

2016 Entrepreneurship and SME World Conference

ICSB K Entrepreneurship Academy & Workshop

Wednesday, April 6 | COEX

Time	Event	Room	Remarks
09:00-09:30	Opening Remark: Ki-Chan Kim (President, ICSB) Congratulatory Remarks of the President of the Republic of Korea Congratulatory Speeches: Sukjoon Lee (Minister, Office for Government Policy Coordination) Kiwoong Kim (CEO, The Korea Economic Daily Media Group)	Auditorium	Moderator: Sang-Myung Lee (Professor, Hanyang Univ.)
09:30-10:10	[1] Entrepreneurship, It's Korean Spirit! Chul Joo Hwang (Chairman, Youth Hope Foundation / CEO, Jusung Engineering)		
10:10-10:50	[2] Entrepreneurship and Startup for the Youth Ted Zoller (2016 President, USASBE / Senior Fellow, Kauffman Foundation / Professor, UNC)		
10:50-11:00	Break		
11:00-11:30	[3] Flourishing Youth Entrepreneurship: Startup and Career Development Zong-Tae Bae (2014 President, KASBS / Professor, KAIST)		
11:30-12:00	[4] Entrepreneurship and Job Creation in the US for Youth Winslow Sargeant (Former Chief Counsel for Advocacy, US SBA)		
12:00-13:30	Lunch	Lobby	
13:30-14:00	[5] Lessons Learned As a Startup Entrepreneur Dong Hyeung Lee (CEO, Nowprofile / Founder of Cyworld)	Auditorium	Moderator: Byoung Jai Kim (Professor, Sangmyung Univ.)

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14:00-14:30	[6] Entrepreneurial Success and Renewal: Assessing the Environment for Organizational Entrepreneurship and Innovation Jeffrey S. Hornsby (Chair, USASBE and ICSB Award / JSBM Editor / Professor, Univ. of Missouri-Kansas City)	Auditorium	Moderator: Byoung Jai Kim (Professor, Sangmyung Univ.)
14:30-15:00	[7] Entrepreneurship in Kyoto Style Management Chihiro Suematsu (Professor, Kyoto University / Author of Kyoto Style Management)		
15:00-15:15	Break		
15:15-15:45	[8] Business Plan or Business Models: What Should We be Teaching Our Students? Alex F. DeNoble (2015 President, USASBE / Professor, SDSU)		
15:45-16:15	[9] Building the Social Entrepreneurship Certificate Program in the United States: Lessons Learned from Experience Anthony Mendes (2014 President, USASBE / Former Director, Kauffman Foundation)		
16:15-16:45	[10] The Age of Entrepreneurship: How Cyber Entrepreneurs Are Changing the Way We Live, Work and Create New Ventures Luca Iandoli (Incoming President, ICSB / Professor, Naples University, Italy)		
16:45-17:00	Break		
17:00-17:30	[11] Global Entrepreneurship: Financial Perspective George M. Jabbour (Associate Dean, George Washington University)		
17:30-18:00	[12] UN SDG and Entrepreneurship in Indonesia Yaya Winarno Junardy (A Member of Board, the United Nations Global Compact / President, Global Compact Network Indonesia)		

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4/6 (Wed): Workshop			
Time	Event	Room	Remarks
12:00-13:20	Luncheon & Speech Globalization and Cooperation Among Nations Young-Sup Joo (Administrator, SMBA Korea)	Conference room North #203	Moderator: Ki-Chan Kim (President, ICSB) Ayman El Tarabishy (Executive Director, ICSB / Professor, GWU)
13:20-13:40	Keynote Speech: Humane entrepreneurship in SMEs Salvatore Zecchini (Chair, OECD Working Party on SMEs)		
13:40-14:00	Korea-ASEAN Network Workshop		
	Congratulatory Speech: John Aristianto Prasetyo (Indonesian Ambassador) MOU on Korea-Indonesia Collaboration Between ICSB Indonesia and ICSB Korea	Conference room North #203	Moderator: Yong Jin Kim (Professor, Sogang Univ.)
14:00-14:30	Asia Version, Erasmus Program Sang Hoon Bae (Professor, Sungkyunkwan Univ.)		
14:30-15:00	STEM and Entrepreneurship Education in US Winslow Sargeant (Former Chief Counsel for Advocacy, US SBA)		
15:00-15:40	Panel Discussion Young Gon Kim (Director General, Ministry of Education) Hyung Gu Lynn (Professor, Univ. of British Columbia)		
15:40-16:00	Break		

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4/6 (Wed): Workshop			
Time	Event	Room	Remarks
	Humane Entrepreneurship Workshop		
16:00-16:10	Congratulatory Speeches: Ki-Chan Kim (President, ICSB) Ted Zoller (2016 President, USASBE / Senior Fellow, Kauffman Foundation / Professor, UNC)	Conference room North #203	Moderator: Ki-Chan Kim (President, ICSB) Ayman El Tarabishy (Executive Director, ICSB / Professor, GWU)
16:10-16:30	Keynote Speeches: 1. Theoretical Background for Humane Entrepreneurship Zong-Tae Bae (2014 President, KASBS / Professor, KAIST)		
16:30-16:50	2. The Intersection of Humane Entrepreneurship and the New Sustainable Goals Ayman El Tarabishy (Executive Director, ICSB / Professor, GWU)		
16:50-17:10	3. Humane Entrepreneurship: Inspired by Marketing 3.0 Hermawan Kartajaya (President, ICSB Indonesia / Chairman, MarkPlus, Inc.)		
17:10-17:30	4. Global Survey, Humane Entrepreneurship Ki-Chan Kim (President, ICSB)		
17:30-18:30	5. Humane Entrepreneurship: Research Committee Discussion with Representative, 20 Countries Chihiro Suematsu (Professor, Kyoto University / Author of Kyoto Style Management) Evgeni Evgeniev (Professor, VUZF Univ.) Htein Lynn (Director, Ministry of Commerce of Myanmar) Robert Lai (President, ICSB Taiwan) Ruben Ascua (2014-15 President, ICSB / Professor, National Univ. of the Littoral) Zakaria Taib (President, ACSB)		
18:30-19:10	Move to Lotte Hotel World		

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VIP Dinner(Invited) & USASBE-KASBS Collaboration Workshop			
Time	Event	Room	Remarks
19:10-21:10	Congratulatory Speech: Alex F. DeNoble (2015 President, USASBE / Professor, SDSU)	Toh Lim (Onix Hall) 32F	Moderator: Ki-Chan Kim (President, ICSB) Ayman El Tarabishy (Executive Director, ICSB / Professor, GWU)
	Introduction of USASBE Ted Zoller (2016 President, USASBE / Senior Fellow, Kauffman Foundation / Professor, UNC)		
	Introduction of KASBS Hyuck Jun Song (President, KASBS / Professor, Duksung Women's Univ.)		
	Progress Report, 10-10 Jeffrey S. Hornsby (Chair, USASBE and ICSB Award / JSBM Editor / Professor, Univ. of Missouri-Kansas City)		
	Experience in San Diego Sangmoon Park (Professor, Kangwon National Univ.)		
	Promoting 10-10 Program Patrick Snyder (Executive Director, USASBE)		
	Drafts, 10-10 Program Agreement Patrick Snyder (Executive Director, USASBE) Yong Jin Kim (Professor, Sogang Univ.) Wonjun Kwak (Professor, Soongsil Univ.)		
	Approval, Agreement		

Main Conference

Thursday, April 7 | Lotte Hotel World

Time	Event	Room	Remarks
09:00-09:30	Registration	3F Lobby	
09:30-10:10	Opening Remark: Ki-Chan Kim (President, ICSB) Congratulatory Speeches: Young-Sup Joo (Administrator, Korea SMBA) Sung-Taek Park (Chairman, KBIZ) Chae-Un Lim (President, SBC) Hong-Jae Im (Secretary General, UN Global Compact Network Korea)	Crystal Ballroom A&B 3F	Moderator: Yong Jin Kim (Professor, Sogang Univ.)
10:10-10:20	Break		
10:20-10:45	Keynote Speeches:		Moderator: Yong Jin Kim (Professor, Sogang Univ.)
	Healthiness of SME Ecosystem Salvatore Zecchini (Chair, OECD Working Party on SMEs)		
10:45-11:10	Entrepreneurship Education in US Ted Zoller (2016 President, USASBE / Senior Fellow, Kauffman Foundation / Professor, UNC)		
11:10-11:35	Regulations, Innovations, and Entrepreneurship Winslow Sargeant (Former Chief Counsel for Advocacy, US SBA)		
11:35-12:00	Be a Good Marketer, Great Entrepreneur Hermawan Kartajaya (President, ICSB Indonesia / Chairman, MarkPlus, Inc.)		
12:00-12:20	Break		
12:20-14:00	[Seoul Declaration & Lunch - On Humane Entrepreneurship]	Crystal Ballroom C 3F	Moderator: Yong Jin Kim (Professor, Sogang Univ.)
	- Announcement, 10 Principles of Humane Entrepreneurship - Signing Ceremony and Lunch: ICSB, USASBE, Argentina, Austria, Bulgaria, Canada, China, Egypt, Finland, Indonesia, Ireland, Italy, Japan, Korea, Malaysia, Mexico, Myanmar, Philippines, Serbia, Singapore, Taiwan, Turkey, Vietnam		

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Main Conference

Thursday, April 7 | Lotte Hotel World

Time	Event	Room	Remarks
Plenary 1			
14:00-14:20	Mobile Business Model for Micro Enterprise Seongsook Han (Vice President, NAVER Corporation)	Crystal Ballroom A&B 3F	Moderator: Ayman El Tarabishy (Executive Director, ICSB / Professor, GWU)
14:20-14:40	Assessing the Effectiveness of Entrepreneurship Programs: Do We Make a Difference? Alex F. DeNoble (2015 President, USASBE / Professor, SDSU)		
14:40-15:00	Building the Social Entrepreneurship Certificate Program in the United States. Lessons Learned from Experience Anthony Mendes (2014 President USASB / Former Director, Kauffman Foundation)		
15:00-15:20	Kyoto-style Management Chihiro Suematsu (Professor, Kyoto University / Author of Kyoto Style Management)		
15:20-15:40	Break		
Plenary 2			
15:40-16:00	Global Market Entrance for Small Businesses and Entrepreneurship Seung-Jae Choi (Chairman, Hope Foundation for SMEs)	Crystal Ballroom A&B 3F	Moderator: Chong Ook Rhee (2009 President, KASBS / Professor, Seoul Women's Univ.)
16:00-16:20	Entrepreneurship and Job Creation for Youth: World Bank Experience Ganesh Rasagam (Practice Manager, World Bank)		

Main Conference

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Time	Event	Room	Remarks
16:20-16:40	A model for Self-sustaining innovation and entrepreneurship in European Regional Systems Luca Iandoli (Incoming President, ICSB / Professor, Naple Univ. Italy)	Crystal Ballroom A&B 3F	Moderator: Chong Ook Rhee (2009 President, KASBS / Professor, Seoul Women's Univ.)
16:40-17:00	Entrepreneurship Ecosystem in Taiwan Robert Lai (President, ICSB Taiwan)		
17:00-17:20	Break		
17:20-17:40	Boosting Social Media for Social Entrepreneurs Irfan Khairi (Director, Open Education Malaysia)	Crystal Ballroom A&B 3F	Moderator: Il Im (Professor, Yonsei Univ.)
17:40-18:00	HeBEx in Argentina Ruben Ascu (2014-15 President, ICSB / Professor, National Univ. of the Littoral) Carlos Beltran (Professor, National Univ. of the Littoral)		
18:00-18:20	K-Entrepreneurship and K-Management: Case study of Korean Webtoons Hyung Gu Lynn (Professor, Univ. of British Columbia)		
18:20-18:40	K-Management under 10-10 Program Rakesh K. Pangasa (Professor, Northern Arizona Univ.) Ki-Chan Kim (President, ICSB) John Laurence Enriquez (Researcher, The Catholic Univ. of Korea)		