

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: Professor Muhammad Yunus, Chairman, Yunus Centre, Bangladesh Dr. Manuel Elkin Patarroyo Murillo, Director, Fundacion Instituto de Inmunologia de Colombia -FIDIC Ms. Lamiya Morshed, Executive Director, Yunus Centre, Bangladesh Professor Cam Donaldson, Yunus Chair and Pro Vice-Chancellor Research, Glasgow Caledonian University, United Kingdom Dr. Ramiro Guerrero, Dean of Economics and Finance, ICESI University, Colombia Dr. Alejandro Beltran Duque, Dean of Faculty of Business Administration Universidad Externado de Colombia Professor M. Jahangir Alam Chowdhury, Department of Finance, Executive Director, Center for Microfinance and Development, University of Dhaka, 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 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 				

<p>Chowdhury Rajib; Yokota Fumihiko; Naoki Nakashima; Islam Rafiqul; Ahmed Ashir</p> <p>2. DE-COUPLING SOCIAL ENTERPRISE FROM NEO-LIBERALISM: THE POTENTIAL OF ECOVILLAGES McIntyre Janet; Wirawan Rudolf</p> <p>3. ABSORPTIVE CAPACITY AT THE BOTTOM OF THE PYRAMID Alba Claudia; Dentchev Nikolay</p> <p>4. Academia Report Leonhard Nima</p>				
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 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 Prof. Cam Donaldson, Yunus Chair and Pro Vice-Chancellor Research, Glasgow Caledonian University, UK Mr. Timothy HAGEN, Head, Department of Business Administration, Director, Yunus Center for Social Business and Sustainability, Epoka University, Albania Prof. Elisabetta Righini, Professor of Commercial Law and and financial markets, University of Urbino Carlo Bo, Urbino, Italy Mr. Alfredo Cardenas Serrate, Academic Coordinator, Universidad Privada Cumbre, Bolivia Dr. Mai Thai, Associate Professor, Department Of Entrepreneurship And Innovation, HEC Montreal, Canada 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)
<p>Moderator: Professor Abdul Hannan Chowdhury, Dean of School of Business and Economics, North South University, Bangladesh</p> <ol style="list-style-type: none"> Money, Value and a Distorted World: A Case for Social Business Huque Qazi Nazrul Managing Human Resources in Social Business Organization for creating shared value Farhana Ferdousi 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 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)
<p>Moderator: Professor Giuseppe Torluccio, Professor of Economics of Financial Intermediaries, University of Bologna, Italy</p> <ol style="list-style-type: none"> From the Sixteen Decisions to Social Business: The Worldview of Muhammad Yunus Huque Qazi Nazrul Social Innovation support in higher education: The University Turned inside out Mark Majewsky Anderson Microcredit Regulation Towards Human, Social and Economic Development Oliveira Andressa 				

<p>4. Challenges to the Equilibrium between Sustainable and Charitable Microfinance Institutions: An analysis of Agroamigo and BancoSol Praun Mussi de Mattos Thomas</p>				
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. Professor Benedicte Faivre-Tavignot, Professor and Executive Director of the Society and Organizations Institute of HEC Paris, France 3. Dr. Sali PS, Director- Academics (RBEF), Amity Education Group, India 4. Frederic Penz, Coordinator Leuphana Yunus Centre for Social Business and Values, Leuphana University Lüneburg, Germany 5. María Isabel Irurita, Director, Yunus Centre for Social Innovation, Universidad Icesi, Colombia 6. Jose Alexander Mosquera Mosquera, Director Programa Internacional de Intercambio "Emerging Market Initiatives" EMI en Universidad Externado de Colombia. 7. Hiroshi Hoshino, Managing Director, Yunus & Shiiki Social Business Research Centre, Kyushu University, Japan 8. Dr. Nisha Pandey, Associate Dean Research and Publication and Chairperson Yunus Social Business Center, Vivekanand Education Society Institute of Management, India 9. Gaia De Dominicis, Country Director, Yunus Social Business Colombia 10. Mai Thai, Associate Professor, Department Of Entrepreneurship And Innovation, HEC Montreal, Canada 				
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)