



CCSBE 2021 Conference Highlights



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Canadian Council for Small Business and Entrepreneurship (CCSBE)
Conseil canadien de la PME et de l'entrepreneuriat (CCPME)

WHO WE ARE

The Canadian Council for Small Business and Entrepreneurship (CCSBE) – Conseil canadien de la PME et de l'entrepreneuriat (CCPME) is the only membership-based organization in Canada promoting small business and entrepreneurship, with its membership comprised of academics, researchers, educators, practitioners, community members, and policy-makers dedicated to advancing and supporting small business and entrepreneurship.

CCSBE-CCPME is a federally incorporated non-profit non-profit non-share capital organization.

CCSBE'S Mission

The purpose of CCSBE is to provide a forum for the exchange of ideas by people working in the support of or for the development of small businesses and entrepreneurship.

CCSBE'S ANNUAL CONFERENCE

The CCSBE Annual Conference serves as a convening voice for those working and/or researching in fields related to the advancement, understanding and support of small business and entrepreneurship - and brings together participants from many geographical locations, occupations, education and experience - including researchers, educators, practitioners, community members and policy makers.

The aim of the CCSBE conference is to provide an engaging and collaborative marketplace for the exchange of ideas, research, insights, and best practices among academics, practitioners and policy influencers for the benefit of small business and entrepreneurship.

2022

Special Track: Women's Entrepreneurship

CCSBE 2020 conference hosted a special track devoted to women's entrepreneurship, with a focus on diversity, equity and inclusion, indigenous entrepreneurship, racialized entrepreneurship, immigrant or newcomer entrepreneurship, and under-represented communities.

This track included the presentation of research related to women's entrepreneurship as well as practical workshops and panel discussions sharing best practices, experiential learning, programming related to a host of topics around women's entrepreneurship.

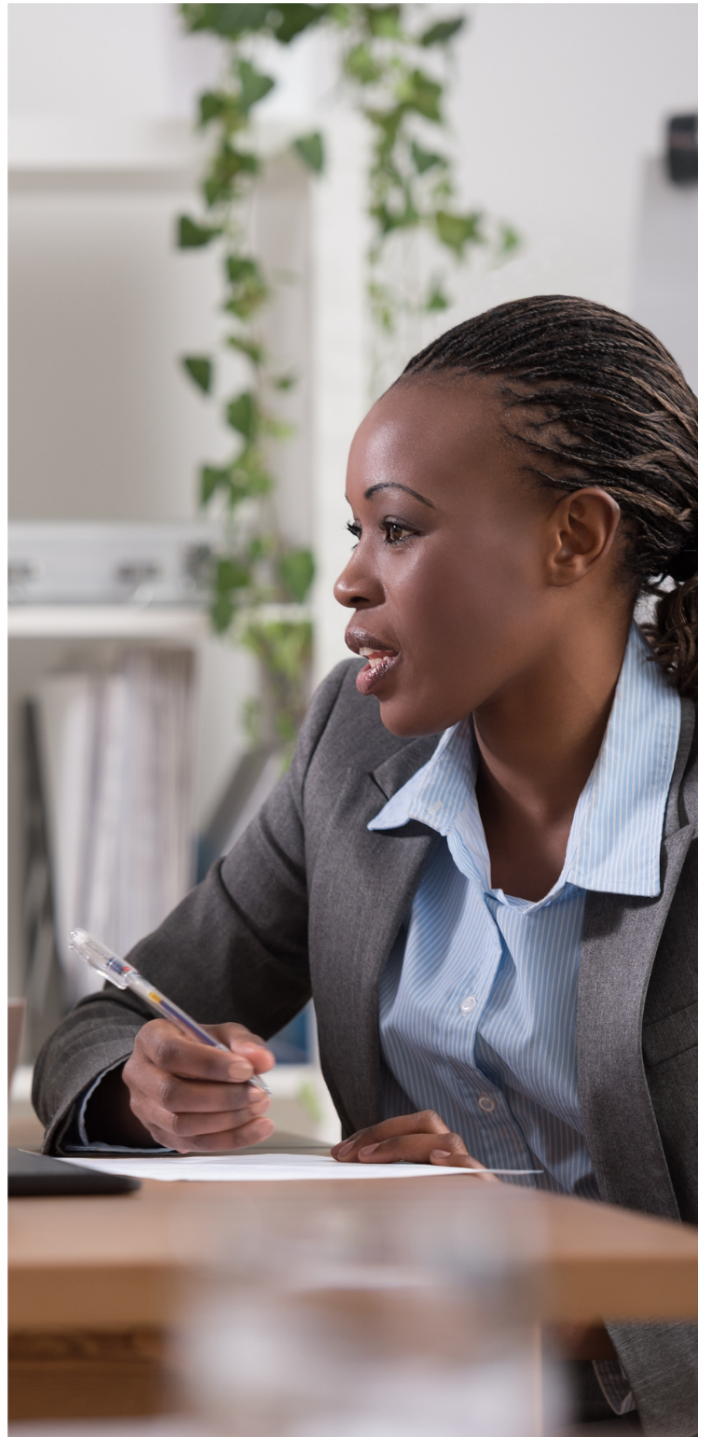
This track received a tremendous response with paper, workshop and panel discussion submissions from across Canada, the US and internationally.

Our thanks to the Women Entrepreneurship Knowledge Hub (WEKH) and Dr. Wendy Cukier, Founder of the Diversity Institute and Academic Director of WEKH at Ryerson University for sponsoring this track.



Women Entrepreneurship
Knowledge Hub

Portail de connaissances
pour les femmes
en entrepreneuriat





SMALL BUSINESS AT THE FOREGROUND AT THE CCSBE 2021 CONFERENCE

As a result of the impacts of COVID-19, the importance of small business has come to the fore - not only to the Canadian economy - but globally. We The CCSBE 2021 conference played an important role as a convening platform, bringing together researchers, practitioners, educators, and policy makers from across Canada and the world - all working to advance small business and entrepreneurship.

As Canada and countries around the world re-open their economies, there's never been a more critical time to open the dialogue on how we support and build resilient companies in light of the challenges introduced by Covid-19.

The critical importance of this topic was evidenced at CCSBE 2021 by the

topics covered by the papers submitted, workshop and panel discussion session proposals and the messages emphasized by the keynote speakers.

COVID-19 and the pandemic has accelerated some trends already in place for small business - and rapidly replaced other ways of doing business. It is critical that we build resilient businesses adapted for the 'platform-based economy as we move forward.

CCSBE 2021 convened an important dialogue with a record number of Canadian and international thought-leaders advancing our understanding of small business and entrepreneurship - - all part of the solution.

CCSBE 2021 HIGHLIGHTS

INCLUSIVE ENTREPRENEURSHIP

Shedding light on how to create a more inclusive entrepreneurship and innovation ecosystem advancing both economic prosperity and diversity - challenging conventional assumptions.



**BUILDING AN
INCLUSIVE
ENTREPRENEURSHIP
ECOSYSTEM**



**INDIGENOUS
ENTREPRENEURSHIP**

INDIGENOUS ENTREPRENEURSHIP

Shedding light on the lack of recognition of the full range of indigenous economic activities and the importance of those activities.

IMMIGRANT ENTREPRENEURSHIP

Shedding light on opportunities and challenges faced by immigrant entrepreneurs in the entrepreneurship ecosystem.



**IMMIGRANT
ENTREPRENEURSHIP**



**BUILDING EXPORT
CAPACITY FOR
SMALL BUSINESSES**

DEVELOPING EXPORT MARKETS

Export development programs available for small businesses to expand their market and go-to-market strategies.

CCSBE 2021 HIGHLIGHTS

Research shows that women entrepreneurs face barriers to engage in public procurement at the societal, organizational, and individual levels. This panel discussion provides a review of public procurement and supplier diversity initiatives in the Canadian context, the major roles of the supplier councils in Canada, (certification, training, and providing networking opportunities) and the lack of necessary capacity, complex bidding processes, critical resources, and women's inadequate information are considered to be the main barriers to women-owned SMEs' engagement in the public market.

SUPPLIER DIVERSITY AND CANADIAN WOMEN-OWNED SMES

IMPORTANCE OF DIVERSITY AND INCLUSION FOR ENTREPRENEURIAL SUCCESS:

Best Practices in Entrepreneurial Education and Development for Women of Color

The number of women-owned businesses has skyrocketed over the past 20 years. However, data sources also reveal significant disparities between the successes of minority vs. non-minority, women-led firms. There are also disparities among the women-led, minority-owned firms. Not all women entrepreneurs have access to the same set of tools, resources, education, networks, capital, or circumstances. This session provides insights into the unique challenges that many women entrepreneurs of colour face in starting and growing a business as well as a discussion of best practices for creating the entrepreneurship curricula and programs that address these issues

The Global Entrepreneurship Monitor (2019) asked national experts in 54 economies to assess the environment for entrepreneurship in terms of 12 conditions. Entrepreneurship education was universally ranked as the weakest condition.

A panel of global experts showcased strategies to strengthen the relevance and inclusion of entrepreneurship education and training. Participants also learned about tools to assess program design, content and delivery. The topic is of particular interest to instructors, trainers and program managers of accelerators, incubators, E-Hubs and entrepreneurship centres.

INCLUSIVE ENTREPRENEURSHIP EDUCATION

CCSBE 2021 HIGHLIGHTS

Editors of major entrepreneurship journals offered insights into publishing scholarship in academic journals and highlighted the most important research topics for entrepreneurship scholars in the years to come. Panelists include Miruna Radu-Lefebvre (Editor-in-Chief, Entrepreneurship & Regional Development), Paul Jones (Editor-in-Chief, International Journal of Entrepreneurial Behavior & Research) Amon Simba (Associate Editor, JSBE), Christina Guenther (Editor, Journal of Entrepreneurship Theory and Practice) moderated by Howard Lin (Editor in Chief, Journal of Small Business and Entrepreneurship).

EDITORS PANEL: ENSURING PUBLICATION SUCCESS

Meet the Editors of
Entrepreneurship Journals

DREAM IT! BELIEVE IT! ACHIEVE IT!: Entrepreneurship Education Evolving: Past, Present, and Future

The distinguished **Wilfred White Fellows** panel delivers a fast-paced discussion examining Entrepreneurship Education in the classroom, in practice, and beyond. This session capturing the essence of the rapidly evolving philosophy and practice of Entrepreneurship Education in the 21st Century exploring the roles of creativity, innovation, and technology and presents a comprehensive entrepreneurship process model. This discussion sets the stage for translating ideas into actions. Blending Entrepreneurship Education past, present and future, this distinguished panel outlines the essential elements that define Entrepreneurship Education from ideation, conceptualization, and formulation to the process of implementation. As an Entrepreneurship Educator, are you ready for what's next?

The **Indigenous Innovation Initiative**, hosted at Grand Challenges Canada, is the first Indigenous-led platform in Canada to provide targeted investments and support for Indigenous innovation development and create the conditions for innovative Indigenous-led businesses to be market-ready. This panel discussion brings together Indigenous business leaders, innovators, and social entrepreneurs who are creating the conditions for Indigenous women, Two Spirit, queer, trans and gender diverse people to thrive through the Advancing Indigenous Gender Equality through Innovation and Social Entrepreneurship Program.

INDIGENOUS-LED INNOVATION AND SOCIAL ENTREPRENEURSHIP

Creating the conditions
for regenerative
economic recovery

HIGHLIGHTS

MaRS is North America's largest urban innovation hub supporting 1,500 Canadian high-growth startups and scale-ups tackling key issues in health, cleantech, fintech and other sectors. MaRS convenes all members of the tech ecosystem to drive breakthrough discoveries, grow the economy and make an impact by solving real problems for real people — in Canada and around the world.

This session takes a look at how Canada is faring in the changing global capital landscape, and how MaRS programs and services have been shaped to address the challenges and opportunities over the past 18 months to help Canadian entrepreneurs succeed globally in Canada and around the world.

THE VIEW FROM MARS:

How MaRS helps high-growth companies successfully navigate today's ecosystem

MUNICIPAL INNOVATION:

Partnering with Higher Education Institutions to Drive Recovery & Resilience

When COVID-19 struck, the City of Toronto and the 8 Toronto higher education institutions (HEIs) mobilized to support response and recovery efforts and to imagine a city where the economy and all parts of the community could thrive, engaging faculty and students to help develop capacity for the City of Toronto and GTA businesses and community. A partnership model was designed sourcing faculty and student experts to work with City staff to address urgent local needs as part of the consortium.

The panel outlines Toronto's collaborative innovation approach, 8 pilot projects, issues and challenges that arose, how these were addressed, how City staff embraced an innovation and entrepreneurial mindset - and plans for this model, now a permanent fixture of the City of Toronto, to operate at a scale across Ontario for municipalities and area businesses.

This panel provides an information session on work-integrated learning (WIL) opportunities offered by the Canadian Information and Communications Technology Council (ICTC). This panel provides an overview of how and how hiring a student could open opportunities for small businesses and build resilience for the future by accessing the newest talent available on the market while providing first-hand experience from employers about how WIL impacted students. Right now, employers can qualify for up to 75% per student per term.

INTEGRATED ENTREPRENEURSHIP LEARNING:

ICTC's WIL Digital Program, Wage subsidies for Canadian employers!

CCSBE 2021 Engagement

165

SUBMISSIONS

A total of 165 submissions were received - including full paper submissions, workshop proposals and panel discussion sessions.

32

ACADEMIC FULL PAPER SUBMISSIONS

All full papers were blind-reviewed for Best Paper Awards in both English and French languages. Publication outlet: JSBE

15

PANEL DISCUSSIONS

Panel discussions covered topics such as inclusive entrepreneurship, indigenous entrepreneurship, entrepreneurship and disabilities, innovative financing for under-represented communities, programming for women entrepreneurs, publishing trends with entrepreneurship journal editors, trade and exporting programs, and many more topics.

13

WORKSHOPS

Workshop topics included entrepreneurship programming for racialized entrepreneurs, incorporating diversity equity and inclusion into businesses and organizations, programming for immigrant and newcomer entrepreneurs, using lean entrepreneurship methodologies, and many other topics.



LET'S CONTINUE THE DIALOGUE - JOIN US AT CCSBE 2022 NEXT FALL!

As part of your conference registration you will receive your annual CCSBE membership.

CCSBE continues to work with our national and global partners to deliver a conference that allows for the collaborative exchange of ideas, research, and best practices and brings value to all.

We very much appreciate your continued support and we invite you to continue the dialogue when we see you next fall!

**See You at
CCSBE
2022!**



Become a CCSBE Member

As a CCSBE member, you will receive many benefits, including:

Access to CCSBE's Journal of Small Business and Entrepreneurship (JSBE)

Access to a professional network of thought-leaders, researchers, educators, practitioners and policy makers promoting entrepreneurship and small business across Canada and internationally.

Access to the CCSBE newsletter and online resources – including CCSBE's LinkedIn network

Access to an annual CCSBE conference registration discount

Invitation to national and regional events promoting entrepreneurship across Canada, including on-line webinars

Expand your network of colleagues and collaborators including researchers, educators, entrepreneurs, students, and policy makers working to advance entrepreneurship and small business development across Canada and internationally.

For more information go to www.ccsbe.org

**Access to a
Network of
>2,500**

**Publication
Outlet
(JSBE)**

**Invitation to
CCSBE events**

**JOIN THE
CCSBE
NETWORK.**

**BECOME A
MEMBER
TODAY.**

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