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2nd International conference on Global Entrepreneurship Summit 2023

October 19-20, 2023



Carnellia Ajasin

Ceo & Founder, Mind Katalyst

Title: The Purposeful Innovator

The Purposeful Innovator is a call to action to game-changing business leaders and entrepreneurs to bring their higher selves to ideas that create transformation where conscious innovation meets humanity centered product design. During the speech, I share my proven framework and process for a purposeful approach to creating technology-based products that solve some of the world's most pressing challenges. We are living in a time of great challenges that is also presenting us with great opportunities to elevate how we live and work. Companies, non-profits, entrepreneurs alike are becoming more conscious of the value of humanity centered products and services. I invite listeners to join the tribe of purposeful innovators and inventors in building the future everyone deserves as I share compelling stories of founders addressing issues such as water quality, infant mortality, mental health. I also share my framework & process of product development that will flourish while solving the kinds of problems that stir one's passions and meaningful contribution to our ever-evolving world.

Biography

Carnellia Ajasin, a serial entrepreneur, investor, and strategist building the new economy, one that centers around sustainability innovation, regenerative technology-enabled products, and humanity. CEO of Mind Katalyst, a tech innovation & sustainability venture studio which invests and works with corporations and entrepreneurs to identify, pilot, and scale tech-enabled products focused on sustainability innovation that advance business and purpose.

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2nd International conference on Global Entrepreneurship Summit 2023

October 19-20, 2023



Sadeq Damrah

Professor, Australian University, College Of Engineering, Department
Of Mathematics & Physics, West Mishref, Kuwait

Title: Engineering College and Business College: Rivalry or Cooperation? A Proposed Entrepreneurship Integration Model

“Post covid, education has been one of the main industries that was challenged. Many colleges in the United States were shut down. In the aftermath of the health crisis, all stakeholders of learning teaching were affected by the consequences of the pandemic. In the middle of these challenges, colleges are competing for the interest of students to enroll in their programs. Similarly, departments compete to have students enroll in their programs. For example, engineering and business schools are two big colleges in any university. Are they rivals? Or are they cooperating as members of one team? This work attempts to summarize differences and similarities and a potential entrepreneurship model to promote a college through its engineering and business programs.

Biography

“Sadeq Damrah has completed his PhD while working as a mathematics teacher. He has taught mathematics for both business and engineering students. His teaching philosophy focuses on the importance of applications of mathematics in real life. He has published various papers highlighting theoretical importance and application of mathematics in addition to proposals in mathematics education.

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2nd International conference on Global Entrepreneurship Summit 2023

October 19-20, 2023



Simon L. Dolan

Professor & Dean, Advantere School Of Management

Title: The Social Researcher as an Entrepreneur: Innovations that really work

The field of entrepreneurship has gained significant attention in recent years, as individuals and organizations seek innovative solutions to address pressing social, environmental, health and leadership challenges all characterized by a fast-changing VUCA type world. In this keynote address I will explore the concept of social research entrepreneurship, a unique type of profile that combines the skills of a researcher with the mindset of an entrepreneur. I will draw examples from my own experience as having double hat: a researcher and an entrepreneur. The presentation will highlight the importance of research-driven innovation in creating sustainable and impactful solutions. For years we have argued that to become an effective entrepreneur in launching new and innovative products or services, we need to anchor three essential elements: a sound model/concept, a clear methodology and tools. These have been greatly missing and have prevented the entry of researchers-entrepreneurs coming from social and behavioral sciences into the market. Indeed, the latter is known in other disciplines like natural - biological science, engineering, or medicine, it is almost non-existent for social and behavioral scientists, albeit the fact that the market is crying for implementing innovative solutions to social and management problems. The presentation will present 3 research-based entrepreneurship projects that are triumphing these days. All are offered in multiple languages and cater to the rising needs of individuals and corporations operating in the theatre of the new world. The first entrepreneurship project is labelled “Coaching by Values “. It became the fastest growing school of thought within the coaching sector, since it embeds the three components mentioned above: concept (rooted and based on 40 years of research), methodology and tools (that includes both gamification principles and an online tools). (www.learningavoutvalues.com) . The tools are available in 20 languages. The 2nd entrepreneurship project is in the field of mental health: it deals with training and equipping health professionals with specific tools to help them diagnose chronic stress (which until now was absent). Research on the theme started for me at the Mayo clinic in Minnesota , and after writing dozen books, and publishing over 50 scientific paper, I moved into development of a methodology and tools (the one based on gamification is called the stress map, and the online is call (www.zinquo.com) . The third entrepreneurship project is relatively new and helps the corporate world to undertake an ethical audit (see: www.myDOVA.com). I will present the key characteristics and strategies employed by social researcher entrepreneurs (like me) to effectively navigate the complex landscape of entrepreneurship. Ultimately, I will argue that the integration of research and entrepreneurship is crucial for driving positive change and achieving long-term impact in a VUCA type world. This combination, due to its rigor is sustainable.

2nd International conference on Global Entrepreneurship Summit 2023

October 19-20, 2023

Biography

Simon L. Dolan completed his PhD at the age of 27 years from The University of Minnesota. His thesis and early theories were based on initial research done at the Mayo Clinic in Minnesota. He is the Senior Research Professor and director of innovations at Advantere School of Management. He has published more than 150 papers in reputed journals, over 80 books in multiple languages and has been serving as an on the editorial board member of reputed journal

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2nd International conference on Global Entrepreneurship Summit 2023

October 19-20, 2023



Alessandra Scroccaro

Professor, University Of Trento, Department Of Economics & Management School Of Innovation, Trento (Italy)

Title: For a sustainable entrepreneurial university: a comparison between the American and the European Entrepreneurship Center System

More and more universities are creating and developing entrepreneurship and innovation centers, supporting students to start their businesses or partnering with other bright minds, promoting innovation among faculty, and launching academic start-ups connected with the local innovation ecosystem. In the United States and Europe, these centers dedicate their activities to entrepreneurship and innovation by providing specific expertise, mentorship, an active community, educational activities, and networking opportunities to start-up founders. However, they face some challenges, such as the difficulty of working cross-disciplinary, the problems of getting funding, and the competition with other external entities that support talents and start-ups. This presentation compares the European and the American Entrepreneurship Education and Innovation approach, focusing on two specific examples: the School of Innovation at the University of Trento (Italy) and the Center for Innovation and Entrepreneurship at Texas State University (Texas – United States of America). The comparison considers, among others, the characteristics, the organizational structure, the portfolio of programs, some metrics, communications strategies, external relations with the respective local innovation ecosystems, and physical space management. After the comparison, the presentation focuses on some challenges and solutions centers must face, among other things. The paradigm of the Sustainable Entrepreneurial University (Yuzhuo Cai and Ijaz Ahmad, 2021) is included in the presentation and critically discussed. In conclusion, the presentation formulates recommendations for creating and managing innovation and entrepreneurial centers rooted at the universities and possible interactions and connections between the American and the European Entrepreneurship Centers systems

Biography

Alessandra Scroccaro is an Assistant Professor at the Department of Economics and Management at the University of Trento. Her research, dedicated to entrepreneurial university and open innovation, is funded by the NextGenerationEU. She is a Fulbright Research Scholar at Texas State University (USA). She organizes ECIU (European Consortium of Innovative Universities) challenges for the SOI (School of Innovation). She also provides courses dedicated to improving soft skills. She is a facilitator of the Community of Practice on challenge-based learning. She has worked in an EdTech start-up in the H-FARM incubator and has been a program manager for the Contamination Lab.

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2nd International conference on Global Entrepreneurship Summit 2023

October 19-20, 2023



Sibin Wu

Professor, University Of Texas Rio Grande Valley, Texas, Usa

Title: Foreignness on entrepreneurial performance: Liabilities and Benefits

I present an in-depth examination of foreignness at various levels by studying it in the context of entrepreneurs and businesses. Specifically, I thoroughly review the literature on liability of foreignness (LOF) to study the sources of LOF, issues on levels of analysis on LOF, and mechanisms to mitigate LOF. Further, I explore benefits of foreignness (BOF). Then I present empirical findings of research on LOF and BOF and point out directions for future research. I conclude that foreignness can be a liability and/or a benefit for a company or an entrepreneur doing business in another country. Further, LOF can be mitigated, and BOF can be strengthened via various moderators

Biography:

Dr. Sibin Wu is Professor of Entrepreneurship and former Department Chair of Management at the University of Texas-Rio Grande Valley. He earned his PhD from the University of Wisconsin-Milwaukee School of Business Administration in 2004. His current research interests include strategic decision making, international entrepreneurship, and behaviors of nascent entrepreneurs. His works have appeared in high quality journals such as the Academy of Management Journal, Information and Management, Journal of Business Research, International Business Review, Management and Organization Review, Canadian Journal of Administrative Sciences and Journal of Business Venturing Insights.

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2nd International conference on Global Entrepreneurship Summit 2023

October 19-20, 2023



Ahmed Abdel Magid Mohammed

Faculty Of Economy & Business, University Of Oviedo, Spain

Title: The Potential Role of Carbon Accounting Standards in Mitigating the Negative Economic Effects of Climate Change

This paper examines the potential role of carbon accounting standards in directing corporate strategies to mitigate the negative economic effects of climate change. Since the global economy is faced with more difficult issues as a result of climate change, Effective climate change mitigation methods are becoming more and more important to businesses. The study evaluates how changing carbon accounting regulations affect business strategies. It investigates how businesses adopt and coordinate their efforts to mitigate climate change with industry-specific standards and globally acknowledged processes. Comparative analyses look at how well various carbon accounting standards might encourage company sustainability measures and lessen the financial risks associated to climate change. Moreover, the paper explores the integration of technology such as blockchain and artificial intelligence in carbon accounting practices to improve data accuracy and streamline reporting processes and strengthening the credibility of sustainability disclosures and informed decision-making. Furthermore, the paper explores the financial consequences of climate change mitigation strategies beyond carbon accounting. It studies the integration of renewable energy adoption, circular economy systems, and nature-based solutions into corporate sustainability strategies. Studying possible cost savings, risk diversification, and revenue generation associated with these strategies provides insights into comprehensive approaches that extend beyond carbon accounting. In conclusion, standardized carbon accounting practices play a critical role in driving successful corporate strategies to mitigate the negative economic effects of climate change. The paper emphasizes the significance of cooperation between standard-setting agencies, businesses, and politicians to progress efforts to mitigate climate change and create a resilient and sustainable economy

Biography

Ahmed Abdel Magid Mohammed has a strong academic background in accounting, with two bachelor's degrees, the first in Technology Management, the second in Accounting from the Higher Technological Institute, and a master's degree in accounting from Suez Canal University. In his current role as a University Lecturer at the Higher Technological Institute, and a Ph. D researcher at the university of Oviedo he has experiences in local and international publishing. He has also participated in successful grant applications in research funding

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2nd International conference on Global Entrepreneurship Summit 2023

October 19-20, 2023



Rosa Lisa IANNONE

Doctoral Researcher, University of Luxembourg, Luxembourg

Title: Accessing the inaccessible: Reflections upon mixed qualitative methods in exploring the journeys of adult entrepreneurial refugees

The presented work will reflect upon the strengths and provocations of having employed mixed creative qualitative methods in exploring entrepreneurial refugees' journeys in their new, central European country of residence. A phenomenological approach overarches the study that explores life histories, identity formation and integration. In its practices and purposes, this research strives to both understand and inform upon human trajectories, focusing on the inner journeys of participants. The selected research methods have therefore circumvented access to the inaccessible with a central aim to metaphorically illustrate these inner journeys. These processes are highly complex and abstract – difficult to convey through the spoken word, especially in multilingual research settings. Thus, intending to widen our perspective “Beyond the standard interview [and the] privileged medium” of language (Bagnoli, 2009, p. 547), a guiding objective was to cultivate new opportunities to help seize the elusive parts of lived experiences. Through the generative features of visual methods (Reavey, 2020), including photo-elicitation (Fawns, 2020) and collage making (Vacchelli, 2017), our ingress to the immutable, and to what often remains tacit, at once, became more possible. Hence, the ethereal, imagination, meta-reflection and inimitable understandings came further to the light. Amplifying the unique and privileged relation that unfolds between the qualitative researcher and actors in the field (Hlady-Rispal, Fayolle & Gartner, 2021), the selected methods enriched the study with the very desirable dynamics of equality between researcher and participant. Case study examples will illustrate the creative, complex and challenging aspects of production.

Biography

Rosa Lisa Iannone is a doctoral researcher at the University of Luxembourg. Her current study examines identity formation and the processes of integration of entrepreneurial refugees in their new countries of residence. She has been a researcher and university instructor for the last decade while also supporting small business ownership and development, as well as formal and non-formal entrepreneurship education programme creation. She is also a Founding Board Member of Lëtzt Art.

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2nd International conference on Global Entrepreneurship Summit 2023

October 19-20, 2023



Rupali Behl Bhagat

Senior Instructor- Management , Australian University, Kuwait

Title: A review of Emerging Marketing Trends in the Middle Eastern region and the evolution of Digital marketing.

The expanding role of technology is evident in every part of our lives. The current period, which is also known as the post COVID-19 era has witnessed the use of technology like never before. The nature of many businesses and jobs has digitalized already. Undoubtedly, the current trends in technology can be held responsible for impacting buyers' decisions in most of the markets nowadays. Any organization which understands, accepts the importance of technology, and can adapt themselves to the changing technology can expect higher growth opportunities in the future. The purpose of this study is to examine the various marketing trends being used in the middle eastern market and analyze the role of digital marketing tools in the market. The research aims to explain the prevailing and frequently used marketing trends in the Middle Eastern region. The research will also analyze the role of digital marketing in the current marketing trends of the region. The research will conclude with a discussion of theoretical and practical implications of our research findings which can be used further to critically analyze the marketing trends in different autonomous sectors in the economy.

Biography

I am a friendly, sincere and dedicated individual. I love to learn and explore, which helps me to bring creativity in my work. I believe in the art of learning and unlearning anywhere and anytime. My belief is that the greatest asset an organization can ever have are the "people". I work to bring creativity in people by motivating and training them. I am a friendly, sincere and dedicated individual. I love to learn and explore, which helps me to bring creativity in my work. I believe in the art of learning and unlearning anywhere and anytime. My belief is that the greatest asset an organization can ever have are the "people". I work to bring creativity in people by motivating and training them.

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2nd International conference on Global Entrepreneurship Summit 2023

October 19-20, 2023



Hemachandran Kannan

Professor & Director Of The AI Research Centre, Woxsen University,
Hyderabad, India

Title: Building a Greener Bottom Line: Why Carbon FootPrint Reduction Matters for Businesses

In today's rapidly changing business landscape, the imperative of reducing carbon footprint has emerged as a critical consideration for organizations. "Building a Greener Bottom Line: Why Carbon Footprint Reduction Matters for Businesses" aims to explore the profound impact that carbon footprint reduction can have on the success and sustainability of businesses. This seminar will delve into the compelling reasons why businesses should prioritize and invest in carbon footprint reduction strategies. By examining the interplay between environmental responsibility and financial performance, this session will shed light on how reducing carbon footprint can drive cost savings, enhance brand reputation, and foster customer loyalty. Furthermore, it will highlight the growing consumer demand for environmentally conscious products and services, and the potential for innovative solutions to create new market opportunities. Join us in this informative seminar to gain insights into the tangible benefits and competitive advantages that await businesses that embrace sustainability and actively work towards building a greener future

Biography

Dr Hemachandran Kannan is the Director of the AI Research Centre and Area Chair of the Analytics Department at Woxsen University. He has been a passionate teacher with 15 years of teaching experience and 5 years of research experience. A strong educational professional with a scientific bent of mind, highly skilled in AI & Business Analytics. After receiving a PhD in embedded systems, He started focusing on Interdisciplinary research. He served as an effective resource person at various national and international scientific conferences and also gave lectures on topics related to Artificial Intelligence. He has edited 5 books and authored 3 books.

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2nd International conference on Global Entrepreneurship Summit 2023

October 19-20, 2023



Fasih Ur Rehman

Student, CIS Department NED University, Karachi, Pakistan

Title: Explainable AI: examining the need for transparency and interpretability in AI systems, and the challenges in achieving these goals

This paper explores the importance of explainable AI and its impact on society. LATEX. This paper delves into the significance of explainable AI and its impact on society. It discusses the various challenges that need to be overcome for achieving explainable AI, including technical, legal, regulatory, social, and cultural hurdles. The paper explores different methods and techniques employed for achieving explainable AI and cites real-world examples of their successful implementation. The authors stress the importance of ethical frameworks to ensure responsible and ethical development and deployment of AI systems. The paper also examines the strengths and weaknesses of linear models as a technique for achieving explainable AI. Ultimately, the authors conclude that prioritizing explainability, transparency, and ethical considerations is crucial for ensuring accountability and transparency in the future development and implementation of AI systems.

Biography

Experienced Product Manager with 7+ years of diverse industry experience, including fintech, edtech, e-commerce, and IT. Proven track record of successful product launches, project coordination, and team management. Skilled in defining product vision, strategy, and roadmap, conducting market research, and fostering strong client and stakeholder relationships. Proficient in agile methodologies, scrum, and project management. Data-driven with expertise in data analysis, SQL, and product marketing. Unique proficiency in Islamic finance and economics, enabling the implementation of Shariah-compliant solutions. Committed to delivering innovative and high-quality products that align with customer needs and surpass business objectives.

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2nd International conference on Global Entrepreneurship Summit 2023

October 19-20, 2023



Mahilet Ademe Damtie

General Manager, Tata General Trading, Ethiopia

Title: Entrepreneurial journey of Ethiopian Marketing Companies

In Ethiopia, some small retail business owners (SRBOs) embark on initiatives without adequate preparation, which results in a risk of failure within the first three years. Grounded in the conceptual frameworks of resource-based views, dynamic-capabilities views, and relational views, the purpose of this qualitative multiple case study was to explore strategies used by SRBOs leaders to survive and grow beyond three years. The participants were four SRBOs from Ethiopia who succeeded in business for more than three years. Data were collected from semistructured interviews, company documents, observations, notes from data sources and analyzed using Yin's 5-step data analysis process. Six themes emerged: business-centric knowledge, entrepreneurial skills, relationships and networking, innovation and creativity, customer-centric approach, and support system.

Biography

Mahilet Ademe is the founder of wholesale for construction company, which provides Various Construction Related Materials Distribution for the Real Estate industry. Mahilet has unique vision which allows to see various market segments to which a product or service may appeal.

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2nd International conference on Global Entrepreneurship Summit 2023

October 19-20, 2023



Naseem Khassawneh

Instructor, Irbid National University, Jordan

Title: Creative Industries in the Digital Age: Driving Economic Growth, Cultural Exchange, and Democratization of Creativity

The creative industries contribute significantly to national and global economies, creating jobs, generating revenue, and fostering cultural exchange. They serve as a catalyst for innovation and serve as a reflection of societal values and aspirations. Moreover, they play a vital role in shaping and defining cultural identities, acting as platforms for social commentary and storytelling. The growth and success of the creative industries are driven by several factors. Technological advancements, particularly in digital technology, have revolutionized the creation, distribution, and consumption of creative content. The rise of social media and online platforms has democratized access to artistic works, enabling greater participation and engagement from audiences. Additionally, globalization and interconnectedness have facilitated cross-cultural collaborations, allowing for the exchange of ideas, talent, and creative practices on a global scale. Technological advancements, especially in digital technology, have emerged as a primary driving force behind the growth and development of the creative industries. The integration of digital technology has revolutionized the way creative content is created, distributed, and consumed, leading to significant transformations in various sectors of the creative industries. Digital technology has democratized creativity, allowing individuals to actively engage in the creative process. Affordable and user-friendly tools have empowered aspiring artists, designers, musicians, and content creators to produce high-quality work independently. This has led to a surge of diverse and innovative content, pushing the boundaries of artistic expression.

Biography

Naseem Khasawneh holds a Master's degree in Information Technology. His expertise spans various domains, including creative industries and digital technology. Having amassed extensive experience at Irbid National University, TJ Academy, and Florida Academy, Naseem has excelled as a trainer and consultant. His adeptness in navigating the ever-evolving digital landscape, coupled with his ability to impart knowledge effectively, has made them a respected figure in the industry. With a passion for innovation and a commitment to excellence, Naseem continues to leave an indelible mark in the world of Information Technology.

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2nd International conference on Global Entrepreneurship Summit 2023

October 19-20, 2023



Sirgut Hailu Mengiste

Event & Hospitality Expert- Work On Sofpower Projects,
British Embassy In Ethiopia.

Title: Female Representation in the Event Industry & Event and hospitality in Ethiopia

“Women’s challenges in accessing decent employment, job opportunities, limited access to key resources and services such as gender responsive financial and non-financial services, land, access to non-traditional cooperatives, extension services, technologies, market opportunities etc. require a committed and coordinated effort by all actors engaged in the economic sector of Ethiopia including the private sectors.

Biography

Driven and dynamic Project and Event Lead with a proven track record of orchestrating successful projects and delivering exceptional events. With meticulous attention to detail and a knack for organization, I excel in managing all aspects of project planning and execution. From conceptualization to final implementation, I possess the skills and expertise to coordinate teams, allocate resources, and meet strict deadlines. With a strong ability to think strategically and problem-solve on the fly, I thrive in fast-paced and high-pressure environments.

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2nd International conference on Global Entrepreneurship Summit 2023

October 19-20, 2023



Philip Amarkai Boyefio

Executive Director, Prime Cleaners Ltd.

Title: ENTREPRENEURSHIP ; A BRIDGE OVER TROUBLE WATERS. BY:PASTOR. PHILIP BOYEFIO (LLB).

“Readers of the daily news could be forgiven for getting depressed and anxious. We are constantly bombarded with issues we should be worried about, from inflation and recession to war and climate catastrophe, and the business media are equally prone to pessimism.

Yet, back in the real world, something quite different is happening. Businesses and their leaders are quietly getting on with things and shaping up for the future with a new, cautious confidence. A joint report just issued under the leadership of Nicholas Stern and Mattia Romani talks about “a new growth and development story driven by investment and innovation in green technology, boosted by artificial intelligence.” Technology and business, working together with governments and communities, have huge potential to help the world bridge over today’s troubled waters.

Biography

Philip Amarkai Boyefio,(MBA Strategic Management, LLB-Law), An Ordained Minister of God, ENTREPRENEUR, Marketer, Influencer, Consultant, Speaker, Content Creator, and Investor.

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2nd International conference on Global Entrepreneurship Summit 2023

October 19-20, 2023



Khalid Adam Mohammed Shommein

Doctor, National Center For Research, Khartoum, Sudan

Title: The Role of Financial Institutions in the Development of Small Scale Industries in Sudan

“The main objective of this research is to investigate the role played by the financial institutions for the solution of the problems facing Small Scale Industries (SSI), and to determine the financial and Non-financial problems facing SSI in Bahri locality in Khartoum state. The research adopted the descriptive analytical methodology, using survey method through questionnaire tool for a sample for the study community which contains (30) individuals representing the employers of the financial institutions in addition to (100) individuals representing entrepreneurs of small scale industries. The statistical analysis software (SPSS) was used to analyze the questionnaire answers. The research reached that the finance is the major problem facing SSI, the financial policies developed by the financial institutions is not fit to the nature of SSI in terms interest rate, allowance interval before payment, fund ceiling and collaterals to be available to have the fund. In addition to the lack of training in fund management, and follow up the activities of SSI entrepreneurs, as the study point out that the importance of the Non Governmental Organizations Paste your Logo here NGOs in funding SSI through its role as mediator between the banks and SSI entrepreneurs or by directly fund them. The major non financial obstacles facing SSI is marketing, production and public service problems. The research suggested many recommendations; the most important one is that the government should retrieve its financial policies through the financial institutions to encourage the investment in SSI and to achieve its objectives of social and economic development.

Biography

Khalid Shommein has completed his PhD at the age of 44 years from Omdurman Islamic University. He is the senior technologist in the institute of Engineering Research and Rials Technology. He has published more than 3 papers in academic journals in Sudan.

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2nd International conference on Global Entrepreneurship Summit 2023

October 19-20, 2023



Ndusi Zaina Josee

Advisor to the Ministry in Charge of Employment

Title: Capacity Building in the Field of Entrepreneurship

Entrepreneurs are the strong pillar of the nation who contribute to the nation's economic growth and societal development. They dare to dream big and have an aspiration to push the boundary of advancement. They initiate great change and march toward the way of best opportunities. They are the job creator and most importantly they determine the future of a nation. They know the effective utilization of resources, manpower, and finance. They decide the future of a nation. It is believed that entrepreneurship can't be taught through school and college, it can be learned by try fail and learning, and repeating but it is a proven fact that knowledge, abilities, and skill are also acquired through education and training.

Biography

Ms. Ndusi Zaina Josée employment advisor female entrepreneur g participate in our conference for more information then capacity building in the field of entrepreneurship

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2nd International conference on Global Entrepreneurship Summit 2023

October 19-20, 2023



Aaron Tan

Researcher, University of Greenwich, London, UK

Title: Driving Economic Recovery, Growth and Productivity – with Universities as the Engine

Entrepreneurial Ecosystems (EEs) have received significant attention from academia and policy makers in recent years. However, studies tend to focus on single components of EEs - such as the role of universities or the effect of government policy - and typically in a specific context. Therefore findings provide limited understanding of how EEs function and limit the potential for practical application.

In 2021, the UK government launched the Help to Grow Management (HtGM) programme which was designed and delivered to SMEs in the wake of challenging years for businesses stemming from events such as Brexit, the COVID pandemic and the more recent cost-of-living crisis. The key aim of the programme is helping SMEs to achieve sustainable growth and productivity based on innovation. In 2022, 99.9% of UK private sector businesses were SMEs illustrating their vital role in a developed economy. The HtGM programme was delivered through accredited Business Schools. As such it is a current example at national level of how different actors of an EE work together with the aim of producing long-term profitable growth and productivity. This is akin to the triple helix model of innovation, popular in the 1990s.

The presentation is a reflective account of how such initiatives are designed, delivered and received from first-hand accounts from both providers (universities) and receivers (SMEs). The presentation will also present ideas as to how governments, industry and academia can work cohesively to ensure long-term sustainable growth and work towards efficient productivity using other components of EEs as enablers.

Biography

Aaron is a PhD student at the University of Greenwich (UoG) focusing on Entrepreneurial Ecosystems. He is also the Programme Director for the Help to Grow Management programme at UoG. Aaron also has experience of running his own businesses in hospitality for close to 10 years. In addition Aaron has a background working in medium sized enterprises and a multinational demonstrating his breadth of experience. This has allowed him to write textbooks for notable institutions such as the Chartered Institute of Procurement and Supply (CIPS).

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2nd International conference on Global Entrepreneurship Summit 2023

October 19-20, 2023



Sinbl Hawro Yakoob

Instructor, American University of Kurdistan, Sumel Road, Iraq

Title: Social Entrepreneurship in Emerging Regions: Catalyst for Sustainable Development

The concept of social entrepreneurship (SE) is increasingly being recognized as an effective approach to tackle social problems and achieve financial gains, especially in developing countries. This abstract explores the evolving landscape of SE and its immense value to the promotion of sustainable development. Emerging regions, which are marked by intricate socioeconomic difficulties, are currently experiencing a notable increase in inventive endeavors pushed by socially oriented entrepreneurs. The utilization of microfinance efforts to empower underprivileged communities and the implementation of technology-driven solutions to enhance access to healthcare and education are examples of strategies that rely on local resources, expertise, and community networks for achieving sustainable and long-lasting transformation. Hereby, several effects of SE can be ascertained, including economic, social, and environmental dimensions such as generating employment opportunities and facilitating economic expansion, contributing to the sophistication of social inclusion, gender parity, environmental sustainability, etc. Simultaneously, various challenges and barriers are encountered by SE operating in emerging regions, including restricted access to financial resources and regulatory complexities. In order to overcome these challenges, the implementation of innovative strategies and the formation of collaborative partnerships, especially, between governments, non-profit organizations, and the private sector are indispensable. The utilization of the innovative and creative qualities of potential SE will lead to the enhancement, in line with the United Nations Sustainable Development Goals, thereby cultivating comprehensive economic growth and a more promising outlook for humanity as a whole.

Biography

Introducing Sinbl Yakoob a bridge between East and West, believing in the power of education, integrity, and commitment as the cornerstones of individual and societal success. Born in Erbil, Iraq, and nurtured in Germany, Sinbl's life journey has been a blend of diverse experiences, shaping her into the multifaceted and multilingual individual she is today. Currently, she is working as an Instructor at CoB at AUK and pursuing her Ph.D. in Entrepreneurship at the Horizon University of Paris, France. She commenced at Zuyd UoAS in Maastricht, Netherlands, her journey culminated in a double-degree master's, a collaborative endeavor between Venlo University, NL, and Plymouth University, GB, where she delved deep into the realm of SCM and Logistics.

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2nd International conference on Global Entrepreneurship Summit 2023

October 19-20, 2023



Ikram Ud Din

Associate Professor, The University of Haripur, Pakistan

Title: Transformative Applications and Foundations of IoT Technology

The Internet of Things (IoT) has emerged as a pervasive force driving innovation across various sectors. This abstract explores the diverse applications of IoT, spanning smart homes, factories, security, and standards, all of which contribute to reshaping industries and enhancing everyday experiences. In smart homes, IoT devices like smart thermostats, lighting systems, and security cameras converge to optimize comfort, convenience, and energy efficiency. Remote monitoring and control empower homeowners, exemplified by smart thermostats, voice-activated assistants, and intelligent locks from industry leaders like Google, Amazon, and Philips. Similarly, smart factories revolutionize manufacturing through the integration of IoT devices such as sensors, connected machines, and wearables. This convergence of data fuels predictive maintenance, real-time supply chain monitoring, and inventory optimization, driven by corporations like General Electric, Siemens, and Cisco. IoT security emerges as a crucial consideration, safeguarding connected devices and networks from threats. Ensuring data integrity, privacy, and infrastructure protection is championed through secure boot mechanisms, encrypted communications, and intrusion detection by entities like Arm, IBM, and Intel. Underpinning the IoT landscape are standards, facilitating seamless communication and cooperation among devices. MQTT, CoAP, and Bluetooth serve as exemplars of the standardized protocols, crafted by international bodies like IEC, IEEE, and IETF, promoting an interconnected and interoperable IoT ecosystem. In essence, IoT's pervasive influence transforms industries, security paradigms, and technological norms, promising a future where connectivity and innovation converge for a more efficient and interconnected world.

Biography

IKRAM UD DIN received his Ph.D. degree in Computer Science from the School of Computing, Universiti Utara Malaysia (UUM) in 2016. He also served as the IEEE UUM Student Branch Professional Chair. Currently, he is working as an Associate Professor in the Department of Information Technology, The University of Haripur. He has 13 years of teaching and research experience in different universities/organizations. His current research interests include traffic measurement and analysis for monitoring quality of service, Internet of Things applications, the Metaverse, and Machine Learning.

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2nd International conference on Global Entrepreneurship Summit 2023

October 19-20, 2023



Pouya Zargar

Faculty, Girne American University, Turkey

Title: The Role of Data Analytics in International Marketing Strategies

The importance of Data-driven decision-making grows rapidly as managers and CEOs understand its impact on their efforts to maintain image, competitiveness, and market share. As various platforms and digital methods provide means for analyzing large quantities of data, the role of adequately screening, modeling, analyzing, and reporting data becomes more vivid for improving performance of companies regardless of their scale or industry. International firms rely on comprehensive marketing strategies that entail various aspects (e.g. internal and external) to communicate and/or engage with customers, employees, and other businesses. In this respect, Leaders require robust analyses to improve their decisions and achieve desirable outcomes for the firm, while companies endeavor to enhance their social impact, green initiatives, and workplace environment. Measuring website and marketing performance, remarketing and financial outcomes is an essential process that aids firms in their endeavor towards corporate sustainability and positive outcomes. Google Analytics and similar platforms open the pathway for data analysts to contribute to their firms in an unprecedented manner.

Biography

Pouya Zargar has completed his PhD in Business management and leads an active research lab focusing on HR, leadership, sustainability, marketing, and organizational psychology. Journal editor for MDPI, Elsevier, Sage Open, and Frontiers in Psychology. His work bridges the scholarly and commercial worlds, with expertise in data analysis, statistical modelling and marketing strategy. He is a statistician and marketing strategist for Poseidon Digital (immersive shows across the USA) and acts as management consultant for various firms.

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AREE SAEED MUSTAFA

Department of Accounting, University of Duhok, Iraq

Title: Preparing Financial Statements in Accordance with the Accounting Standards Update ASU 2016-14 and its Impacts on the Financial Ratios of Non-profit Organization

This research aims to prepare the financial statements in accordance with the Accounting Standards Update ASU 2016-14 "Presentation of Financial Statements of Not-for-Profit Entities and showing its impacts on the financial ratios of non-profit organizations. The applying on the 2018 financial statements of Jiyan Foundation for Human Rights that operating in Kurdistan Region of Iraq. The importance of this research is the Impact role played by these organizations in increasing job opportunities, fighting poverty and providing services to the community, In addition the FASB's Accounting Standards Update ASU 2016-14 "Presentation of Financial Statements of Not-for-Profit Entities" contains changes in reporting requirements that will significantly affect the stakeholders' decisions, and it also helps non-profit organizations to present their financial statements with transparency and clarity, Furthermore it has benefits for the management in accessing sources of funds through the transparency that provides in the presentation of financial statements. To achieve the objectives of the research and test its hypotheses, the financial statements of Jiyan Foundation for Human Rights have been prepared in according to the Accounting Standards Update ASU 2016-14 "Presentation of Financial Statements of Not-for-Profit Entities", and have been compared to the financial statements that prepared by Jiyan Foundation according to the Iraqi Unified Accounting System, and highlighting the differences between the financial statements according to both standards, some analytical schedules has been added to clarify the differences between both standards. In addition, the financial ratios of non-profit organizations have been calculated, showing the impacts of Accounting Standards Update ASU 2016-14 on those ratios.

Biography

AREE SAEED MUSTAFA is presently serving as an Assistant Professor of Department of Accounting of Duhok University. Before joining the department, he worked as an Audit Assistant at Kurd-sky for general trade and communication. He obtained his PhD in Accounting from the Department of Accounting of Universiti Utara Malaysia. He is teaching accounting courses in Higher Institute of Accountant and Auditors since 2018. He also is working as adjunct faculty at the American University of Kurdistan

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October 19-20, 2023



Timothy Olaniyi Aluko

Post-Doctoral Fellow, College of Accounting Sciences, University of South Africa, SA

Title: Effects of Government SMME Intervention: A Review of Empirical Evidence

Over the last two decades, governments around the globe have been providing financial and non-financial resources to support small micro and medium-sized enterprises (SMMEs) through grants and subsidies. But, do these public investments aid SMMEs in improving their performance and growth in terms of job creation, productivity, sales, and their ability to survive? The analysis, which focused on government subsidies and grant programmes provides an answer to this question through a review of evidence on the effects of public intervention over the period of 2010 to 2022. Results indicate that government intervention programmes have had a favourable overall impact on business employment creation, sales/turnover, and productivity, with conflicting results for business labour productivity and business survival. Despite the divergent empirical results across programmes, it is imperative for government intervention programmes to address inclusiveness in the designing and implementation phase of grants and subsidies programme, so as to link programme objectives with the intended outcome.

Biography

Dr Timothy Aluko is a research fellow with the University of South Africa (Unisa). In addition to a PhD and career trajectory, I have mentored and/or supervised Master/MPhil degrees at the University of Stellenbosch and the University of South Africa (Unisa). My scientific activism and innovative creativity have enabled me to publish over 8 peer-reviewed and also present over 8 policy papers at several conferences, thus enabling me to visit a few countries since 2016, making me a social scientist with a global footprint. I have also led various research teams to review and evaluate the adequacy of data and quality controls.

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