



[Register](#) — GW registration form

Washington, D.C. Community

Registration fee applies

Open to the public. Secure your place and view ticket options on Luma.



luma.com/ICSBCongress

By invitation only: the ICSB Awards Gala and the U.S. Congress (Capitol Hill) day are restricted to invited guests.

Welcome to the 2026 ICSB World Congress

MSMEs World Cup: Entrepreneurship for the World

Set against the backdrop of the United States' capital, a global hub of policy, innovation, and international collaboration, this Congress will celebrate entrepreneurship as a universal force for economic empowerment, social progress, and sustainable development. Just as the World Cup unites nations through shared passion and competition, this event will bring together the global MSME community to showcase excellence, share breakthrough innovations, and champion entrepreneurship as a catalyst for inclusive prosperity worldwide.

The program is multi-track by design. Follow a single track end to end, mix across tracks, or join the programming that draws the whole community together — the Opening Session, Welcome Reception, Capitol Hill day, and the Awards Gala.

How This Program Is Organized

Each session carries a track badge in the left margin. Use it to scan for what fits your interests. Joint programming is tagged ALL.

<p>ACADEMY ICSB Academy, YES & Pitch</p> <p>Student boot camp, the Youth Entrepreneurship School, pitch prep, and the Academy Cup.</p>	<p>ACADEMICS Research Track</p> <p>Competitive academic paper sessions and the Research Methods Masterclass.</p>
<p>WOMEN CEO Women CEO Track</p> <p>Leadership, growth, scaling, talent, culture, and the Women CEOs Global Lens.</p>	<p>MARKETPLACE Marketplace Track</p> <p>Practitioner sessions: ABC of AI for Business, ELEVATE, and the Marketplace Showcase.</p>
<p>FEATURED Featured & Global</p> <p>Global dialogues, thematic workshops, and innovation showcases.</p>	<p>ALL Joint Programming</p> <p>Opening session, Capitol Hill day, meals, receptions, and the Awards Gala.</p>

The Week at a Glance

	SUN Jun 28	MON Jun 29	TUE Jun 30	WED Jul 1	THU Jul 2
Morning	—	Academy, Academic Papers, Marketplace & YES	Opening Session (Jack Morton)	U.S. Capitol — Welcome & Global Voices	Academy check-out
Midday	—	Lunch at Western Market	Lunch	Lunch on Capitol Hill	—
Afternoon	Academy check-in	Papers, WomenCEO, Global & Awards Judging	Academy, Papers, WomenCEO, YES & AGM	Panels & ★ Academy Cup Final	—
Evening	Academy Cup Launch & Social	Marketplace Showcase & Welcome Reception	—	★ Gala Dinner & Awards	—

DAY 0 • ARRIVAL **Sunday, June 28, 2026**

Foggy Bottom • The Hive Hotel

Morning

ACADEMY

9:00 AM - 5:00 PM Academy: Dorm/Hotel Check-In

The Hive Hotel (2224 F St NW) • The River Inn (924 25th St NW) • GW campus dorms (Foggy Bottom Campus), Washington, D.C.

Afternoon

ALL

3:30 PM - 5:00 PM Foggy Bottom & Monuments Walk (Optional)

Departs from GW University Student Center lobby — 800 21st St NW, Washington, D.C. 20052

Evening

ACADEMY

6:00 PM - 9:00 PM Launch Academy Cup & Pizza Social

The Hive Hotel Rooftop — 2224 F St NW, Washington, D.C. 20037

DAY 1 • DESIGN Monday, June 29, 2026

GW School of Business — Duquès Hall

Morning

ALL	<p>8:00 AM – 9:30 AM Registration</p> <p><i>GW School of Business — Main Lobby, Duquès Hall, 2201 G Street NW, Washington, D.C. 20052</i></p>
ACADEMY	<p>9:00 AM – 9:30 AM Academy Fundamentals</p> <p><i>Duquès 152</i></p> <p>Speaker: Skye Blanks</p> <p>This opening session introduces participants to the purpose, structure, and expectations of the ICSB Academy experience. Attendees will gain an understanding of the Academy's goals, learning philosophy, and opportunities for engagement throughout the program. The session will outline key activities, expected outcomes, and the principles of Human-Centered Entrepreneurship that guide the Academy. Participants will also have the opportunity to meet fellow attendees, ask questions, and prepare for a productive and impactful learning journey.</p>
ACADEMY	<p>9:30 AM – 12:45 PM Youth Entrepreneurship School (YES)</p> <p><i>Duquès 151</i></p> <p>PRESENTERS</p> <p>Ki-Chan Kim — Chair of ICSB and Professor at Catholic University, Republic of Korea</p> <p>Casey Heats — Lead Instructor</p>
FEATURED	<p>9:30 AM – 10:30 AM Building Entrepreneurial Ecosystems for Energy-Efficient Construction in Latin America</p> <p><i>Duquès 152</i></p> <p>PRESENTER</p> <p>Analía Lourdes Pastran — CEELA Program</p> <p>Drawing on the experience of the CEELA Program, supported by the Swiss Agency for Development and Cooperation (SDC/COSUDE) in Mexico, Colombia, Ecuador, and Peru, this session explores how capacity building, professional networks, demonstration projects, and enabling policies can stimulate innovation and create opportunities for SMEs in the sustainable construction sector. It highlights lessons learned from working with universities, architects, engineers, technology providers, and women-led professional networks to accelerate the adoption of energy-efficient building solutions and strengthen local entrepreneurial ecosystems across Latin America.</p>

ACADEMICS

9:30 AM – 11:00 AM Academic Paper Session 1: Women Entrepreneurship & Corporate Entrepreneurship & Digital Entrepreneurship*Duquès 251**Moderator: Rita Grant***1. Female Entrepreneurship in Uganda's Craft Industry: Examining the Role of Entrepreneurial Self-Identification and Action Learning**

Peter Dithan Ntale, Robert Mugabe, Vivian Nalubega, and Vincent Balikudembe — Uganda

2. Challenges faced by Women Entrepreneurs

Martín García Moritán — Argentina

3. Is Founder Control Always Beneficial? Governance Configuration and Startup Survival

Cheng-Hsi Liu and Yi-Chi Hsiao — Taiwan

4. Agentic AI as a Digital Transformation Enabler for Small Rehabilitation Clinics: A Dynamic Capabilities Perspective

Ram Jupudy — United States

ACADEMICS

9:30 AM – 11:00 AM Academic Paper Session 2: Academic Entrepreneurship & Innovation & Creativity*Duquès 255**Moderator: Jeff Alves***1. How do Soft and Hard Quality Management practices interact to improve Non-Financial and Financial Performance in higher education institutions?**

Abbos Utkirov — Uzbekistan

2. Beyond the Individual: a Dyadic Mixed-methods Study of Work-life Balance in Entrepreneurial Households

Juliana Binhote and Kristen Lucas — United States

3. The Role of Microfinance in Fostering the Growth and Sustainability of MSMEs: A Qualitative Study

Abdul Raziq and Mir Hassan — Pakistan

4. Entrepreneurial Innovation in Dementia Caregiving: Integrating Design Thinking, Inner Development, and AI for Sustainable Impact

Sylvia Azucena Robles — United States

ACADEMICS

9:30 AM – 11:00 AM Academic Paper Session 3: Ecosystems and National Innovation Systems & Entrepreneurial Finance & Entrepreneurship Skills for Tomorrow*Duquès 155**Moderator: Mario Carrassi*

- 1. Startup Valuation Risk: Measuring Certainty and Uncertainty**
Max Berre, Maria Tselika, and Job Andreoli — France
- 2. NATION BRANDS AS ECONOMIC ARCHITECTURE: Why Some Countries Build Enduring Competitive Advantage**
Rico J. Baldegger — Switzerland
- 3. Bridging the ESG Data Gap: The Financial Effects of Exogenous ESG Exposure in SMEs**
Nazik FADIL — France
- 4. Macroeconomic and Macroprudential Links to Startup Market Uncertainty**
Max Berre, Maria Tselika, and Job Andreoli — France
- 5. Rethinking Entrepreneurial Skills Through the Lens of Sustainability**
Mario Carrassi — Italy

FEATURED

9:30 AM – 11:00 AM Workshop: From Small Business to Global Entrepreneurship: Lessons from the Past, Opportunities for the Future*Duquès 258***PRESENTERS**

Salvatore Zecchini — Vice Chair, Committee on Economic Cooperation and Integration, UN Economic Commission for Europe (UNECE)

Ibrahim — Senior Economic Growth Director & Global Tourism Lead, Chemonics International; Adjunct Professor of Management, GW School of Business

A two-part workshop on how entrepreneurship has grown from a local activity into a global force, and how MSMEs survive disruption. Session One traces the major forces shaping the modern entrepreneurship movement and the opportunities defining its next generation. Session Two presents a practitioner framework for MSME resilience in disrupted economies — Operate, Adapt, Transform — with cases from Ukraine, Lebanon, Jordan, Tunisia, and beyond.

FEATURED

11:15 AM – 12:45 PM GW at the Center of it All — Cutting Edge Entrepreneurship and Innovation Showcases of GW and Partner Organizations in Washington, D.C.*Duquès 251*

Located in the heart of the nation's capital, GW is a gateway to one of the world's most dynamic ecosystems for entrepreneurship, innovation, policy, and global engagement. This showcase features rapid presentations and demonstrations of innovative technologies, startup ventures, community-impact programs, and entrepreneurial research from GW's students, faculty, alums, and partner organizations across Washington, D.C. It celebrates the city as a living laboratory for inclusive economic development and the next generation of leaders.

MARKETPLACE

11:15 AM – 12:45 PM Marketplace Session — Sports & Entrepreneurship*Duquès 255***PRESENTER**

Dr. Lisa Delpy Neirotti — Director, MS in Sport Management Program & Associate Professor of Sport Management, George Washington University

Drawing on extensive experience with major sporting events — the Olympic Games, FIFA World Cup, BNP Paribas Open, and more — this session explores how entrepreneurship is transforming the global sports industry. It examines how entrepreneurs identify opportunities, build ventures, secure funding, and create value across the sport ecosystem, from athlete development and sport technology to sponsorships, events, media, and fan engagement. Participants gain practical, field-tested strategies for the evolving sport economy.

WOMEN CEO

11:15 AM – 12:45 PM Marketplace Session - Women CEOs*Duquès 258***PRESENTER**

Evette Banfield — Chief Economic Development Officer, The Coalition

Leadership Insights for Women CEOs explores the strategic realities facing modern women-led businesses and the themes shaping the future of enterprise. Led by the GW School of Business and The Coalition, the session brings together women leaders to discuss leadership, innovation, growth, and economic development. The conversation centers on the opportunities and challenges facing women-led businesses in a rapidly changing global economy.

Midday & Lunch

ALL

12:45 PM – 2:00 PM Lunch at Western Market*Western Market, GWU*

ACADEMY

1:00 PM – 2:00 PM Customer Discovery Sprint (Gallup-informed)*Departs from the GW School of Business***Afternoon**

ACADEMY

2:00 PM – 3:30 PM Academy Pitch Prep — Round 1: Problem Framing (Working Lunch)*Western Market, GWU*

ACADEMY

2:00 PM – 5:00 PM Youth Entrepreneurship School (YES)*Duquès 151***PRESENTERS**

Ki-Chan Kim — Chair of ICSB and Professor at Catholic University, Republic of Korea

Casey Heats — Lead Instructor

FEATURED

2:00 PM – 3:30 PM Technology Development and Commercialization & American Small Business Governance and Trade Policy*Duquès 155*

Speakers: Dr. Alex F. DeNoble, Bryan O'Byrne

A two-part workshop. Session One: drawing on cases from his co-authored book *Technology Development and Commercialization*, Dr. Alex F. DeNoble shares how entrepreneurs and small businesses bring new technologies — medical devices, advanced sensing, and other innovations — from technical discovery to commercial success, and how to teach those realities. Session Two: Bryan O'Byrne examines the "twin challenges" small businesses face in governance, proposes a legal theory for small-business policy, and applies its two core principles to advances and uncertainties in U.S. trade policy.

ACADEMICS

2:00 PM – 3:30 PM Academic Paper Session 4: MSMEs and Technology Innovation & Entrepreneurship & MSMEs in Developing Regions & Entrepreneurship & MSMEs Policy*Duquès 251*Moderator: *Analiá Lourdes Pastran*

- 1. From Aspiration to Self-Sufficiency: Policies & Practices to Move the Needle**
Caroline E.W. Glackin and Murat Adivar — United States
- 2. AI-Driven Transformation of Media MSMEs: The Emergence of Virtual Anchors as Entrepreneurial Enablers**
Pei-Ling Lee and Hsien-Tung Tsai — Taiwan
- 3. Beyond Ethnic Networks: Business Survival Strategies of Sri Lankan Entrepreneurs in Japan**
James Dovel, Ruwan Abeysekera, and Thushara Abeysekera — United States
- 4. Tailored entrepreneurial human capital as driver of SME growth – Swedish best practice evidence**
Charlotte, A. Norrman, Anette Rhudin, and Jeanette Engzell — Sweden
- 5. Entrepreneurship During Crisis: Resilience and Recovery in Ukraine**
Faith Parkinson, Joshua Selig, Zhen Siew, Ella Owens, Olivia Leichter, Michael Cedeno, and Eric Liguori — United States

ACADEMICS

2:00 PM – 3:30 PM Academic Paper Session 5: Inclusive Entrepreneurship & The Future of Entrepreneurship*Duquès 255*Moderator: *Jeff Alves*

- 1. Migrant Women Entrepreneurship in Times of Adversity**
Oyedele Martins Ogundana — United Kingdom
- 2. Attorney Perspectives of Black Entrepreneurs in Commercial Real Estate**
Sharon Simmons, Sandra Thompson McFarland, J.D., and Maruice Mangum, Ph.D — United States
- 3. The Color of Commitment: Examining the Role of Race and Perceived Barriers in Entrepreneurial Intentions**
Ravi Chinta — United States
- 4. Breaking the Cash-Flow Barrier: Financial Blind Spots Among Immigrant-Owned Microbusinesses in the Northeastern United States**
Leisan Galieva — United States
- 5. Generation-E: An Agenda for Cultivating Agency in the Age of AI**
Jonathan Ortman — United States

ACADEMICS

2:00 PM – 3:30 PM Academic Session 6: The Future of Entrepreneurship Education & Innovation & Creativity*Duquès 152*

Papers: 5 • Countries: 3 (Germany, Japan, United States)

- 1. Teacher-Driven Institutional Change: Explaining the Sustainable Adoption of Hackathons in Entrepreneurial STEM Education**
Anette Bentz, Ewald Mittelstaedt, Claudia Wiepcke, and Erbil Yilmaz — Germany
- 2. The Pair-Hub Model: Balancing Human-AI Interaction and Peer Collaboration in Large-Scale Entrepreneurship Education**
Atsushi Kato — Japan
- 3. Contextualizing Entrepreneurship Training Effectiveness**
Janina Peschmann, Michael M. Gielnik, Marilyn Ang Uy, Rebecca Namatovu, and Michael Frese — Germany
- 4. Global Innovative Teaching of Community Engagement for Health Promotion and Education: Fighting against Lifestyle Diseases**
Martin Ekoumou — United States
- 5. Innovative Teaching of Global Community Engagement (GCE) for Health Promotion and Education**
Martin Ekoumou — United States

FEATURED

2:00 PM – 3:30 PM Global Session: GW School of Business — Steps from Innovation*Duquès 258*

GW School of Business

PRESENTERS

Joseph Miranda — Moderator · Assistant Dean of Operations and interim Executive Director, F. David Fowler Career Center, George Washington University

Ayman ElTarabishy — Moderator · President & CEO, International Council for Small Business (ICSB)

The GW School of Business sits at the center of one of the world's most influential ecosystems for business, policy, innovation, and entrepreneurship. This showcase highlights how GWSB faculty, students, alumni, centers, and partner organizations advance innovation across industries and communities — featuring pioneering research, educational programs, startup initiatives, community engagement, and international collaborations that turn ideas developed in Washington, D.C. into real-world impact across the U.S. and beyond. Bringing together voices from academia, industry, government, and the nonprofit sector, it celebrates GWSB's ability to connect local action with global influence. It explores how research, teaching, and partnerships are shaping the future of entrepreneurship and economic development.

MARKETPLACE

3:45 PM – 5:15 PM Marketplace Session: ABC of AI for Business Success*Duquès 152***PRESENTER****Patrick Petit** — Director, AI & Advanced Capabilities, Integrated Data Services

This three-part program equips MSME leaders with the knowledge, tools, and strategic mindset to integrate artificial intelligence into their businesses. Participants move from understanding AI as a competitive advantage to implementing practical solutions that improve daily operations, customer engagement, marketing, and productivity, then advance to growth and scaling strategies — preparing for AI-driven market shifts, building AI-ready teams, and developing a forward-looking roadmap. Through real-world case studies, live demonstrations, hands-on mini-projects, and peer networking, attendees leave with actionable skills, personalized strategies, and a clear plan for long-term success in the AI era.

ACADEMICS

3:45 PM – 5:15 PM Academic Session 7: Women Entrepreneurship & Entrepreneurial Finance*Duquès 251**Moderator: Analía Lourdes Pastran*

- 1. In the bar for networking: Entrepreneurship and gendered patterns of venue-specific drinking**
Edgar Demetrio Tovar-Garcia, Isaac Dixon, and Dean A. Shepherd — Mexico
- 2. Beyond Survival: the Virtuous Development Cycle of Subsistence Entrepreneurship in Chile**
Pablo A. Farias-Gadal and Isabel E. Torres-Zapata — Chile
- 3. Reconsidering Mompreneurs' Conflicts: An Exploratory Framework from a Life-Course Perspective**
Momoho Kikuchi — Japan
- 4. SME-FinTech: Trends and Development Perspectives**
Andre Woefle and Rubén Andrés Ascúa — Argentina
- 5. Against all odds: How African Women Entrepreneurs are leveraging sustainable transport technology to enhance entrepreneurial participation and contribute to the United Nations sustainable development goals.**
Tendai Chikweche, Shantha Bloemen, Dorah Mwenje, Lalitha Kirsnan, Hossain Mohammed, and Bruce Mtigwe — Australia

ACADEMICS

3:45 PM – 5:15 PM Academic Session 8: Workshops on Women Entrepreneurship & Entrepreneurial Finance*Duquès 255**Moderator: Jungho Suh*

- 1. The Multiplier Effect: How Women Entrepreneurs Drive Economic Development Through International Trade**
Tonya McNeal-Weary — United States
- 2. Startup Market Survivorship and Systemic Risk**
Max Berre, Maria Tselika, and Job Andreoli — France

3:45 PM – 5:15 PM ICSB Awards Judging: ICSB Entrepreneurship Center Global Impact Award & ICSB Entrepreneurship Educator Excellence Award & ICSB Undergraduate Entrepreneurship Education Excellence Award

Duquès 155

The ICSB Global Awards in Entrepreneurship Excellence celebrate outstanding individuals, programs, and institutions worldwide that advance entrepreneurship education, innovation, and ecosystem development — recognizing excellence in teaching, leadership, venture support, and the creation of opportunities that empower entrepreneurs and strengthen communities. During this session, finalists and nominees present their achievements before an international audience of scholars, educators, practitioners, policymakers, and entrepreneurship leaders. Afterward, the Awards Selection Committee deliberates and confirms one recipient in each category based on innovation, impact, excellence, and contributions to advancing entrepreneurship worldwide.

ICSB Entrepreneurship Center Global Impact Award

Recognizes entrepreneurship centers that have demonstrated exceptional leadership in advancing innovation, entrepreneurship education, venture creation, and community engagement — honoring centers that strengthen ecosystems through impactful programs, strategic partnerships, research, mentorship, and support for entrepreneurs and small businesses.

2026 FINALIST

Don't Lose Hope Global (DLH-GL) and The Valley Hub (TVH) — Presented by Dr. Martin Ekoumou, MD, MPH, PhD-C — CEO and Founding President

ICSB Entrepreneurship Educator Excellence Award

Recognizes educators who have made exceptional contributions to entrepreneurship education through innovative teaching, mentorship, curriculum development, and thought leadership — honoring individuals whose work has inspired entrepreneurial thinking and empowered future leaders across diverse learning environments.

2026 FINALISTS

Dr. Sharon Simmons — Jackson State University, United States

Dr. Sylvia A. Robles — University of Texas Rio Grande Valley, United States

Dr. Jay Thattai — Founder and Chair, Voice for Locals, United Kingdom

Dr. Juliana Binhote — Florida State University, United States

Dr. Lucien von Schomberg — University of Greenwich Business School, United Kingdom

Dr. Kingsley O. Omeihe — University of the West of Scotland, United Kingdom

ICSB Undergraduate Entrepreneurship Education Excellence Award

Recognizes undergraduate academic programs that demonstrate innovation, excellence in entrepreneurship education, student engagement, and measurable impact in developing entrepreneurial talent.

2026 FINALIST

Bachelor in Entrepreneurship (LDE) Program, Tecnológico de Monterrey, Mexico — Presented by Ján Reháč

AWARDS SELECTION COMMITTEE

The Awards Selection Committee will evaluate all presentations and confirm one recipient in each award category.

Evette Banfield — Chief Economic Development Officer, The Coalition

Rita C. Grant — Senior Vice President for Finance and Administration, Grand Valley State University

Jeffrey S. Alves — Incoming Chair, ICSB; Professor of Management and Entrepreneurship, SUNY Oswego

AWARD PRESENTATION

Recipients of the 2026 ICSB Global Awards in Entrepreneurship Excellence will be announced during the ICSB World Congress Gala Dinner, recognizing outstanding contributions to entrepreneurship education, innovation, and ecosystem development worldwide.

3:45 PM – 5:15 PM Global Session: The Future of MSMEs — An Open Global Dialogue

Duquès 258

PRESENTERS

Professor Ayman El Tarabishy — Moderator · President & CEO, International Council for Small Business (ICSB)

Dr. Winslow Sargeant — Moderator · Immediate Past Chair, ICSB; former Chief Counsel for Advocacy, U.S. Small Business Administration

An interactive, open-forum roundtable — not a traditional panel — inviting every attendee, speaker, policymaker, entrepreneur, researcher, educator, and ecosystem leader to share perspectives on the future of MSMEs. Together, participants explore the forces reshaping entrepreneurship and small business — artificial intelligence, digital transformation, workforce evolution, sustainability, financing, and changing global markets — and examine ICSB's future priorities in research, policy, education, and international engagement to strengthen entrepreneurial ecosystems across more than 150 countries. The session also highlights the GW School of Business as a hub for innovation and thought leadership, inviting longtime members and first-time attendees alike to help shape the next chapter of entrepreneurship worldwide.

FEATURED

Evening

MARKETPLACE

6:00 PM – 8:00 PM Marketplace Showcase

Elliott School State Room— Marketplace Hall

ALL

6:00 PM – 8:00 PM Welcome Reception

Elliott School State Room

DAY 2 • DEVELOP Tuesday, June 30, 2026

Jack Morton Auditorium • GW School of Business

Morning

ALL

8:00 AM – 9:00 AM Registration*Jack Morton Auditorium — Media & Public Affairs Building, 805 21st Street NW, Washington, D.C. 20052*

ALL

9:00 AM – 11:30 AM ICSB World Congress Opening Session 1: Welcome & Past, Present, and Future of SMEs*Jack Morton Auditorium*

The Congress opens with the most consequential voices in entrepreneurship and small business research, policy, and practice — with the GW School of Business featured as a global leader in supporting innovation and SMEs.

WELCOME REMARKS

Ayman ElTarabishy — President and CEO, International Council for Small Business (ICSB)

Şevin Yeltekin (TBC) — Dean, GW School of Business

Ki-Chan Kim — Chair of ICSB and Professor at Catholic University, Republic of Korea

SESSION ONE: PAST, PRESENT, AND FUTURE OF SMES

ICSB: The Past Ten Years and the Next Ten Years

Moderator: Winslow Sargeant — Immediate Past Chair, ICSB; former Chief Counsel for Advocacy, U.S. Small Business Administration

PANELISTS

Herman Aguinis — Avram Tucker Distinguished Scholar and Professor of Management, GW School of Business; Past President, Academy of Management

"The Intersection of Research and Policy — Challenges and Opportunities"

Camille Burns — Chief Executive Officer, Women Presidents Organization (WPO)

"Women Presidents and Their Impact on the Global Landscape"

Stephen Glaude — President and CEO, Coalition for Nonprofit Housing and Economic Development (CNHED)

"The Local Lens: Supporting MSMEs in Washington, D.C. (live case)."

WOMEN CEO

11:30 AM – 12:30 PM ICSB World Congress Opening Session 2: The Women CEOs Global Lens*Jack Morton Auditorium*

The Congress's opening continues with a global view of women's leadership in enterprise, drawing the threads together and setting the stage for the days ahead.

Moderator

Camille Burns — Chief Executive Officer, Women Presidents Organization (WPO)

PANELISTS

Emily Cho — President and CMO, Hanjin Co., Ltd

Lisa Delpy Neirotti — Director, MS in Sport Management Program & Associate Professor of Sport Management, George Washington University

Rico Baldegger — ICSB Board Member, Switzerland

CLOSING

Ayman ElTarabishy — President and CEO, International Council for Small Business (ICSB)

"Drawing the threads together and setting up the Congress ahead."

Midday & Lunch

ALL

12:45 PM – 2:00 PM Lunch*Western Market***Afternoon**

ACADEMY

2:00 PM – 3:30 PM Academy Session 3 — AI for Everyone: Building Your Own AI-Powered Tools*Duquès 152***PRESENTER**

Jungho Suh — Teaching Assistant Faculty, GW School of Business

Discover how artificial intelligence is transforming the way professionals work, teach, and innovate — without requiring a technical background. In this interactive workshop, Jungho Suh demonstrates his AI-powered TA Bot, a virtual teaching assistant built to support student learning and engagement, and gives a behind-the-scenes look at how to create, customize, and apply AI tools to real-world challenges. Whether you are an educator, entrepreneur, manager, or student, the session offers practical insights for using AI to enhance productivity, creativity, and decision-making in your own work.

ACADEMY

2:00 PM – 5:00 PM Youth Entrepreneurship School (YES)*Duquès 151***PRESENTERS**

Ki-Chan Kim — Chair of ICSB and Professor at Catholic University, Republic of Korea

Casey Heats — Lead Instructor

ACADEMICS

2:00 PM – 3:30 PM Research Methods Masterclass: From Theory Development to Research Impact*Duquès 155***PRESENTER****Professor Herman Aguinis** — Avram Tucker Distinguished Scholar and Professor of Management, GW School of Business

Led by Professor Herman Aguinis, this interactive masterclass offers a comprehensive roadmap for designing, conducting, and publishing high-quality research. Drawing on his latest book, participants explore the full research process — the current methodological landscape, ethical research, theoretical contributions, project planning, data collection, measurement, and experimental design — alongside quantitative and qualitative methods including regression, multilevel modeling, and meta-analysis. Designed for doctoral students, early-career researchers, and experienced scholars, it gives practical guidance on transparency, reproducibility, and amplifying scholarly and societal impact.

Book: <https://collegepublishing.sagepub.com/products/research-methodology-1-280088>

WOMEN CEO

2:00 PM – 3:30 PM Growth, Scaling, and Government Contracting Strategies for Women CEOs*Duquès 251*

Fast Growth and Scaling

Growth demands strategic leadership, scalable systems, and the ability to seize emerging opportunities. This interactive session explores how leaders navigate rapid growth, enter new markets, strengthen customer acquisition, and scale operations while preserving culture, quality, and competitive advantage.

Tuesday • 2:00–3:30 PM

*Moderator: Kirsten Wynn — Chief Innovation and Programming Officer, Women Presidents Organization***Anjali Ann Ramakumaran** — CEO, Ampcus Inc.**Caryn Kopp** — Chief Door Opener, Kopp Consulting

Government Contracting as a Growth Strategy

Government contracting is one of the largest growth opportunities for small and medium-sized businesses. This session examines how entrepreneurs and executives compete for contracts, navigate procurement, build strategic relationships, and position their organizations for long-term success in the public-sector marketplace.

Tuesday • 1:30–3:00 PM

*Moderator: Angela Dingle — President, Women Impacting Public Policy***Necole Parker** — Principal, The ELOCEN Group**Diedre Windsor** — Founder & CEO, Windsor Group LLC

ACADEMICS

2:00 PM – 3:30 PM Academic Paper Session 9: Humane Entrepreneurship & Women Entrepreneurship & Ecosystems and National Innovation Systems

Duquès 254

Moderator: Jeff Alves

1. Cultivating Human-Centered Entrepreneurship: A Microfoundational Process Perspective from University Innovation Labs
Mario Carrassi — Italy
2. Negotiating Empowerment through Social Entrepreneurship: An Intersectional Study of South Asian Women in the United Kingdom
Mawish Munawar, Dr. Thomas Domboka, Dr. Charlotte Carey, and Dr. Colin Akhurst — United Kingdom
3. Theoretical perspectives on humane entrepreneurship: Explaining its emergence, outcomes, and policy implications
Christian Kruse, Vivekanandhan Viswanathan, Fabian Behrendt, and Christian Meisel — Germany
4. Building for the Most Vulnerable User: Human-Centered AI Entrepreneurship in EdTech NeuronEQ - Regulated, Architecture-Layer AI Safety as an Entrepreneurial Strategy
Karim Aboushmia and Rico Baldegger — Switzerland
5. Enabling university social responsibility (USR) through ecosystem building: Insights from a narrative-based historical banquet in Taiwan
Yi-Wen Chen, Chi-Lin Lee, and Chung-Yi Cheng — Taiwan

ACADEMICS

2:00 PM – 3:30 PM Academic Paper Session 10: Entrepreneurship & MSMEs in Developing Regions & Ecosystems and National Innovation Systems

Duquès 255

Moderator: Emmanuel Moges

1. Scaling Without Breaking: A Practical Blueprint for Global Startups and Their Teams
Peter Mebert — United States
2. Building AI-Enabled Local Ecosystems to Drive National Economic Growth
Jay Thattai — United Kingdom

FEATURED

2:00 PM – 3:30 PM Advancing Community Growth Through Entrepreneurship and Partnerships

Duquès 258

PRESENTER

Sonya Bigelow-Smith, MBA — Vice President, Strategic Growth & Innovation; Director, Capital Readiness Program

Entrepreneurship drives economic growth, job creation, and community development — but thriving ecosystems depend on strong partnerships among business leaders, investors, educational institutions, government agencies, and community organizations. This session explores how capital readiness, cross-sector collaboration, and community engagement strengthen local and regional economies, helping entrepreneurs access resources, attract investment, build networks, and scale their ventures. Through facilitated discussion and audience Q&A, participants gain practical insights into building stronger ecosystems that promote inclusive, sustainable prosperity.

MARKETPLACE

3:45 PM – 5:15 PM Workshop: Elevate (Executive Leadership Education Venture Advancing Talented Entrepreneurs)*Duquès 258***PRESENTER****Evette Banfield** — Chief Economic Development Officer, The Coalition (formerly CNHED)

ELEVATE (Executive Leadership Education Venture Advancing Talented Entrepreneurs) is a premier executive-education and business-growth initiative led by The Coalition (formerly CNHED) in partnership with the GW School of Business, designed to strengthen small and medium-sized enterprises across the Washington, D.C. region. It equips business owners with practical tools, strategic insights, and leadership development to strengthen operations, improve delivery, grow revenue, and access new markets through expert-led instruction, peer learning, and mentorship. **ELEVATE also connects entrepreneurs with faculty, industry experts, policymakers, and fellow owners** — combining The Coalition's community leadership with GWSB's academic expertise to advance lasting economic opportunity.

Partner: George Washington University School of Business (GWSB)

ACADEMICS

3:45 PM – 5:30 PM Academic Session 11: Entrepreneurship Skills for tomorrow & Ecosystems and National Innovation Systems & Micro Business & Entrepreneurship & MSMEs Policy & MSMEs and Technology Innovation*Duquès 254**Moderator: Emmanuel G***1. AI Live Cases: Entrepreneurs and Students Collaborating for Impact**

Caroline E.W. Glackin and Xin Liu — United States

2. An enterprise is a goal-realization device." But do we often make misleading assumptions about that goal?

Simon Bridge — United Kingdom

3. Spreadsheet Overload and Decision Paralysis: How Microbusiness Owners Misuse Data

Leisan Galieva — United States

4. Five-Year Survival Barriers: A Mixed-Methods Study of Failure Drivers in Cleaning, Construction, Food, and Home-Repair Microbusinesses

Leisan Galieva — United States

5. Digital Capabilities and Coffee Cooperative Productivity in Uganda: The Mediating Role of Action Learning

Peter Ntale — Uganda

6. Bridging the AI Adoption Gap: Evidence on Generative AI Use, Barriers, and Support Needs among MSME Women Entrepreneurs Across More Than 100 Countries

Myriam Raymond

ACADEMICS

3:45 PM – 5:30 PM Academic Paper Session 12: Youth Entrepreneurship & The Future of Entrepreneurship Education & Ecosystems and National Innovation Systems*Duquès 255**Moderator: Rita Grant*

- 1.** Reimagining a Globally Competitive Enterprise Africa: Evidence from EIBIC Program at the University of Lagos, Nigeria
Sunday Abayomi Adebisi — Nigeria
- 2.** AI-Enabled Business Education: Investigating the Roles of Perceived Value and Co-creation Intention in Enhancing Learning Effectiveness
Yi-Wen Chen — Taiwan
- 3.** Operationalizing a Political Concept of Responsible Innovation: Institutional Infrastructures for Collective Agency
Lucien von Schomberg — United Kingdom
- 4.** Fear of failure in the digital entrepreneurial ecosystems
Maya Dougoud — Switzerland
- 5.** Role of Connectors, Diaspora Networks, and Co-Evolution in Building Resilient Innovation Ecosystems: Emerging Models from India
Suresh U. Kumar, Norris Krueger, and Madan Padaki — United States

ACADEMICS

3:45 PM – 5:15 PM Academic Paper Session 13: Entrepreneurship & MSMEs in Developing Regions & Family Business & Women Entrepreneurship & Entrepreneurship & Covid-19 Impact*Duquès 152**Moderator: Mario*

- 1.** Extended Abstract on SME failure and high unemployment
Lynety Chindoga, Kudakwashe Chodokufa, and Mmboswobeni Watson Ladzani
- 2.** Making Digital Technologies Work: SME Sensemaking Under Persistent Uncertainty in Nigeria
Gbemisola Ogbolu
- 3.** Article on SME failure and high unemployment challenge, a study of East London, South Africa
Lynety Chindoga, Kudakwashe Chodokufa, and Mmboswobeni Watson Ladzani
- 4.** Business Survival During the Crisis of Women Entrepreneurs
Linda E. Ruiz and Elda Barron
- 5.** Business Model Innovation in Societal Crises – Conceptual Development of Entrepreneurial Resilience
Anders Billström and Börje Boers

WOMEN CEO

3:45 PM – 5:15 PM WomenCEO Session: Leadership, Talent, and Culture for Growth*Duquès 251***PRESENTER****Betty Hines** — Moderator · Founder & CEO, Women Elevating Women

Strong organizations are built on strong people. This session explores the leadership, talent, and organizational-culture strategies required to attract, develop, and retain high-performing teams in today's evolving workplace, and how effective leaders build cultures that support innovation, employee engagement, resilience, and sustainable growth. Designed as an interactive dialogue, it encourages participants to share experiences, challenges, and best practices.

ACADEMY

3:45 PM – 5:15 PM Academy Pitch Prep — Round 2: Build the Deck*Duquès Breakout Rooms*

FEATURED

3:45 PM – 5:15 PM MSME Global Lens Latin America*Duquès 155***PRESENTERS**

Analía Lourdes Pastran

Martín García Moritán — Former Ambassador to Uruguay; later Permanent Representative of Argentina to the United Nations

Ruben Ascúa

Latin America continues to show remarkable resilience, innovation, and entrepreneurial energy despite economic, political, and social challenges. This session brings together distinguished leaders to explore the current state of MSMEs — emerging opportunities, policy developments, and entrepreneurial success stories shaping the region's economies — with attention to regional trends, access to finance, digital transformation, sustainability, and the policies needed to support entrepreneurial ecosystems. Drawing on perspectives from academia, diplomacy, and practice, it examines how entrepreneurship can catalyze prosperity, resilience, and long-term development across Latin America and other emerging markets.

ALL

5:15 PM – 5:50 PM Annual General Meeting*Duquès 155*

Join fellow ICSB members for the Annual General Meeting — an opportunity to reflect on the organization's activities, share updates, and discuss priorities for the year ahead. The meeting includes reports from leadership and gives members a chance to engage.

DAY 3 • DELIVER Wednesday, July 1, 2026

U.S. Capitol — Ways & Means Committee Room • By invitation only

Morning

ALL	<p>8:30 AM – 9:00 AM Group Transit: GW Business School → U.S. Capitol <i>GW School of Business Main Entrance</i></p>
ALL	<p>10:00 AM – 10:15 AM Welcome to Congress: Why MSMEs Matter Opening remarks on the importance of entrepreneurship, innovation, and MSMEs to economic prosperity, competitiveness, and community development.</p> <p>HOSTS</p> <p>Dr. Winslow Sargeant — Immediate Past Chair, ICSB; Former Chief Counsel for Advocacy, U.S. Small Business Administration</p> <p>Professor Ayman El Tarabishy — President & CEO, ICSB</p>
ALL	<p>10:15 AM – 11:45 AM Global Voices: Entrepreneurship Without Borders Global leaders share perspectives on entrepreneurship, innovation, and economic development from their respective regions, highlighting opportunities for international collaboration and growth.</p> <p><i>Moderator</i></p> <p>Dr. Winslow Sargeant — Immediate Past Chair, ICSB; Former Chief Counsel for Advocacy, U.S. Small Business Administration</p> <p>CONGRESSIONAL TESTIMONIES (5–7 MINUTES EACH)</p> <p>Ki-Chan Kim — Chair of ICSB and Professor at Catholic University, Republic of Korea</p> <p>Ambassador Martín García Moritán — Former Ambassador to Uruguay; later Permanent Representative of Argentina to the United Nations</p> <p>Emily Cho — President & CMO, Hanjin Co., Ltd (Republic of Korea)</p> <p>Şevin Yeltekin — Dean, GW School of Business (TBC)</p> <p>Stephen Glaude — President & CEO, Coalition for Nonprofit Housing and Economic Development (CNHED)</p> <p>Herman Aguinis — Avram Tucker Distinguished Scholar & Professor of Management, GW School of Business</p> <p>Jonathan Ortman — Founder & President, Global Entrepreneurship Network (GEN)</p>

WOMEN CEO

11:45 AM – 12:45 PM Women CEOs Global Lens: Leading Growth, Innovation, and Impact

Women business leaders share lessons from building companies, scaling organizations, expanding markets, and creating opportunities for future generations of entrepreneurs.

Moderator

Camille Burns — CEO, Women Presidents Organization

CONGRESSIONAL TESTIMONIES (5-7 MINUTES EACH)

Diedre Windsor — Founder & CEO, Windsor Group LLC

Corinne Goble — CEO, Association of Women's Business Centers

Camille Burns — CEO, Women Presidents Organization

Caryn Kopp — Chief Door Opener, Kopp Consulting

Lisa Delpy Neirotti — Director, MS in Sport Management Program & Associate Professor of Sport Management, George Washington University

Midday & Lunch

ALL

12:45 PM – 1:30 PM Lunch

ALL

1:30 PM – 2:15 PM The Future of Entrepreneurship, Innovation, and Education

Exploring artificial intelligence, entrepreneurship education, innovation ecosystems, workforce development, and the future of business leadership.

Moderator

Dr. Winslow Sargeant — Immediate Past Chair, ICSB; Former Chief Counsel for Advocacy, U.S. Small Business Administration

CONGRESSIONAL TESTIMONIES (5-7 MINUTES EACH)

Rico Baldegger — Switzerland

Rubén Ascúa — Argentina

Salvatore Zecchini — Italy / UNECE

Distinguished Global Entrepreneurship Leader (TBC)

Afternoon

ACADEMY

2:15 PM – 3:00 PM Young Entrepreneur Voices and the (YES) Recognition Ceremony

Voices from the next generation of entrepreneurs, leaders, and MSMEs—recognition of the inaugural Young Entrepreneur School (YES) cohort. Students will receive certificates recognizing their commitment to entrepreneurship, leadership, innovation, and global citizenship. Group photo and cohort recognition.

PRESENTERS

Professor Ayman El Tarabishy — President & CEO, ICSB

Ki-Chan Kim — Chair of ICSB and Professor at Catholic University, Republic of Korea

ACADEMY

3:00 PM – 4:00 PM The Academy Cup — National Championship Final Pitch Competition

Finalist teams present their solutions and innovations before a distinguished panel of judges in the historic Ways & Means Committee Room.

PRESENTERS

Jeffrey Alves — Incoming Chair, ICSB; Professor of Management and Entrepreneurship, SUNY Oswego

Skye Blanks — Senior Vice President, Operations, ICSB; GW Presidential Fellow

Rita Grant — Senior Vice President for Finance and Administration, Grand Valley State University

ALL

4:00 PM – 4:15 PM Reflections from Congress

Summary of key insights and recommendations emerging from the day's discussions.

REMARKS

Dr. Winslow Sargeant — Immediate Past Chair, ICSB; Former Chief Counsel for Advocacy, U.S. Small Business Administration

Professor Ayman El Tarabishy — President & CEO, ICSB

ALL

4:00 PM – 6:00 PM Free Time

Suggestions: photos at the Capitol steps, the Library of Congress (next door—visitors welcome), or a return trip to the National Mall.

Evening

ALL

7:00 PM – 11:00 PM ICSB Gala Dinner and Awards Ceremony

City View Room

BY INVITATION ONLY

Dress code: black tie. No one will be admitted without a tie.

Presentation of: ICSB Entrepreneurship Center Global Impact Award; ICSB Entrepreneurship Educator Excellence Award; ICSB Undergraduate Entrepreneurship Education Excellence Award; YES Recognition; Academy Cup Champion; and Distinguished Service Awards.

DAY 4 • DEPARTURE **Thursday, July 2, 2026**

Hotels & GW Campus

Morning

ACADEMY

8:00 AM - 11:00 AM Academy: Hotel Check-Out

Venues & Addresses

GW School of Business — Duquès Hall

2201 G Street NW, Washington, D.C. 20052
Main Congress venue, Days 1 and 2 (Duquès rooms).

Jack Morton Auditorium

Media & Public Affairs Building, 805 21st Street NW,
Washington, D.C. 20052
Tuesday Opening Session.

Elliott School — State Room

1957 E Street NW, Washington, D.C. 20052
Monday Marketplace Showcase and Welcome Reception.

Western Market

2000 Pennsylvania Ave NW, Washington, D.C. 20006
Monday and Tuesday lunch.

U.S. Capitol — Ways & Means Committee Room

U.S. Capitol, Washington, D.C.
Wednesday Capitol Hill day. Photo ID required; international attendees bring passport.

City View Room

Washington, D.C.
Wednesday evening Gala Dinner and Awards Ceremony.

The Hive Hotel

2224 F Street NW, Washington, D.C. 20037
Academy accommodation; rooftop launch and social.

The River Inn

924 25th Street NW, Washington, D.C. 20037
Academy accommodation.

GW University Student Center

800 21st Street NW, Washington, D.C. 20052
Sunday Monuments Walk departure point.

What to Bring

Business attire for the Opening Session, the Capitol visit, and the Gala. Comfortable walking shoes (Wednesday is a long day on foot). A photo ID — passport for international attendees, required for U.S. Capitol entry on Wednesday. A light layer and small umbrella for humid D.C. summer afternoons. Business cards or a printed LinkedIn QR code.

Questions?

congress@icsb.org • icsbcongress.com