



INNOVATION UNLEASHED

ICSB WORLD CONGRESS

INNOVATION UNLEASHED: EMPOWERING MSMEs FOR A RESILIENT FUTURE.

ICSB is proud to announce a flagship global event taking place in Cairo, Egypt, under the powerful theme: Innovation Unleashed: Empowering MSMEs for a Resilient Future.

Against the historic and dynamic backdrop of Cairo, this event will serve as a vibrant platform to spotlight the role of micro, small, and medium-sized enterprises (MSMEs) as engines of innovation, job creation, and dynamic economic growth. As global challenges reshape the business landscape, Cairo emerges as the ideal location to convene global leaders, policymakers, entrepreneurs, researchers, and women CEOs. Enabling them to exchange ideas and craft transformative solutions.

The conference will explore the intersection of innovation, entrepreneurship, and resilience, focusing on how MSMEs can lead the way in adapting to rapid technological change, digitization, and shifting global supply chains. Through high-level panels, immersive workshops, and international and local success stories, participants will gain valuable insights into how MSMEs across emerging and developing economies are utilizing innovative approaches to scale, compete, and thrive. Egypt's growing entrepreneurial ecosystem offers a compelling context for these discussions, providing real-world models of resilience, agility, and ambition.

With support from local institutions, international partners, and global thought leaders, this ICSB Global Event in Cairo aims not only to inspire but also to equip participants with actionable strategies to unleash innovation at every level of the MSME sector. It will also mark an important milestone as ICSB celebrates its 70th Anniversary, emphasizing its commitment to building human-centered ecosystems that champion entrepreneurship, collaboration, and sustainable development worldwide.

Amidst a wave of innovation transforming the global small business landscape, we invite you to join a worldwide network of researchers, academics, and changemakers as we explore bold ideas that unleash the power of innovation for MSMEs and build a more resilient future.

If you're passionate about driving impact through research and contributing to a thriving entrepreneurial ecosystem, we encourage you to submit your paper. Accepted submissions will be featured in the Journal of the International Council for Small Business (JICSB)—offering your work a global platform to shape the future of MSME innovation and policy.

TOPICS

Academic Entrepreneurship
 Arts & Entrepreneurship
 Corporate Entrepreneurship
 Digital Entrepreneurship
 Ecosystems & National Innovation Systems
 Entrepreneurship & Covid-19 Impact
 Entrepreneurial Finance
 Entrepreneurial Cities, Entrepreneurship Centers, Coworking Spaces, & Accelerators
 Entrepreneurship & MSMEs in Rural Economies
 Entrepreneurship & MSMEs Policy
 Entrepreneurship & Platforms
 Entrepreneurship & MSMEs in Developing Regions
 Entrepreneurship & Tourism/Hospitality
 Entrepreneurship & Society 5.0
 Entrepreneurship & Sports
 Entrepreneurship Skills for Tomorrow
 Family Business
 Frugal Innovation
 Green Entrepreneurship
 Innovation & Creativity
 Micro Businesses
 Corruption & Entrepreneurship
 The Future of Entrepreneurship
 Education
 The Future of Work
 Intrapreneurship
 Humane Entrepreneurship
 Healthcare & Entrepreneurship
 Non-profits and Enterprising Non-profits
 MSMEs and Technology Innovation
 Productive Entrepreneurship
 Regenerative Entrepreneurship
 Social Entrepreneurship
 Sustainable Development Goals
 Women Entrepreneurship
 Youth Entrepreneurship
 Migrant Entrepreneurship
 Financing Entrepreneurship

*MSMEs (Micro, Small, Medium-sized Enterprises)

MORE-THAN-

ENTREPRENEURSHIP TOPICS

Circular Economy
 Climate, Environmental, and Multispecies Justice
 Design and implementation of a circular community or regional economy
 Nature-Positive Economy
 The Restoration Economy
 Sustainability
 Sustainability Reporting and Standards
 Capacity Building and the Blue Economy
 Capacity Building in Specific Regions
 Trade Policy
 Economic Growth Through Exporting
 Global Supply Chains
 Regional Development
 Natural Capital Accounting
 Carbon Accounting
 Nature-Markets
 Ecological & Biodiversity Applications to Business Modelling
 Biodiversity & Climate in Business/Entrepreneurship Education
 Critical Management and Organization Studies
 Innovative Methods in/with Entrepreneurship & Other Disciplines (e.g., biology)
 One-Health and or One Welfare in Multispecies Entrepreneurship
 Non-human Ethics in Entrepreneurship
 Renewable Energy & Entrepreneurship
 Entrepreneurship & Environment in the Global Political Economy
 Green Governance
 UN Sustainable Development Goals
 Funding the Future
 Different Models of Governance – Assessment, Comparison, and Economic Impact
 Global Model of Governance & Their Impact on Sustainability
 The Role of Technology in Sustainability
 Can Sustainability Increase Rates of Productivity Growth
 Sustainable Investment
 Sustainable Finance
 Technology and Innovation
 Transition to Net Zero
 The Role of Infrastructure in a Sustainable Future
 Accelerating the Sustainable Development Goals

TYPES OF SUBMISSIONS:

1. Competitive Papers
2. Workshops
3. Teaching Cases
4. Experiences
5. Doctoral Consortium

*Submissions must be made in English.

STEP 1

THE ABSTRACT

Write an original extended abstract (paper) relating to one of the suggested tracks. Ensure the abstract is no more than 5 pages, excluding works cited and graphs. Save the abstract in PDF form. Don't include your name in the document! If your paper wins an award, we will invite you to submit it to JSBM or JICSB.

STEP 2

THE SUBMISSION

Before the deadline, submit your paper through the official submission system (on icsbglobal.org).

STEP 3

THE DECISION

You will receive a decision soon after the submission system closes. At this time, you will also receive instructions on registering for the Congress. Remember, only papers presented at the Congress will be included in the proceedings.



GUIDELINES

1. Submissions must be entirely original, not previously published, and must not be under concurrent consideration or scheduled for presentation elsewhere.
2. Submissions must be typed and double-spaced with one-inch margins using 12-point Times Roman font and in a PDF or Microsoft Word file. Submission in PDF files is preferred.
3. Submissions will be blind-reviewed. Authors must avoid revealing their identities in the body of the paper. Doing so will result in an automatic rejection.
4. Extended abstract submissions should be at most 5 pages - excluding exhibits & references.
5. The extended abstract should provide a synopsis of the central thesis, methodology, findings, implications for theory and/or practice, and how the findings can be implemented. We encourage using qualitative, quantitative, or a combination of these techniques to address research issues rigorously. If you are submitting a Teaching Case or Experience, please define the impact of each and how it relates to the congress theme.
6. Selection for inclusion in the congress program will be based on quality, originality, and relevance as determined by the review process. **The Congress does not publish Proceedings, but all accepted papers will be invited to be published in the Journal of the International Council for Small Business.**
7. All presented papers will be invited to **submit their final submission** (up to 10 pages, 10 pages double-spaced, excluding tables, figures, references.) for a final review and acceptance to the Journal of the International Council for Small Business (JICSB). A DOI number will be provided for each paper. JICSB is published by Taylor & Francis. Learn More [CLICK HERE](#)
8. Authors submitting papers agree that if accepted, at least one author (presenting author) will register, pay, and attend the congress to present the paper.

DEADLINES

09.15.25

The deadline is to submit all submissions through the Congress submission system. We will accept your manuscript as a final version, allowing for limited changes.

ROLLING

Deadline for notification of acceptance for all submissions.

10.01.25

Presenting Author Registration Deadline.



HELPFUL INSIGHTS

TEACHING CASES

Teaching cases stimulate the development of students' critical thinking skills in realistic business situations. This track is ideal for authors involved in case teaching, either by writing case studies or teaching a course based entirely on cases. All authors must indicate (on the first page of their submission) if they plan to present a 30- or 60-minute case.

WORKSHOPS

Workshops are defined as interactive sessions designed and implemented by the delegates who propose them. The main objective of workshops is to provide participants with a learning experience that will impact their academic, professional and/or business development. Workshops can refer to some of the topics of interest of this Congress or propose new issues strongly linked to those of this Congress. Please be aware that workshop leaders may be requested to give their workshop on 25 or 26 of November 2025 in Cairo, Egypt.

DOCTORAL CONSORTIUM

Doctoral students must be full-time doctoral students who are emerging small business and/or entrepreneurship scholars pursuing academic careers in entrepreneurship. The consortium will feature leading faculty in the discipline. It will focus on research and pedagogical issues relevant to the student preparing for a career of thought leadership, curricular development, and disciplinary advancement. Doctoral students are encouraged to specify research questions and the potential contributions they envision. They should also provide findings and conclusions (if available) to verify that the proposal is much more than just an idea for a paper that may be written in the future.

Please note that the doctoral consortium will have a pre-Congress event on November 25 (or as advised). The main research presentations will be held on 25 and 26 November (or as advised) 2025.

EXPERIENCES

Those actively involved in running innovative practices at the university or firm level or those demonstrating exceptional practices in entrepreneurship and/or SME assistance and development have the opportunity to present and discuss their experiences in a roundtable setting. Authors are encouraged to describe the general context in which their expertise is embedded, the main target population, the objectives and activities, the main challenges, and the significant results obtained. Importantly, they should also provide some key lessons derived from these interventions. The Experiences will be presented on 25-26 November (or as advised), 2025.



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