

Newsletter

JANUARY 2020



JOIN US AT CCSBE 2020

May 8-9th, Ryerson University

**Meeting of the Minds: Advancing
Entrepreneurship In the Global Economy**

[HTTPS://CCSBE.ORG/CCSBE-2020-CONFERENCE/](https://ccsbe.org/ccsbe-2020-conference/)

CCSBE 2020 CONFERENCE

The Ted Rogers School of Management at Ryerson University is pleased to invite you to the 39th annual Canadian Council for Small Business and Entrepreneurship (CCSBE) conference from May 8 - 9th, 2020 in Toronto Ontario.

The conference focuses on approaches to advance entrepreneurship across societal sectors and countries and adopts a comparative and international perspective in addressing traditional topics in entrepreneurship and innovation. Researchers, educators, entrepreneurs, students, policy makers and all interested in advancing entrepreneurship are invited to participate in this great gathering.



Paper, Workshop, and Panel Discussion Topics

We invite proposals for academic papers, professional workshop sessions and panel discussions in all fields related to entrepreneurship, especially on the following topics:

- Entrepreneurship education and pedagogy
- Comparing entrepreneurship processes across nations
- Women's entrepreneurship
- Diversity and under-represented communities
- Social innovation and entrepreneurship
- Entrepreneurship in low income or emerging markets
- International and transnational entrepreneurship
- Technological innovation to bridge rural-urban divides
- Incubators and accelerators
- The role of government promoting SMEs and entrepreneurship
- University based new ventures and student engagement
- Sustainable entrepreneurship and innovation
- AI and other technology-based venturing

While we are particularly interested in submissions that relate to the above topics, papers and workshop proposals on any aspect of entrepreneurship are welcome.

SPECIAL CONFERENCE TRACK ON WOMEN'S ENTREPRENEURSHIP

We are very excited to announce a special track at this year's CCSBE conference devoted to women's entrepreneurship!

This track is designed to not only include research on women's entrepreneurship - but practical workshops and panel discussions sharing practical on the ground best practices, experiential learning, programming related to a host of topics around women's entrepreneurship. This track will examine women's entrepreneurship from several dimensions and will include:

- **presentation of papers** and on-going research,
- **practical workshops** related to women's entrepreneurship education, accelerators, incubators, programming, pedagogy, and sharing best practices;
- **panel discussions** on women's entrepreneurship policy issues related

Researchers, educators, entrepreneurs, students, policy makers and all interested in advancing entrepreneurship are invited to participate in this great gathering!

We invite proposals for academic papers, learning and sharing workshops and panel discussions related to women's entrepreneurship, including (but not limited to):

- Women's entrepreneurship education and pedagogy
- Arts and culture sector and women's entrepreneurship
- Newcomers, immigrants, and women's entrepreneurship
- Aboriginal peoples, visible minorities, persons with disability, youth and seniors
- Diversity and under-represented communities and women's entrepreneurship
- Social innovation and women's entrepreneurship
- Women's entrepreneurship in low income or emerging markets
- Technological innovation to bridge rural-urban divides
- The role of women entrepreneurship in economic development
- Incubators and accelerators with programming for women entrepreneurs
- The role of government in promoting women's entrepreneurship and SMEs
- University-based new ventures and student engagement
- Sustainable entrepreneurship and innovation

While we are particularly interested in submissions that relate to the above topics, papers and workshop proposals on any aspect of women's entrepreneurship are welcome.

Critical Dates

- **Paper abstracts or workshop proposals due: Feb. 28, 2020**
- **Full paper or final abstract due: March 27, 2020**
- **Early bird conference registration ends: April 3, 2020**

CCSBE IS A CONSORTIUM PARTNER IN THE WOMEN'S ENTREPRENEURSHIP KNOWLEDGE HUB INITIATIVE (WEKH)

The Canadian Council for Small Business and Entrepreneurship (CCSBE) is a Consortium Partner in the Canada-wide Women's Entrepreneurship Knowledge Hub (WEKH) initiative. Announced in Budget 2018, the Women Entrepreneurship Strategy is designed to help women to grow their businesses with access to financing, talent, networks and expertise. The Women Entrepreneurship Knowledge Hub (WEKH) was created by the Government of Canada as part of this strategy. The WEKH serves as a one-stop source of knowledge, data and best practices for women entrepreneurs.

CCSBE's role as a WEKH consortium partner is one that is mutually beneficial to both organizations and their mandates. CCSBE is well positioned to be a convening voice and undertake knowledge transfer and dissemination given that it is the preeminent organization dedicated to advancing entrepreneurship through research, education and practice in Canada.



"The Women Entrepreneurship Strategy will help women to grow their businesses with access to financing, talent, networks and expertise."

In its role as a consortium partner, CCSBE will help co-ordinate activities within the WEKH focused on women's entrepreneurship across Canada, including knowledge dissemination and mobilization, helping to extend the network, identifying research related to women's entrepreneurship in the broader context, relevant to the mandate of both organizations, and supporting the sharing of results.

CCSBE PLAYS KEY ROLE AT DIVERSITY INCLUSION NOW CONFERENCE, NOV. 2019

CCSBE organized a series of panel discussions at Ryerson University in November 2019 as part of the *Diversity Inclusion Now!* 3-day conference hosted by the Diversity Institute. The topics of the panels organized by CCSBE, broadly defined, related to issues and challenges facing women entrepreneurs based on research findings - and more importantly - overcoming these challenges.

Research has shown that women entrepreneurs face challenges in building and developing meaningful networks and utilizing these networks as they gain knowledge, identify opportunities, gain access to information, and advance their businesses (e.g., Chupaska, 2019; Orser and Riding, 2016). This is ever more pronounced for women in underrepresented communities or newcomers. CCSBE identified these results as a key topic for the panel discussions. Panelists drew on their own experiences, provided examples and shared lessons learned to share alternatives for women entrepreneurs to address remaining challenges.



Panel members left to right: 1) Megann Willson, Co-founder, Panoptika; 2) Elise Ahenkorah, Programs and Partnership Lead, Hunter Hub for Entrepreneurial Thinking U Calgary's WELab and Founder of #shemeets; 3) Paulina Cameron, CEO, Forum for Women Entrepreneurs; 4) Alison Kirkland, CEO, Women's Enterprise Organizations of Canada; 5) Despina Zanganas, Co-Founder, Lean in Canada.

Members of this panel had experience in assisting women entrepreneurs in building meaningful networks, in developing these networks, and utilizing them as they gain knowledge, identify opportunities, gain access to information, and advance their businesses.

CONT'D: CCSBE PLAYS KEY ROLE IN DIVERSITY NOW CONFERENCE, NOV. 2019

CCSBE's second panel discussion theme was based on research findings, and focussed on issues and challenges facing women entrepreneurs in accessing financial (and other) resources to advance their businesses from a diversity context, with a focus on women from underrepresented communities.

Research studies have shown that while women entrepreneurs may not face the same constraints in accessing resources as in the past, women still face challenges in stereotyping in accessing financial and other resources to advance their businesses (e.g., Makena, et al, 2014; Orser 2007) - and the inequality is more pronounced from a diversity context for women in underrepresented communities.



Panel members left to right: 1) Chioma Ifeanyi-Okoro, Speaker and Lead Consultant and Founder, My African Corner; 2) Nouhaila Chelkhaoui, Founder, Scale Without Borders; ; 3) Brooke Gordon, Senior Advisor, Women Entrepreneur, BDC; 4) Shannon MacDonald, Managing Director, Accenture; 5) Amanda Munday, CEO, The Workaround; 6) Danielle Graham, Principal, Dream Maker Ventures

Panel members shared best practices and information to assist women in overcoming these challenges and discussed the key remaining knowledge holes.



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