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# Event Agenda

Canadian Council for Small Business and Entrepreneurship 2024 Conference

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## Wed, Nov 06, 2024

- 8:30 AM - 8:50 AM**      **Opening Ceremony**
- 9:00 AM - 10:00 AM**      **Entrepreneurial Influences**
- How Artificial Intelligence and Remote Technology Adoption Impact the Effectiveness of Board Processes: Risks and Opportunities**  
9:00 AM - 9:20 AM  
Speaker: Devan Mescall
  - Tracing entrepreneurial pathways: The role of nascent entrepreneurs' values on enterprise evolution**  
9:20 AM - 9:40 AM  
Speaker: Yasanthi Perera
  - Successors' choice of university discipline: Does it affect the family business?**  
9:40 AM - 10:00 AM  
Speaker: Linda Dyer
- 9:00 AM - 10:00 AM**      **Entrepreneurship in Agriculture**
- IoT is Changing Fruit Farming: A Case Study with Actor-Network Theory**  
9:00 AM - 9:20 AM  
Speaker: Melanie McCaig
  - The Landscape of Digital Farming Technologies in Western Canadian Cattle Industry**  
9:20 AM - 9:40 AM  
Speaker: Tate Cao
  - Delayed Harvest: Struggles to Transition Consumers from the Black to Legal Market in Canadian Cannabis**  
9:40 AM - 10:00 AM  
Speaker: Arlinda Sherifi
- 9:00 AM - 10:10 AM**      **Financing for Women Entrepreneurs**  
Speakers: Katrina German, Alexandra Dawson, Shannon Pestun, Ellen Farrell ; Facilitator: Zohreh Hassannezhad
- 9:00 AM - 10:10 AM**      **Indigenous Entrepreneurship**  
Speakers: Shannon Pestun, Robert Anderson, Emilie Fortin-Lefebvre, Irene Henriques, Sonya Graci, Sandra Schillo, Fernando Angulo
- 10:10 AM - 11:10 AM**      **Entrepreneurial Careers**
- Incremental two-way mobility on the hybrid entrepreneurial spectrum**  
10:10 AM - 10:30 AM  
Speaker: Kanhaiya Sinha
  - Family bonds and innovation in family firms: Through the eyes of a child**  
10:30 AM - 10:50 AM  
Speaker: Barbara Reda
  - A Senior Engineer, Millionaire, and Pizza Deliverer? A Social Entrepreneurship Program for Mid-Career Engineers**  
10:50 AM - 11:10 AM  
Speaker: Yuxi Zhao
- 10:10 AM - 11:20 AM**      **Boosting Canada's Economy: An Age-Driven Workforce Resurgence**  
Speaker: Edward Leach
- 10:10 AM - 11:20 AM**      **Support Systems in Entrepreneurial Ecosystems**  
Facilitator: Tomke Augustin ; Speakers: Anna Sinclair, Charlie Wall Andrews, Charlene Nicholls-Nixon
- 10:10 AM - 11:20 AM**      **Immigrant Entrepreneurship**  
Speakers: Dr. Jo-Ann Johnson, Susann Schäfer, Sui Sui, Jack Jedwab, Nadia Caidi ; Facilitator: Samar Mudawi

11:20 AM - 12:20 PM

## Entrepreneurial Finance

### **Influence of Financial Literacy and AI on Founders' Risk Assessment When Founding a New Venture**

11:20 AM - 11:40 AM

Speaker: Marjana Subotic

### **Outliers Emerge Predictably from Experimentation**

11:40 AM - 12:00 PM

Speaker: Zahra Jamshidi

### **Overcoming Financial Barriers for SMEs and Startups in the DRC: Leveraging Digital Financial Services for an Effective Entrepreneurial Ecosystem.**

12:00 PM - 12:20 PM

Speaker: Pepin Ilonga Nkupo

11:20 AM - 12:20 PM

## Inclusive Entrepreneurial Ecosystems

### **MWM Consulting**

11:20 AM - 11:40 AM

Speaker: Alexander Miller

### **Are We Including (all of) Canada's Immigrant Entrepreneurs? Developing Inclusive and Effective Entrepreneurial Network Systems**

11:40 AM - 12:00 PM

Speaker: Joyline Makani

### **When does digitalization level the playing field for women-led SMEs?**

12:00 PM - 12:20 PM

Speaker: Alben Pergelova

11:20 AM - 12:30 PM

## 2SLGBTQI+ Entrepreneurship

Speakers: Dr. David Kinitz, B Pick, Moe Yassine, Didi Chuk ; Facilitator: Juan Marsiaj

11:20 AM - 12:30 PM

## Procurement and Supplier Diversity

Speakers: Cassandra Dorrington, Judith Richardson, Minelle Silva, Darrell Schuurman ; Facilitator: Dr. Mohamed Elmi

12:30 PM - 1:30 PM

## En Français

### **Naviguer les adversités : comment la résilience de carrière des nouveaux entrepreneurs favorise leur satisfaction au travail et leur poursuite en entrepreneuriat**

12:30 PM - 12:50 PM

Speaker: Ismail Elalaoui

### **Gestion stratégique de la chaîne d'approvisionnement globale en contexte de crise systémique: proposition d'un cadre managérial aux PME**

12:50 PM - 1:10 PM

Speaker: Julien Bazile

### **Évolution des technologies numériques dans les chaînes de valeur globales et compétitivité des pays : une revue systématique de la littérature.**

1:10 PM - 1:30 PM

Speaker: Kossi Hyacinthe Boko

12:30 PM - 1:40 PM

## SPECIAL GUEST: The F Word: Life and Business GET to be FUN!

Speaker: Andrea Parker

12:30 PM - 1:30 PM

## Global Entrepreneurship Monitor (GEM) Canada Report Launch

Facilitator: Dr. Peter Josty ; Speakers: Dr. Geoff Gregson, Tasha Richard, Jay Kryslar

1:40 PM - 2:40 PM

## Entrepreneurship Education

### **Towards Constructive Alignment in Entrepreneurship Education**

1:40 PM - 2:00 PM

Speaker: Alon Eisenstein

### **Elevating Entrepreneurship: A Case Study of an Entrepreneurial Educational Program SIGMA in Canadian Higher Education**

2:00 PM - 2:20 PM

Speaker: Tate Cao

### **Entrepreneurship Education: An opportunity for youth**

2:20 PM - 2:40 PM

Speakers: Komal Sharma, Amandeep Singh

1:40 PM - 2:40 PM

### Entrepreneurial Teams

#### Is Your Leadership Style Disengaging Your Team Without You Knowing It?

1:40 PM - 2:00 PM

Speaker: Dr Bahare Afrahi

#### To What Extent Do Trust, Teams, and Founding Teams Inform Each Other – and Can They?

2:00 PM - 2:20 PM

Speaker: Marjana Subotic

#### The Role and Effects of Entrepreneurial Team Formation Strategies on Venture Investors' Decision-Making

2:20 PM - 2:40 PM

Speaker: Marjana Subotic

1:40 PM - 2:50 PM

### University Entrepreneurship Co-op program for Venture Creation and Andragogy Design Elements for Reflective Practices

Speakers: Wayne Chang, Daniel Gomes, Arsen Stepanyan, Kailimi Li

1:40 PM - 2:50 PM

### Social Entrepreneurship and Sustainability

Speakers: Sofiane Baba, Mai Thai, Michael Ngoasong, Kelsey Taylor, Dr. Guang Ying Mo ; Facilitator: Amrita Kaushik

2:50 PM - 3:50 PM

### Environmental Costs and Incentives

#### Incentives for Renewable Energy: Capital-dominated vs. Margin-dominated Projects

2:50 PM - 3:10 PM

Speaker: Maryna Klymchuk

#### Ecological Fix: Solving Environmental and Financial Crises Simultaneously?

3:10 PM - 3:30 PM

Speaker: Yuxi Zhao

#### Navigating the Cost of Sustainability: ESG Practices and Financing Needs in SMEs

3:30 PM - 3:50 PM

Speaker: Reza Chowdhury

2:50 PM - 3:50 PM

### Start-ups to Scale-ups

#### Event-Driven Evolution in Entrepreneurial Ecosystems: Insights from Unicorn Firm Acquisitions

2:50 PM - 3:10 PM

Speaker: Philip Piercey

#### Digital Innovation Introduction in Technology-Hostile Environment by Malagasy Startups

3:10 PM - 3:30 PM

Speaker: Tahiry Jonathan Rakotoarisoa

#### Timing the Ascent: Open-Source Software and Time to Scale-up (full paper)

3:30 PM - 3:50 PM

Speaker: Jabar Torkaman

2:50 PM - 4:00 PM

### Let the Games Begin – The Fun Side of Teaching Entrepreneurship

Speakers: Alon Eisenstein, Doan Winkel, Inge de Dreu, Jediah Weller

2:50 PM - 4:00 PM

### Women in Technology

Speakers: Sandra Schillo, Albena Pergelova, Meghann Coleman, Lorna Treanor

4:00 PM - 5:00 PM

### Supporting Sustainable Growth

#### Developing Sustainable Global Value Chain: Role of Multi-Stakeholder Collaborations and Digital Transformations

4:00 PM - 4:20 PM

Speaker: Sina Mirzaye Shirkoohi

#### Canadian SMEs embedded in global supply chains facing systemic crisis: risk management and mitigation strategies

4:20 PM - 4:40 PM

Speaker: Julien Bazile

#### Entrepreneurship and Innovation in Mississauga

4:40 PM - 5:00 PM

Speaker: Liechen Huang

4:00 PM - 5:10 PM

### Meeting students where they are: Entrepreneurship from Zero, no idea required

Speakers: Jackson Mills, Holden Beggs

4:00 PM - 5:10 PM

### Skills and Training for Entrepreneurs

Speakers: Ingrid Chadwick, Petra Kassun-Mutch, Natalie Frederick-Wilson, Stephany Sani-Edwards, Alyssa Saiphoo ; Facilitator: Betina Borova

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Thu, Nov 07, 2024

8:00 AM - 8:50 AM

### Hot Canadian Breakfast

Location: 4th floor Hunter Student Commons

9:00 AM - 9:20 AM

### Opening Ceremony

Location: Collision Space 4th floor Hunter Student Commons

9:30 AM - 10:50 AM

### BILLIONS: Casting Unicorn Growth Magic Spells on SMEs

Location: Collision Space 4th floor Hunter Student Commons  
Speakers: Manuj Nikhanj, Jeff Adamson, Jord Cowan ; Moderator: Chad Saunders

11:00 AM - 12:00 PM

### Entrepreneurship Education

Location: Mathison Hall (MTH) 305: Viewpoint Circle

#### Meeting learner needs with Artificial Intelligence in entrepreneurship- How to adapt current teaching practice

11:00 AM - 11:20 AM  
Location: MTH 305: Viewpoint Circle

#### Ascertaining the experiential and social factors that drive core-self-evaluation among post-secondary students

11:20 AM - 11:40 AM  
Location: MTH 305: Viewpoint Circle  
Speaker: Dr. Abede Mack

#### How Serious Board Game Design Supports Design Thinking: An Alternative Approach to Traditional Tools in Entrepreneurship Education

11:40 AM - 12:00 PM  
Location: MTH 305: Viewpoint Circle  
Speaker: Wilian Gatti Junior

11:00 AM - 12:00 PM

### Sustainable Entrepreneurship

Location: Mathison Hall (MTH) 147

#### Sustainable sales force model for area profitability in the pharmaceutical industry in CDMX

11:00 AM - 11:20 AM  
Location: MTH 147  
Speaker: Yasmin Vasquez

#### Sustainable E-commerce Model to Overcome Market Permanence: The Case of Micro Clothing Retail Businesses in Mexico City

11:20 AM - 11:40 AM  
Location: MTH 147  
Speaker: David Aaron Montes Perez

#### Succession Planning in Family Owned-Businesses in Ghana: The Influence of Ground Rules in Succession Success

11:40 AM - 12:00 PM  
Location: MTH 147  
Speaker: Bernard Obeng

12:10 PM - 1:10 PM

### Classic Working Lunch and Gift Bag Networking Event

Location: Mathison Hall (MTH) 306: Event Space

1:20 PM - 2:20 PM

### Startups and Scaling

Location: Mathison Hall (MTH) 147

#### Using Artificial Intelligence and the Critical Factor Assessment (CFA) to Predict Startup Funding Outcomes

1:20 PM - 1:40 PM  
Location: MTH 147  
Speaker: Yan Katcharovski

#### Fast Features Approach to Entrepreneurs' Digital Venture Creation: A novel perspective on entrepreneurship in resource-constrained ecosystems.

1:40 PM - 2:00 PM  
Location: MTH 147  
Speaker: Barb Marcolin

1:20 PM - 2:20 PM

**Entrepreneurial Training at National Scale - A Very Canadian Approach**

Location: Mathison Hall (MTH) 305: Viewpoint Circle  
Speakers: John MacRitchie, Ines Bartilotti, Meghann Coleman, Anna Ehrhardt

2:30 PM - 3:10 PM

**Afternoon Snack**

Location: Outside Mathison Hall (MTH) 305

3:20 PM - 4:20 PM

**Necessity vs Opportunity**

Location: Mathison Hall (MTH) 305: Viewpoint Circle

**Understanding Persistent Informality Among Entrepreneurs: Economic Necessity or Strategic Opportunity?**

3:20 PM - 3:40 PM

Location: MTH 305: Viewpoint Circle

Speakers: Daniel Njoagwuani, Nathan Greidanus

**Entrepreneurship in Disruptive Innovations: Differential Impacts of Institutions**

3:40 PM - 4:00 PM

Location: MTH 305: Viewpoint Circle

Speaker: Xiaohua Lin

**Ice Cream Shop Cash Flow Simulation**

4:00 PM - 4:20 PM

Location: MTH 305: Viewpoint Circle

Speaker: Justin Knibbe

3:20 PM - 4:20 PM

**Artificial Intelligence in the Classroom: The Good, the Bad, and the Ugly**

Location: Mathison Hall (MTH) 147  
Speaker: Andrew Maxwell

4:20 PM - 5:30 PM

**Free Time before Gala Awards Ceremony**

5:30 PM - 8:30 PM

**Gala Awards Ceremony**

Location: Mathison Hall (MTH) 306: Mathison Hall Event Centre

**Check-in and Bar Service (Drink Ticket Provided)**

5:30 PM - 5:50 PM

**Welcome Remarks**

6:00 PM - 6:20 PM

**Buffet Begins and Best Paper Awards Presented**

6:20 PM - 7:00 PM

**Fireside Chat with the Price Family**

7:00 PM - 7:40 PM

**CCSBE Awards**

7:40 PM - 8:00 PM

**Bar Service**

8:00 PM - 8:30 PM

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**Fri, Nov 08, 2024**

9:00 AM - 9:30 AM

**Chorizo Breakfast Wraps, Fruit and Pastries**

Location: 4th floor Hunter Student Commons

9:40 AM - 10:30 AM

**The Perils of Eyes Wide Shut Entrepreneurs Heeding Venture Capital Siren Calls**

Location: Collision Space 4th floor Hunter Student Commons

10:40 AM - 12:00 PM

**DIAMOND SPONSOR PANEL: Inclusive Entrepreneurship Ecosystem**

Location: Collision Space 4th floor Hunter Student Commons  
Speakers: Wendy Cukier, Gina Grandy, Banu Ozkazanc-Pan; Facilitator: Shannon Pestun

12:10 PM - 1:10 PM

**Bibimbap Networking Lunch**

Location: Mathison Hall (MTH) 306: Mathison Hall Event Centre

1:20 PM - 2:20 PM

### **Inclusive Ecosystems**

Location: Mathison Hall (MTH) 435

#### **Gender, Language, and Culture: Uncovering Biases in Digital Entrepreneurship for Quebecois YouTube Content Creators**

1:20 PM - 1:40 PM

Location: MTH 435

Speakers: Sumin Song, Fanny Macé

#### **How Digital Technologies Shape Entrepreneurial Ecosystems?**

1:40 PM - 2:00 PM

Location: MTH 435

Speaker: Arman Sadreddin

1:20 PM - 2:20 PM

### **Learn to teach and teach to learn: A heutagogical approach to entrepreneurship education**

Location: Mathison Hall (MTH) 445

Speakers: John Lam, Ashley Gibbs, Sahana Srikandarajah

2:30 PM - 3:30 PM

### **Entrepreneurial Strategy**

Location: Mathison Hall (MTH) 435

#### **New Venture Distinctiveness: Impact of Market Category on the Distinctiveness-Performance Relationship**

2:30 PM - 2:50 PM

Location: MTH 435

Speaker: Andishe Ashjari

#### **Exploring the Impact of Pivotal Events on Firm Longevity via Dynamic Capabilities among Medium-Size Enterprises in Canada**

2:50 PM - 3:10 PM

Location: MTH 435

Speaker: Taoting Li

#### **How to Turn Crises into Opportunities? Evidence from COVID-19 and the Ukraine War**

3:10 PM - 3:30 PM

Location: MTH 435

Speaker: Xi Chen

2:30 PM - 3:30 PM

### **Entrepreneurial Finance**

Location: Mathison Hall (MTH) 445

#### **Enhancing Venture Capital Decision-Making: The Integration of Multi-Agent LLMs**

2:30 PM - 2:50 PM

Location: MTH 445

Speaker: Mahdieh Sarbazvatan

#### **Too Many or Too Few? The Impact of Scientists on Equity Funding in Science-Based Ventures**

2:50 PM - 3:10 PM

Location: MTH 445

Speaker: Mehrsa Ehsani

3:20 PM - 4:00 PM

### **University Entrepreneurship Co-op programs and Competencies for Future-Ready Development**

Location: Mathison Hall (MTH) 445

Speakers: Wayne Chang, Cristen Brown, Justin Kieffer, Shannon Taylor, Sara Stewart

4:00 PM - 4:20 PM

### **Closing Remarks**

Location: Mathison Hall (MTH) 445