

#SBAC2020

9th Social Business Academia Conference 2020

Virtual Conference

November 4 – 6, 2020

CONFERENCE HIGHLIGHTS

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Social Business Academia Conference (SBAC) Brief

Social Business Academia Conference (SBAC) is a platform for networking of the growing network of Yunus Social Business Centres (YSBCs) at universities around the world to share their experiences and future plans. The goal of the conference is to foster an inter-disciplinary and international academic and research community around social business, and generate more research and curriculum in the field of social business.

This conference highlights the new developments in the implementation of social business; how this idea of what Nobel Peace Laureate Professor Muhammad Yunus calls selfless business for solving social problems is taking root around the world. Academic institutions who are part of this social business network and those who are interested to join this life-changing movement- all are welcome at this conference.

SBAC seeks to understand the management and performance implications of the social business concept. It also aims to explore new theoretical and empirical research in the areas of finance, marketing, human resources, information and communication technology, health, agriculture and management issues related to social businesses which will foster the future direction of the policies and practices of these businesses. The aim of this conference is to motivate young people and academicians to join this selfless business from their academic and personal space. With the introduction of social business centers at the universities, this idea becomes a part of the learning programs which is to shape the minds of people while they are young. It gives them one more option and provides them with the opportunity to explore an alternative way to pursue their lives.

In Social Business Academia Conference (SBAC) many experts of social business share their learnings and ideas in different plenary sessions. Academic sessions of SBAC also gives the platform for the practitioners to share their knowledge with everyone. This is how each aspect of SBAC becomes a learning zone for everyone who is doing social business and also for those who are willing to do so.

The first SBAC was held in 2010 during the Global Social Business Summit (GSBS) in Wolfsburg which graduated to successful Social Business Academia Days in Vienna in 2011 and 2012. With further steps SBACs were being organized in parallel with the Summits in Kuala Lumpur, Mexico City, Berlin (twice) and Paris (twice), before returning to Wolfsburg in 2019 and Bogota in 2020. With the growing YSBC Network over the years the event has witnessed well over 100 delegates attending and 30-50 papers presented at the sessions. The quality of papers have also improved, with many now appearing in academic journals.

For 2020, although initially planned as a physical event in collaboration with two prestigious Colombian Universities- Universidad Externado de Colombia and Universidad ICESI - Cali, the COVID-19 pandemic resulted in the shift of the event to virtual platforms. In line, the 9th Annual SBAC was held from November 4-6,2020, gathering over 1300 people from 74 countries co-organized by Yunus Centre and the Colombian Academic partners- and supported by the Yunus + You - The YY Foundation and the Dutch Postcode Lottery. The 3 days of virtual events were divided into three plenary sessions and five academic sessions (two in Spanish and three in English).

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Agenda:

9th Social Business Academia Conference 2020

November 4-6, 2020

Program

Session Name	Date	Time (Dhaka)	Time (Amsterdam)	Time (Bogota)
Opening Ceremony	04.11.2020	19:00 – 20:00 (PM)	14:00 – 15:00 (PM)	08:00 – 09:00 (AM)
<p>Speakers: Ms. Lamiya Morshed, Executive Director, Yunus Centre, Bangladesh Professor M. Jahangir Alam Chowdhury, Department of Finance, Executive Director, Center for Microfinance and Development, University of Dhaka, Bangladesh Professor Cam Donaldson, Yunus Chair and Pro Vice-Chancellor Research, Glasgow Caledonian University, United Kingdom Dr. Alejandro Beltran Duque, Dean of Faculty of Business Administration Universidad Externado de Colombia Dr. Ramiro Guerrero, Dean of Economics and Finance, ICESI University, Colombia Dr. Manuel Elkin Patarroyo Murillo, Director, Fundacion Instituto de Inmunologia de Colombia - FIDIC Professor Muhammad Yunus, Chairman, Yunus Centre, Bangladesh</p>				
Academic (Spanish) Session 1	04.11.2020	20:30 – 22:00 (PM)	15:30 – 17:00 (PM)	09:30 – 11:00 (AM)
<p>Moderator: Professor Alejandro Mungaray Lagarda, Co-ordinator, UABC Yunus Centre for Social Business and Wellbeing, UABC Universidad Autónoma de Baja California, Mexico Inaugural Speech: Professor Muhammad Yunus, Chairman, Yunus Centre</p> <ol style="list-style-type: none"> HOPETRUCK: COCINANDO NUEVAS HISTORIAS Castillo Alexis Lea PRESERVANDO LA JOYERÍA DE FILIGRANA EN MÉXICO: UN OFICIO QUE BRINDE EMPLEO DE BIENESTAR A ARTESANOS DEL ESTADO DE OAXACA Rocha Dairene Mirelly PROPUESTA DE UN BANCO DE ROPA CON CARÁCTER SOCIAL, PARA LA CIUDAD FRONTERIZA DE TIJUANA, BAJA CALIFORNIA, MÉXICO Castillo Fausto; Ledezma David Pobreza Alimentaria y Hambre: hacia el rescate de alimentos para combatir el hambre y mejorar la nutrición de la población vulnerable en el municipio de Mexicali, Baja Ayala Sergio Ixchel 				

Academic (Spanish) Session 2	04.11.2020	22:30 – 00:00 (AM)	17:30 – 19:00 (PM)	11:30 – 13:00 (AM)
<p>Moderator: Professor Osmar E. Arandia Perez, Director de Posgrados en Administración, Universidad de Monterrey, Mexico</p> <p>Inaugural Speech: Professor Muhammad Yunus, Chairman, Yunus Centre</p> <ol style="list-style-type: none"> IMPULSA EN LÍNEA. Una propuesta de alfabetización digital JUAREZ NESTOR ALBERTO; DE LA O VERONICA GUADALUPE; BEJARANO DIANA MARCELA LOS CENTROS DE ASISTENCIA SOCIAL EN MÉXICO “CASA HOGAR LA ESPERANZA” HACIA UN MODELO DE NEGOCIO SOCIAL EN LA CIUDAD DE TIJUANA. Gomez Roberto “Cualli: Soluciones para la sostenibilidad de los Centros Asistencialistas en Baja California” Carrillo Jorge COOPERATIVA SIHUATL DE EMPLEADAS DOMÉSTICAS FLORES PRISCILLA 				
Academic (English) Session 3	05.11.2020	13:00 – 14:30 (PM)	08:00 – 09:30 (AM)	02:00 – 03:30 (AM)

<p>Moderator: Professor Chien-wen Shen, Director, Yunus Social Business Centre, National Central University, Taiwan</p> <ol style="list-style-type: none"> Use of Portable Health Clinic (PHC) to Tackle COVID-19: Technical and Social Challenges Chowdhury Rajib; Yokota Fumihiko; Naoki Nakashima; Islam Rafiqul; Ahmed Ashir DE-COUPPING SOCIAL ENTERPRISE FROM NEO-LIBERALISM: THE POTENTIAL OF ECOVILLAGES McIntyre Janet; Wirawan Rudolf ABSORPTIVE CAPACITY AT THE BOTTOM OF THE PYRAMID Alba Claudia; Dentchev Nikolay Academia Report Leonhard Nima Presentation Paola Samoggia 				
Plenary Session 1	05.11.2020	15:00 – 16:00 (PM)	10:00 – 11:00 (AM)	04:00 – 05:00 (AM)
<p>Session Title: Academic Curriculum on Social Business</p> <p>Moderator: María Isabel Irurita, Director, Yunus Centre for Social Innovation, Universidad Icesi, Colombia</p> <ol style="list-style-type: none"> Prof. Chien-wen Shen, Director, Yunus Social Business Centre, National Central University, Taiwan Dr. Faiz Shah- Director (Programs) & Director, Yunus Center Asian Institute of Technology, AIT, Thailand 				

3. **Prof. Cam Donaldson**, Yunus Chair and Pro Vice-Chancellor Research, Glasgow Caledonian University, UK
4. **Mr. Timothy HAGEN**, Head, Department of Business Administration, Director, Yunus Center for Social Business and Sustainability, Epoka University, Albania
5. **Prof. Elisabetta Righini**, Professor of Commercial Law and and financial markets, University of Urbino Carlo Bo, Urbino, Italy
6. **Mr. Alfredo Cardenas Serrate**, Academic Coordinator, Universidad Privada Cumbre, Bolivia
7. **Dr. Mai Thai**, Associate Professor, Department Of Entrepreneurship And Innovation, HEC Montreal, Canada
8. **Dr. Mohammed Masum Iqbal**, Dean, Faculty of Business & Entrepreneurship, Daffodil International University, Bangladesh

Academic (English) Session 4	05.11.2020	16:30 – 18:00 (PM)	11:30 – 13:00 (PM)	05:30 – 07:00 (AM)
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Moderator: Professor Abdul Hannan Chowdhury, Dean of School of Business and Economics, North South University, Bangladesh

1. **Money, Value and a Distorted World: A Case for Social Business**
Huque Qazi Nazrul
2. **Managing Human Resources in Social Business Organization for creating shared value**
Farhana Ferdousi; Rahman Mehe Zebunnesa
3. **How the second quantum revolution could empower artificial intelligence-based Social Businesses to implement the United Nations Sustainable Development Goals in the coming “Decade of Action.”**
Shamsrizi Manouchehr; Krutzik Markus; Wilms Alissa
4. **SOCIAL ENTREPRENEURSHIP TYPOLOGIES BASED ON GEM DATA**
Fernandez-Laviada Ana; Perez Andrea; Lopez-Gutierrez Carlos

Academic (English) Session 5	05.11.2020	18:30 – 20:00 (PM)	13:30 – 15:00 (PM)	07:30 – 09:00 (AM)
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Moderator: Professor Giuseppe Torluccio, Professor of Economics of Financial Intermediaries, University of Bologna, Italy

1. **From the Sixteen Decisions to Social Business: The Worldview of Muhammad Yunus**
Huque Qazi Nazrul
2. **Social Innovation support in higher education: The University Turned inside out**
Mark Majewsky Anderson
3. **Microcredit Regulation Towards Human, Social and Economic Development**
Oliveira Andressa
4. **Challenges to the Equilibrium between Sustainable and Charitable Microfinance Institutions: An analysis of Agroamigo and BancoSol**
Praun Mussi de Mattos Thomas

Plenary Session 2	05.11.2020	20:15 – 21:15 (PM)	15:15 – 16:15 (PM)	09:15 – 10:15 (AM)
<p>Session Title: Program Updates from YSBCs Around the World Moderator: Lamiya Morshed, Executive Director, Yunus Centre, Bangladesh Speakers:</p> <ol style="list-style-type: none"> 1. Zeenat Islam, Relations Manager, Academia Network, Yunus Centre, Bangladesh 2. Mai Thai, Associate Professor, Department Of Entrepreneurship And Innovation, HEC Montreal, Canada 3. Professor Benedicte Faivre-Tavignot, Professor and Executive Director of the Society and Organizations Institute of HEC Paris, France 4. Professor Amit Jain, Pro Vice-Chancellor, Amity University, India 5. Frederic Penz, Coordinator Leuphana Yunus Centre for Social Business and Values, Leuphana University Lüneburg, Germany 6. María Isabel Irurita, Director, Yunus Centre for Social Innovation, Universidad Icesi, Colombia 7. Jose Alexander Mosquera Mosquera, Director Programa Internacional de Intercambio "Emerging Market Initiatives" EMI en Universidad Externado de Colombia. 8. Hiroshi Hoshino, Managing Director, Yunus & Shiiki Social Business Research Centre, Kyushu University, Japan 9. Dr. Nisha Pandey, Associate Dean Research and Publication and Chairperson Yunus Social Business Center, Vivekanand Education Society Institute of Management, India 10. Gaia De Dominicis, Country Director, Yunus Social Business Colombia 11. Christina Jaeger, Co-founder & Managing Director, Yunus Environment Hub 				
Plenary Session 3	06.11.2020	20:15 – 21:15 (PM)	15:15 – 16:15 (PM)	09:15 – 10:15 (AM)
<p>Session Title: Impact of the Microcredit Program of Grameen America Moderator: Professor M. Jahangir Alam Chowdhury, Department of Finance, Executive Director, Center for Microfinance and Development, University of Dhaka, Bangladesh Speaker: Ms. Andrea Jung, President, and Chief Executive Officer, Grameen America, USA Discussants:</p> <ol style="list-style-type: none"> 1. Ms. Saskia Bruysten, Co-Founder and CEO, Yunus Social Business (YSB), Germany 2. Mr. Abdul Hai Khan- Managing Director Grameen Trust, Bangladesh 3. Mr. Suresh Krishna- Co-founder and CEO of Yunus Social Business Fund Bengaluru and Co-founder and Partner of Yunus Social Business India Initiatives, India 4. Mr. Raymond Serios, Assistant Director for Admin and Special Projects of Negros Women for Tomorrow (NWTF), Philippines 				
Closing Remarks by Professor M. Yunus	06.11.2020	21:15 – 21:30 (PM)	16:15 – 16:30 (PM)	10:15 – 10:30 (AM)

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04.11.2020	19:00 – 20:00 (PM)	14:00 – 15:00 (PM)	08:00 – 09:00 (AM)



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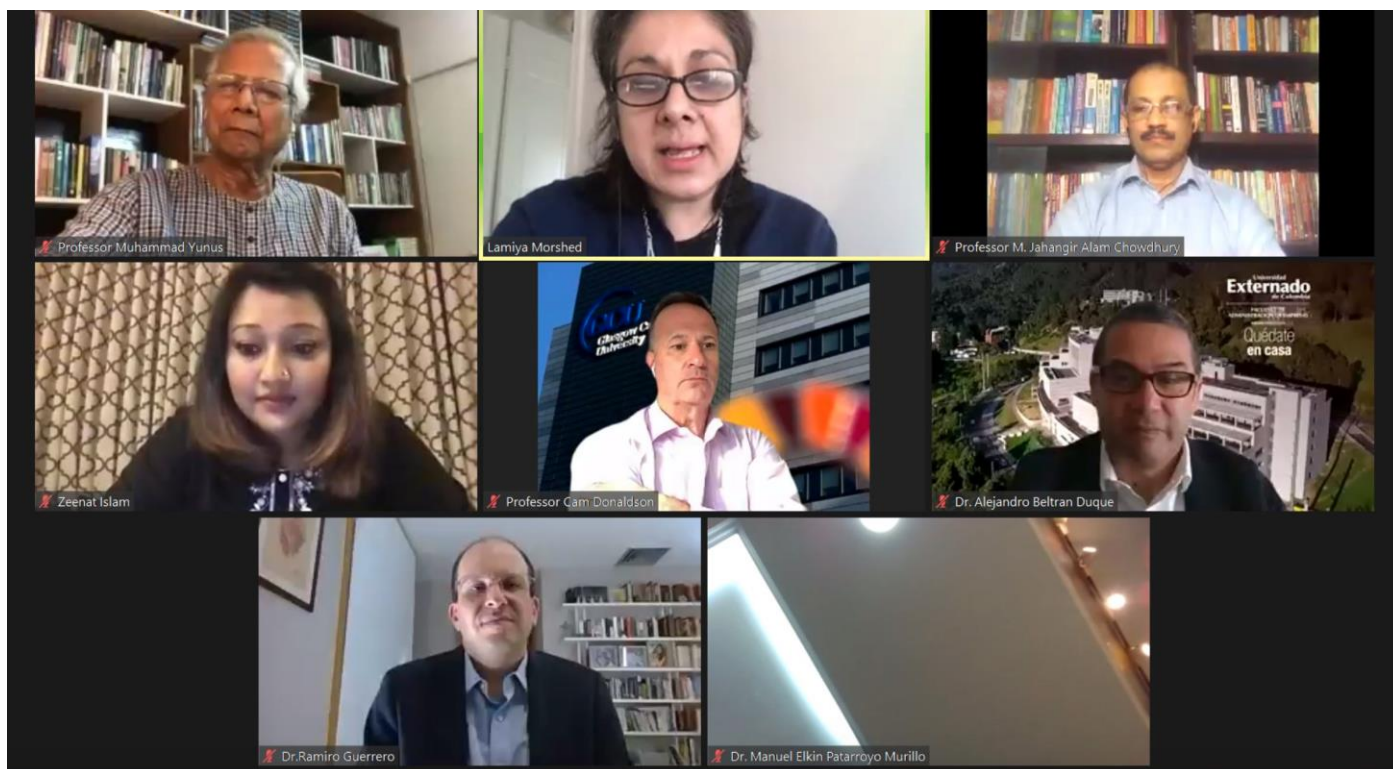


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9th social business academia Conference 2020 Opening Ceremony

Photographs from the Opening Session:





Academic (Spanish) Session 1

Date	Time (Dhaka)	Time (Amsterdam)	Time (Bogota)
04.11.2020	20:30 – 22:00 (PM)	15:30 – 17:00 (PM)	09:30 – 11:00 (AM)

Moderator: Professor Alejandro Mungaray Lagarda, Co-ordinator, UABC
Yunus Centre for Social Business and Wellbeing, UABC | Universidad Autónoma de Baja California, Mexico

Inaugural Speech: Professor Muhammad Yunus, Chairman, Yunus Centre

- 1. HOPETRUCK: COCINANDO NUEVAS HISTORIAS**
Castillo Alexis Lea
- 2. PRESERVANDO LA JOYERÍA DE FILIGRANA EN MÉXICO: UN OFICIO QUE BRINDE EMPLEO DE BIENESTAR A ARTESANOS DEL ESTADO DE OAXACA**
Rocha Dairene Mirelly
- 3. PROPUESTA DE UN BANCO DE ROPA CON CARÁCTER SOCIAL, PARA LA CIUDAD FRONTERIZA DE TIJUANA, BAJA CALIFORNIA, MÉXICO**
Castillo Fausto; Ledezma David
- 4. Pobreza Alimentaria y Hambre: hacia el rescate de alimentos para combatir el hambre y mejorar la nutrición de la población vulnerable en el municipio de Mexicali, Baja**
Ayala Sergio Ixchel

ACADEMIC (SPANISH) SESSION 1

1. HOPETRUCK: COCINANDO NUEVAS HISTORIAS BY ALEXIS LEA MEDRANO

Author:

Name: Castillo Alexis Lea

Email: leacastillo@live.com.mx

Organization: Universidad Autónoma de Baja California

Country: Mexico

2. PRESERVANDO LA JOYERÍA DE FILIGRANA EN MÉXICO: UN OFICIO QUE BRINDE EMPLEO DE BIENESTAR A ARTESANOS DEL ESTADO DE OAXACA BY DAIRENE MIRELLY ROCHA

Author:

Name: Dairene Mirelly Rocha

Email: dairenerocha21@gmail.com

Country: Mexico

Organization: Universidad Autónoma de Baja California - Campus Tijuana

Position: Estudiante de Posgrado en Negocios Sociales

3. PROPUESTA DE UN BANCO DE ROPA CON CARÁCTER SOCIAL, PARA LA CIUDAD FRONTERIZA DE TIJUANA, BAJA CALIFORNIA, MÉXICO BY CASTILLO FAUSTO AND DAVID LEDEZMA

Author 1:

Name: Castillo Fausto

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Country: Mexico

Organization: Universidad Autónoma de Baja California

Position: Estudiante de postgrado

Author 2:

Name: David Ledezma

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Country: Mexico

Organization: Universidad Autónoma de Baja California

Position: Professor Investigador

4. POBREZA ALIMENTARIA Y HAMBRE: HACIA EL RESCATE DE ALIMENTOS PARA COMBATIR EL HAMBRE Y MEJORAR LA NUTRICIÓN DE LA POBLACIÓN VULNERABLE EN EL MUNICIPIO DE MEXICALI, BAJA CALIFORNIA, MEXICO BY SERGIO AYALA

Author 1:

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Country: Mexico

Organization: Universidad Autonoma de Baja California



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Academic (Spanish) Session 2

Date	Time (Dhaka)	Time (Amsterdam)	Time (Bogota)
04.11.2020	22:30 – 00:00 (AM)	17:30 – 19:00 (PM)	11:30 – 13:00 (AM)

Moderator: Professor Osmar E. Arandía Perez, Director de Posgrados en Administración, Universidad de Monterrey, Mexico

Inaugural Speech: Professor Muhammad Yunus, Chairman, Yunus Centre

- 1. IMPULSA EN LÍNEA. Una propuesta de alfabetización digital**
Juarez Nestor Alberto; De La O Veronica Guadalupe; Bejarano Diana Marcela
- 2. LOS CENTROS DE ASISTENCIA SOCIAL EN MÉXICO “CASA HOGAR LA ESPERANZA” HACIA UN MODELO DE NEGOCIO SOCIAL EN LA CIUDAD DE TIJUANA.**
Gomez Roberto
- 3. “Cualli: Soluciones para la sostenibilidad de los Centros Asistencialistas en Baja California”**
Carrillo Jorge
- 4. COOPERATIVA SIHUATL DE EMPLEADAS DOMÉSTICAS**
FLORES PRISCILLA

ACADEMIC (SPANISH) SESSION 2

1. IMPULSA EN LÍNEA. UNA PROPUESTA DE ALFABETIZACIÓN DIGITAL BY JUAREZ NESTOR ALBERTO, DE LA O VERONICA GUADALUPE, DIANA MARCELA BEJARANO

Author 1:

Name: Juarez Nestor Alberto

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Organization: Universidad Autónoma de Baja California

Position: PHD STUDENT

Author 2:

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Country: Mexico

Organization: Universidad Autónoma de Baja California

Author 3:

Name: Bejarano Diana Marcela

Email: dmbejaranor@gmail.com

Country: Mexico

Organization: CESCA

2. LOS CENTROS DE ASISTENCIA SOCIAL EN MÉXICO “CASA HOGAR LA ESPERANZA” HACIA UN MODELO DE NEGOCIO SOCIAL EN LA CIUDAD DE TIJUANA BY ROBERTO GOMEZ

Author 1:

Name: Roberto Gomez

Email: rob.go.cam@gmail.com

Country: Mexico

Organization: Universidad Autónoma de Baja California

3. “CUALLI: SOLUCIONES PARA LA SOSTENIBILIDAD DE LOS CENTROS ASISTENCIALISTAS EN BAJA CALIFORNIA BY JORGE CARRILLO CHEHADE

Author 1:

Name: Jorge Carrillo Chehade

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Country: Mexico

Organization: UABC - Yunnus Centre

Organized By:



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4. COOPERATIVA SIHUATL DE EMPLEADAS DOMÉSTICAS BY PRISCILLA FLORES

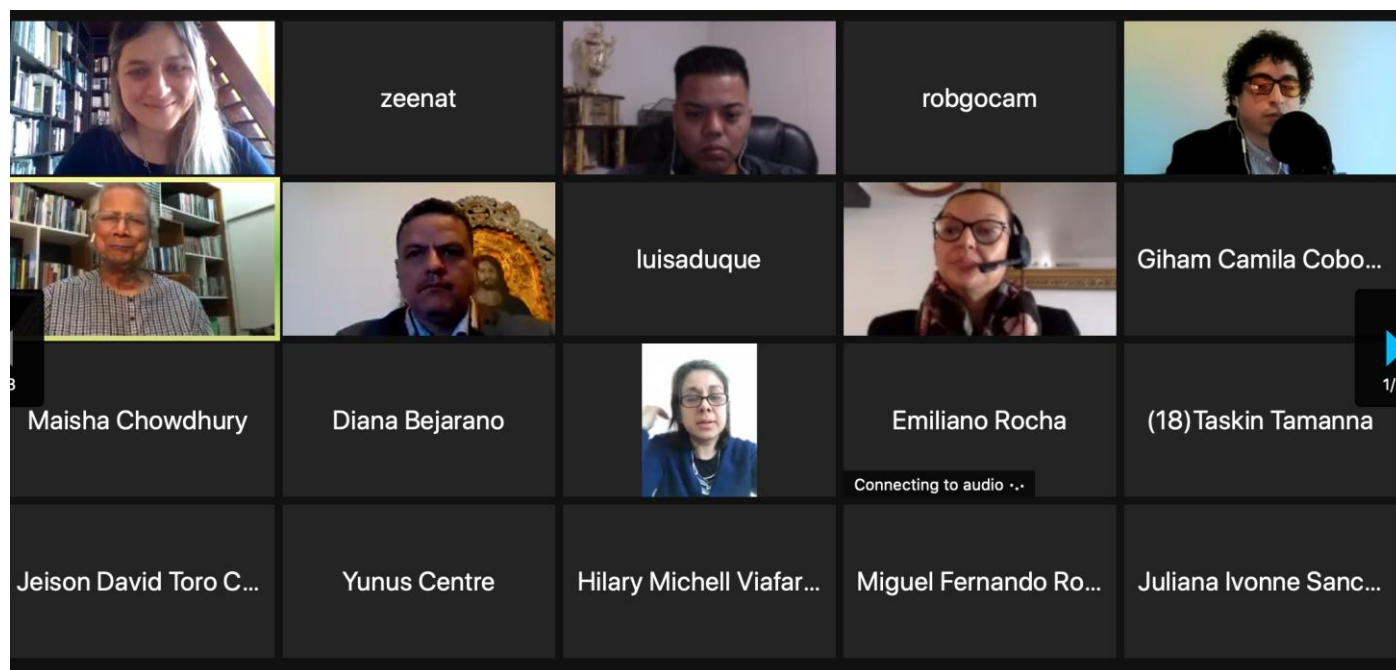
Author 1:

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Country: Mexico

Organization: UABC-FEYRI TIJUANA MÉXICO



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Academic (English) Session 3

Date	Time (Dhaka)	Time (Amsterdam)	Time (Bogota)
05.11.2020	13:00 – 14:30 (PM)	08:00 – 09:30 (AM)	02:00 – 03:30 (AM)

Moderator: Professor Chien-wen Shen, Director, Yunus Social Business Centre, National Central University, Taiwan

- 1. Use of Portable Health Clinic (PHC) to Tackle COVID-19: Technical and Social Challenges**
Chowdhury Rajib; Yokota Fumihiko; Naoki Nakashima; Islam Rafiqul; Ahmed Ashir
- 2. DE-COUPLING SOCIAL ENTERPRISE FROM NEO-LIBERALISM: THE POTENTIAL OF ECOVILLAGES**
McIntyre Janet; Wirawan Rudolf
- 3. ABSORPTIVE CAPACITY AT THE BOTTOM OF THE PYRAMID**
Alba Claudia; Dentchev Nikolay
- 4. Academia Report**
Leonhard Nima, Founder – Studio Nima

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Academic (English) Session 3

1. USE OF PORTABLE HEALTH CLINIC (PHC) TO TACKLE COVID-19: TECHNICAL AND SOCIAL CHALLENGES BY MD. RAJIB CHOWDHURY, YOKOTA FUMIHIKO, NAOKI NAKASHIMA, RAFIQL ISLAM AND ASHIR AHMED

Author 1:

Name: Md. Rajib Chowdhury

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Organization: Global Communication Center, Grameen Communications

Position: Senior Manager - Business Development & Operations

Author 2:

Name: Yokota Fumihiko

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Organization: Kyushu University

Position: Lecturer

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Organization: Kyushu University

Position: Professor

Author 4:

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Organization: Kyushu University

Position: Associate Professor

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Country: Japan

Organization: Kyushu University

Position: Associate Professor

play a role to tackle the COVID-19 situation along with NCDs'. Some modification of PHC system is recommended in this paper in order to make PHC a robust, vibrant and reliable tool among the mass people.

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2. DE-COUPLING SOCIAL ENTERPRISE FROM NEO-LIBERALISM: THE POTENTIAL OF ECOVILLAGES BY JANET MCINTYRE AND RUDOLF WIRAWAN

Author 1:

Name: Janet McIntyre

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Country: Australia

Organization: University of Adelaide and Flinders University

Position: Assoc Prof, Flinders (adjunct) Visiting Research Fellow, Uni of Adelaide

Author 2:

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Email: rudolf.wirawan@flinders.edu.au

Country: Australia

Organization: Adjunct researcher, Flinders University and Wirasoft

Position: CEO , Wirasoft

3. ABSORPTIVE CAPACITY AT THE BOTTOM OF THE PYRAMID BY CLAUDIA ALBA ORTUÑO AND NIKOLAY DENTCHEV

Author 1:

Name: Claudia Alba Ortuño

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Country: Belgium

Organization: Vrije Universiteit Brussels

Position: Phd Student

Author 2:

Name: Nikolay Dentchev

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Country: Belgium

Organization: Vrije Universiteit Brussels

Position: Professor of Innovation and Entrepreneurship



Academic (English) Session 4

Date	Time (Dhaka)	Time (Amsterdam)	Time (Bogota)
05.11.2020	16:30 – 18:00 (PM)	11:30 – 13:00 (PM)	05:30 – 07:00 (AM)

Moderator: Professor Abdul Hannan Chowdhury, Dean of School of Business and Economics, North South University, Bangladesh

- 1. Money, Value and a Distorted World: A Case for Social Business**
Qazi Nazrul Huque
- 2. Managing Human Resources in Social Business Organization for creating shared value**
Farhana Ferdousi
- 3. How the second quantum revolution could empower artificial intelligence-based Social Businesses to implement the United Nations Sustainable Development Goals in the coming “Decade of Action.”**
Shamsrizi Manouchehr; Krutzik Markus; Wilms Alissa
- 4. SOCIAL ENTREPRENEURSHIP TYPOLOGIES BASED ON GEM DATA**
Fernandez-Laviada Ana; Perez Andrea; Lopez-Gutierrez Carlos

Academic (English) Session 4

1. MONEY, VALUE AND A DISTORTED WORLD: A CASE FOR SOCIAL BUSINESS BY QAZI NAZRUL HUQUE

Name: Qazi Nazrul Huque
Email: qnhuque@yahoo.com
Country: Bangladesh
Organization: Grameen Shikkha
Position: Acting Managing Director

2. MANAGING HUMAN RESOURCES IN SOCIAL BUSINESS ORGANIZATION FOR CREATING SHARED VALUE BY FARHANA FERDOUSI AND ZEBUNNESA MEHE RAHMAN

Author 1:

Name: Farhana Ferdousi
Email: dfferdousi@gmail.com
Country: Bangladesh
Organization: Southeast University
Position: Assistant Professor

Author 2:

Name: Zebunnesa Mehe Rahman
Email: mehe.rahman@northsouth.edu
Country: Bangladesh
Organization: North South University
Position: Assistant Professor

3. HOW THE SECOND QUANTUM REVOLUTION COULD EMPOWER ARTIFICIAL INTELLIGENCE – BASED SOCIAL BUSINESSES TO IMPLEMENT THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS IN THE COMING “DECADE OF ACTION” BY MANOUCHEHR SHAMSRIZI, MARKUS KRUTZIK AND ALISSA WILMS

Author 1:

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Country: Germany
Organization: Yunus Centre for Social Business and Values at the Leuphana Universität Lüneburg
Position: Co-Founder

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Author 2:

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Country: Germany

Organization: Institut für Physik of Humboldt-Universität zu Berlin

Position: Researcher

Author 3:

Name: Alissa Wilms

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Country: Germany

Organization: Institut für Physik of Technische Universität Berlin

Position: PhD Researcher

4. SOCIAL ENTREPRENEURSHIP TYPOLOGIES BASED ON GEM DATA BY ANA FERNÁNDEZ-LAVIADA AND ANDREA PEREZ

Author 1:

Name: Ana Fernández-Laviada

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Country: Spain

Organization: University of Cantabria

Position: Director YSBC Cantabria

Author 2:

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Country: Spain

Organization: University of Cantabria

Position: Associate Professor

Author 3:

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Country: Spain

Organization: University of Cantabria

Position: Associate Professor



Academic (English) Session 5

Date	Time (Dhaka)	Time (Amsterdam)	Time (Bogota)
05.11.2020	18:30 – 20:00 (PM)	13:30 – 15:00 (PM)	07:30 – 09:00 (AM)

Moderator: Professor Giuseppe Torluccio, Professor of Economics of Financial Intermediaries, University of Bologna, Italy

- 1. From the Sixteen Decisions to Social Business: The Worldview of Muhammad Yunus**
Qazi Nazrul Huque
- 2. Social Innovation support in higher education: The University Turned inside out**
Mark Majewsky Anderson
- 3. Microcredit Regulation Towards Human, Social and Economic Development**
Oliveira Andressa
- 4. Challenges to the Equilibrium between Sustainable and Charitable Microfinance Institutions: An analysis of Agroamigo and BancoSol**
Praun Mussi de Mattos Thomas

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Academic (English) Session 5

1. FROM THE SIXTEEN DECISIONS TO SOCIAL BUSINESS: THE WORLDVIEW OF MUHAMMAD YUNUS BY QAZI NAZRUL HUQUE

Name: Qazi Nazrul Huque
Email: qnhuque@yahoo.com
Country: Bangladesh
Organization: Grameen Shikkha
Position: Acting Managing Director

2. SOCIAL INNOVATION SUPPORT IN HIGHER EDUCATION: THE UNVIERSITY TURNED INSIDE OUT BY MARK ANDERSON MAJEWSKY

Author:
Name: Mark Anderson Majewsky
Email: mark.anderson@gcu.ac.uk
Country: United Kingdom
Organization: Glasgow Caledonian University

3. MICROCREDIT REGULATION TOWARDS HUMAN, SOCIAL AND ECONOMIC DEVELOPMENT BY ANDRESSA OLIVEIRA

Author:
Name: Andressa Oliveira
Email: andressajarletti@hotmail.com
Country: Brazil
Organization: Pontifical Catholic University of Paraná - PUCPR
Position: PhD Candidate

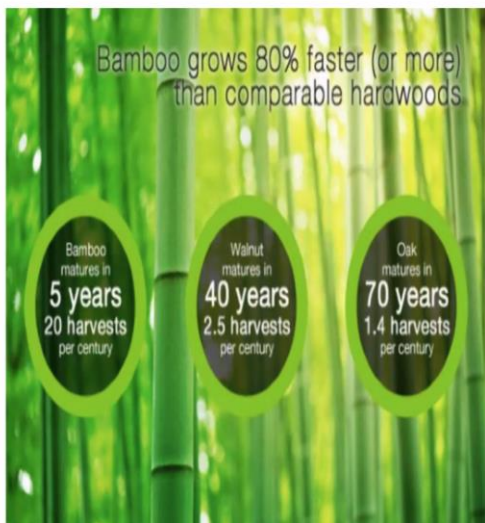
4. CHALLENGES TO THE EQUILIBRIUM BETWEEN SUSTAINABLE AND CHARITABLE MICROFINANCE INSTITUTIONS: AN ANALYSIS OF AGROAMIGO AND BANCOSOL

THOMAS PRAUN MUSSI DE MATTOS

Name: Thomas Praun Mussi de Mattos
Email: thomattosrj@hotmail.com
Country: Brazil
Organization: Freie Universität Berlin

Photographs from the Academic Sessions:

Ecofacturing

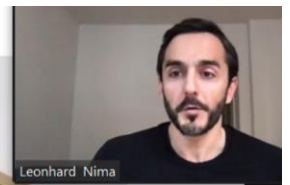
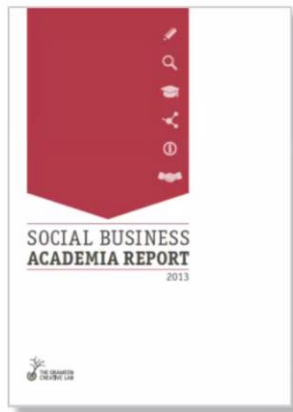


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KNOWLEDGE GAP

“Future studies should focus more on the internal routines, leadership processes and styles, as well as on organizational, environmental and cultural factors, and examine their influence on the development of ACAP and innovations.” (Khan, Kyu and Marinova 2019, p.509)

Absorptive capacity-lens (Zahra and George, 2002) to examine the antecedents needed to develop ACAP between the SO and the BoP Entrepreneurs.

VUB Vrije Universiteit Brussel ACAP at the BoP 5-11-2020 | 3

Next slide

LITERATURE REVIEW
SUPPORTIVE ORGANIZATIONS

ACAP refers to “a dynamic capability pertaining to knowledge creation and utilization that enhances a firm’s ability to gain and sustain a competitive advantage” (Zahra and George, 2002, p. 185).

Slide 3 of 13

Yunus Centre Externado de Colombia ICESI THE YY FOUNDATION NATIONALE POSTCODE LOTERIJ



Plenary Session 1 : Academic Curriculum on Social Business

Date	Time (Dhaka)	Time (Amsterdam)	Time (Bogota)
05.11.2020	15:00 – 16:00 (PM)	10:00 – 11:00 (AM)	04:00 – 05:00 (AM)

Moderator: María Isabel Irurita, Director, Yunus Centre for Social Innovation, Universidad ICESI, Colombia

1. **Prof. Chien-wen Shen**, Director, Yunus Social Business Centre, National Central University, Taiwan
2. **Dr. Faiz Shah**- Director (Programs) & Director, Yunus Center Asian Institute of Technology, AIT, Thailand
3. **Prof. Cam Donaldson**, Yunus Chair and Pro Vice-Chancellor Research, Glasgow Caledonian University, UK
4. **Mr. Timothy HAGEN**, Head, Department of Business Administration, Director, Yunus Center for Social Business and Sustainability, Epoka University, Albania
5. **Prof. Elisabetta Righini**, Professor of Commercial Law and and financial markets, University of Urbino Carlo Bo, Urbino, Italy
6. **Mr. Alfredo Cardenas Serrate**, Academic Coordinator, Universidad Privada Cumbre, Bolivia
7. **Dr. Mai Thi Thanh Thai**, Associate Professor, Department Of Entrepreneurship And Innovation, HEC Montreal, Canada
8. **Dr. Mohammed Masum Iqbal**, Dean, Faculty of Business & Entrepreneurship, Daffodil International University, Bangladesh

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Plenary Session 1

Academic Curriculum on Social Business

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1. **Prof. Chien-wen Shen**, Director, Yunus Social Business Centre, National Central University, Taiwan
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Photographs from Plenary 1



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Plenary Session 2

YSBC Updates from around the world

Moderator: Lamiya Morshed, Executive Director, Yunus Centre, Bangladesh

Speakers:

1. **Zeenat Islam**, Relations Manager, Academia Network, Yunus Centre, Bangladesh
2. **Mai Thai**, Associate Professor, Department Of Entrepreneurship And Innovation, HEC Montreal, Canada
3. **Professor Benedicte Faivre-Tavignot**, Professor and Executive Director of the Society and Organizations Institute of HEC Paris, France
4. **Professor Amit Jain**, Pro Vice-Chancellor, Amity University, India
5. **Frederic Penz**, Coordinator Leuphana Yunus Centre for Social Business and Values, Leuphana University Lüneburg, Germany
6. **María Isabel Irurita**, Director, Yunus Centre for Social Innovation, Universidad Icesi, Colombia
7. **Jose Alexander Mosquera Mosquera**, Director Programa Internacional de Intercambio "Emerging Market Initiatives" EMI en Universidad Externado de Colombia.
8. **Hiroshi Hoshino**, Managing Director, Yunus & Shiiki Social Business Research Centre, Kyushu University, Japan
9. **Dr. Nisha Pandey**, Associate Dean Research and Publication and Chairperson Yunus Social Business Center, Vivekanand Education Society Institute of Management, India
10. **Gaia De Dominicis**, Country Director, Yunus Social Business Colombia
11. **Christina Jaeger**, Co-founder & Managing Director, Yunus Environment Hub

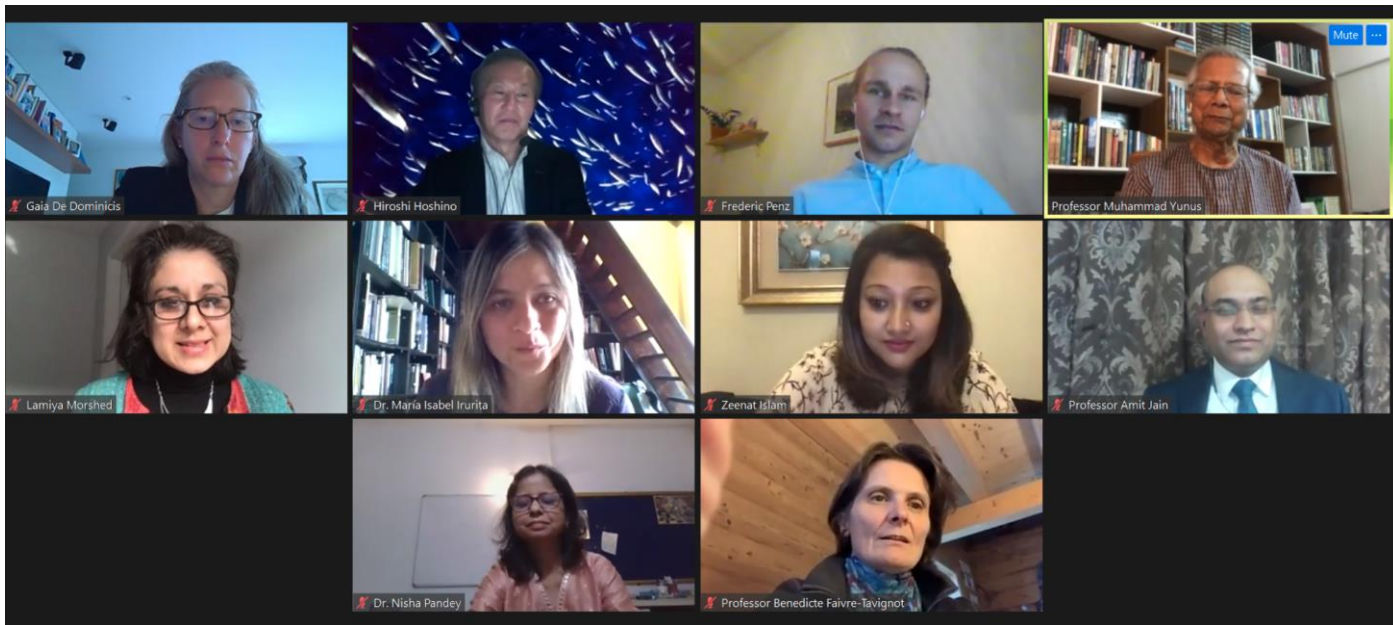
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Plenary Session 3 : Impact of the Microcredit Program of Grameen America

Date	Time (Dhaka)	Time (Amsterdam)	Time (Bogota)
06.11.2020	20:15 – 21:15 (PM)	15:15 – 16:15 (PM)	09:15 – 10:15 (AM)

Moderator: Professor M. Jahangir Alam Chowdhury, Department of Finance, Executive Director, Center for Microfinance and Development, University of Dhaka, Bangladesh

Speaker:

Ms. Andrea Jung, President, and Chief Executive Officer, Grameen America, USA

Discussants:

1. **Ms. Saskia Bruysten**, Co-Founder and CEO, Yunus Social Business (YSB), Germany
2. **Mr. Abdul Hai Khan**- Managing Director Grameen Trust, Bangladesh
3. **Mr. Suresh Krishna**- Co-founder and CEO of Yunus Social Business Fund Bengaluru and Co-founder and Partner of Yunus Social Business India Initiatives, India
4. **Mr. Raymond Serios**, Assistant Director for Admin and Special Projects of Negros Women for Tomorrow (NWTF), Philippines

Plenary Session 3

The Impact of Microcredit Program of Grameen America

Moderator: Professor M. Jahangir Alam Chowdhury, Department of Finance, Executive Director, Center for Microfinance and Development, University of Dhaka, Bangladesh

Speaker:

Ms. Andrea Jung, President, and Chief Executive Officer, Grameen America, USA

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4. **Mr. Raymond Serios**, Assistant Director for Admin and Special Projects of Negros Women for Tomorrow (NWTF), Philippines

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