

# **Social Business Academia Conference 2017**

**Paris, France  
November 8 - 9, 2017**

## **November 8, 2017 (Wednesday)**

### **8:30-9:00 Welcome coffee**

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### **9:00-10:30 Opening**

9:00-9:10: Welcome speech by Carine Camby, General Delegate, Cité International University of Paris

9:10-9:30 Introductory words by Ms Lamiya Morshed, Yunus Centre and Hans Reitz, GCL

9:30-9:40: Reflections on SBAC 2016

9:40-9:55: Marie Brasacq (Paris 2024)

10:00-10:30: **Keynote speech: Professor Muhammad Yunus**

### **10:30-11:00 Tea/Coffee Break**

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### **11:00- 12:00: Plenary Session 1**

Moderated discussion on the book “**A World of Three Zeros**” with Professor Yunus and leading thinkers

#### **Speakers:**

- Professor Muhammad Yunus, 2006 Nobel Peace Laureate
- Cam Donaldson , Yunus Chair in Social Business and Health, Glasgow Caledonian University (Moderator)
- Andrea Grove, Program, Director, California Institute for Social Business , Faculty Director, CI Center for International Affairs, CSU Channel Islands, USA
- Rodolphe Durand , Chaired Professor of Strategy at HEC-Paris and the academic Director of the Society and Organizations Center, France

## 12:00- 14:00 Plenary Session 2

### Presentations from Yunus Social Business Centres from around the world

#### **Social Business/Enterprise and Poverty Chair, HEC Paris, France**

Presenter: Benedicte Faivre Tavignot, Academic Director of the MSc in Sustainable Development

#### **Yunus Social Business Centre, La Trobe University**

Presenter: Professor Dr Gillian Sullivan Mort, Director of Yunus Social Business Centre, La Trobe Business School, La Trobe Business School, College of Arts, Social Sciences and Commerce

La Trobe University, Melbourne Victoria, Australia

#### **Yunus Social Business Centre, Renmin University of China**

Presenter: Dr. Meng Zhao, Associate professor, Business School, Renmin University, China

#### **Yunus & Shiiki Social Business Research Center Kyushu University, Japan,**

Ashir Ahmed, Associate Professor, Kyushu University Faculty of Information Science and Electrical Engineering

#### **Yunus Social Business Centre, HEC Montreal, Canada**

**Presenter:** Mai Thi Thanh Thai, Associate Professor, Department of Entrepreneurship and Innovation, HEC, Montréal, Canada

#### **Yunus Social Business Centre, University Pompeu Fabra (UPF)**

Presenter: Professors Elisabet Garriga  
Director of the Sustainability Impact Center  
Associate Professor  
Strategy, Leadership and people Department  
EADA Business School  
Barcelona, Spain

**California Institute for Social Business, California State University**

Presenter: Andrea Grove, Ph.D., Professor, Political Science Program, Director,  
California Institute for Social Business in collaboration with Muhammad Yunus, Faculty  
Director, CI Center for International Affairs, CSU Channel Islands, USA

**14:00-15:00 Lunch**

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**15:00-16:45 Parallel Session 1A**

**Track: Entrepreneurship and Social Business**

**Moderator: Professor Mai Thai, HEC Montréal, Canada**

Presentation Time: 15 minutes presentation + 5 minutes Q&A

**1. Social business canvas model: white and blue case, meeting blue and white collar workers,**

Vusal Gambarov , Besjon Zenelaj , Xhimi Hysa

**2. An open path to self-employment The revolutionary and hopeful alternative of Social Entrepreneurship**

Rogelio Garcia Contreras

**3. Strategies for Scaling Up Social Business Impact on Sustainable Living: A case Study on SBLIF**

Farhana Ferdousi, Parveen Mahmud, FCA

**4. Cherehani Africa: A Case Study of Social Business Enterprise Towards Empowerment of Women in Rural Kenya.**

Brian Omondi , Jecinta Kamau

**5. Concept of a Car Sharing Model for Urban Female Corporates to Improve Safety on Road and Productivity at Work**

Hironobu Kitaoka , Nuren Abedin, Muhammad

**15:00-16:45 Parallel Session 1B**

**Track: Entrepreneurship and Social Business**

**Moderator: Professor Benedicte Faivre Tavignot, HEC Paris**

Presentation time: 15 minutes presentation + 5 minutes Q&A

**1. The Regional Tourism Value Chain - a workable habitat for sustainable micro and small businesses**

Victoria Preoteasa , Flaviu Popa, Rodica Popa

**2. Finding a rainbow among the clouds: Annapurna's micro- insurance program in slums**

Xavier-Hay Francois , Samant Medha, Kanish Debnath

**3. Reverse Logistics Credits: a social and environmental innovation to address urban waste and recycling in Brazil**

Mauricio Moura Costa, Luciana Freitas , Pedro Moura Costa

**4. Influence of Motivational and Socio-cultural Factors towards the Goals of Entrepreneurs in Bangladesh: A Policy and Structural Framework for Social Enterprise Economics**

Rafiqul Islam Molla, Mahazan Abdul Mutalib, Mohammad Zahid Hossain Bhuiyan

**5. Social Business Collaboration Locally and Globally: Advancing Entrepreneurial Initiatives through Cross-Sector Collaboration**

Ismail Hossain, Kazi , Rafiqul Islam, Hiroshi Debra Pallatto-Fontaine, Ales Jug  
Okajima, Akira Fukuda, Ashir Ahmed

## 16:45-17:00: Tea/ Coffee Break

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### 17:00-18:00 Parallel Session 2A

**Track: Social Business and SDGs**

**Moderator:** Professor M. Jahangir  
Alam Chowdhury, University of Dhaka

Presentation time: 15 minutes  
presentation + 5 minutes Q&A

**1. Understanding Refugee Education, Entrepreneurship, and Acculturation in the U.S. – A Literature Review**  
Ujal Ibrahim

**2. Empowering Business to act as a Social Business Through SDG Focused Business Cases**  
Douglas Gilbert, Bob Willard

**3. Achieving SDGs through the application of Social Business methodology**  
Bhaskar Kumar

**4. Understanding the role of multilateral organizations and Governments in advancing social business and social innovation in health**  
Rosanna W Peeling, François Bonnici ,  
Beatrice Halpaap

### 17:00-18:00 Parallel Session 2B

**Track: Social business and other issues**

**Moderator:** Prof. Chien-wen Shen,  
National Central University.

Presentation time: 15 minutes + 5  
minutes Q&A

**1. What Do You Mean by “Social”? How an Ethical Lens Sharpens Our View of Social Business and Social Entrepreneurship**  
Ignas Bruder

**2. A Capability Approach for Measuring the Social Impact of Social Enterprises Fighting against Energy Poverty**  
Frederik Claeysé , Inigo Antepará

**3. Towards elucidating the ‘social’ from ‘business’ in social business: Explaining through Grameen and SEWA**  
Shishir K. Jha , Anu Ann Alexander

## 18:00 – 19:30 Break and Dinner

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**November 9, 2017 (Thursday)**

**8:30 – 9:00 Welcome Coffee**

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**9:00-10:30 Parallel Session 3A**

**Track: Social business and Health**

**Moderator: Ashir Ahmed, Kyushu**

**University**

Presentation time: 15 minutes

presentation + 5 minutes Q&A

**1. Softy—an affordable healthcare product for low paid female workers at readymade garment industry.**

Mohammad Hasan

**2. Relationship and risk factors of hypertension, diabetes, and proteinuria among adults in Bheramara Upazila, Kustia District, Bangladesh - Findings from Portable Health Clinic Data, 2013-2016**

Ashir Ahmed , Rafiqul Islam , Mariko Nishikitani, Kimiyo Kikuchi, Naoki Nakashima, Fumihiko Yokota

**3. Providing Menstrual Health Management (MHM) solution in resource poor settings: case studies from Timor-Leste and Bangladesh**

Md Mahfuz Ashraf, Ananda Vasudevan, Louise Shaw, Pratiti Ghosh, MFM Amir Khashru, Kazi Sayem Jayed, Bronwen Morgan, Victor Ho

**4. Transformation strategies in WASH: local buy-in for sustainable service provision A Bangladesh Case Study,**

Giulia Sozzi , Max, Mrs Kate Pearson, Suzan van der Wilt

**9:00-10:30 Parallel Session 3B**

**Track: Finance and social business**

**Moderator: Professor Andrea Grove,**

**California State University, Channel**

**Island**

Presentation time: 15 minutes

presentation + 5 minutes Q&A

**1. Building Social Business with Islamic Fund**

Mohammed Ahsan Ullah, Ahmed Mahmood

**2. Opportunities and challenges of the fintechs for the fight against poverty in smart city context**

Josep Ortuño, Carmen Parra

**3. Capital and the Common Good: How Innovative Finance is Tackling the World's Most Urgent Problems**

Georgia Keohane

**4. Developing a Model to Measure Financial Performance of Social Businesses and linking it to Sustainability**

Nazmun Nahar

## 10:30-11:00: Tea/ Coffee Break

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### 11.00-13.00 Parallel Session 4A

**Track: Social Business, health and technologies**

**Moderator:** Dr. Faiz Shah, Asian Institute of Technology

Presentation time: 15 minutes presentation + 5 minutes Q&A

#### 1. Work Integration Social Enterprise and Well-being: Perspectives on job quality

Jack Rendall

#### 2. Can Social Business Address the Challenges of Public Private Partnership (PPP) in the Rural Healthcare in Bangladesh: A Proposed Conceptual Model

Mahfuz Ashraf, Dewan Muktadir-Al- Mukit, Liaw Siaw-Teng

#### 3. Financial management, microcredit, and health: The Glasgow Financial Diaries

Rachel Baker , Olga Biosca , Cam Donaldson , Fatma Ibrahim, Tim Laxton , Neil McHugh

#### 4. To change the world for social integration

Shah Md. Mohsin

#### 5. Medication alert system for affluent urban ageing community to reduce morbidity

Tomohito Shimura , Rajib Chakraborty, Hiroshi Okajima , Akira Fukuda, Ashir Ahmed

#### 6. Interfacing modern and indigenous

### 11.00-13.00 Parallel Session 4B

**Track: Social Business, Marketing, Education and other issues**

**Moderator:** Prof. Zhao Meng, Renmin University of China

Presentation time: 15 minutes presentation + 5 minutes Q&A

#### 1. Public Opinion towards Social Business – The Perspective of Social Media Mining

Chien-wen Shen, Jung-tsung Ho

#### 2. Irregular migration and social business: micro- and macro- enablers of social empowerment. The case for marketing & communication strategies and ICTs

Anna Visvizi , Miltiadis Lytras

#### 3. A Social Business Model for Investment in Primary Education in Developing Countries: Finding a Niche in Established Educational Systems

Garces-Voisinat Juan-Pedro, Ehsan Ali

#### 4. Need for designing a social business entrepreneurship training module at school for young children: a systematic review

Ahmed Rafiuddin and Giilian Sullivan Mort

#### 5. Citizen Engagement in Social Business Ecosystem – the Ultimate Action Model for Solving Community Problems: A Case of Chittagong SBC Ltd.

Moslehuddin Chowdhury Khaled

**knowledge for social businesses in developing and utilizing renewable energy build with local materials, cocoa pods and electronic waste for sustainable**

Tomukum Chia, Hon. Dr. Chia Emmanuel Ngam

**6. Social Business Hybrid Models: An Appraisal**

Dr. A. B. M. Shahidul Islam

**7. Virtual teaching in postgraduate social entrepreneurship programmes: the importance of social collaboration in virtual communities**

Rogelio Garcia Contreras, Carmen Parra

**13:00 - 14:00 Lunch**

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**14:00 - 15:00 Closing session with Professor Yunus and others**

**Speakers:**

- Ms. Sana de Courcelles, Directrice Exécutive , Science Po Paris, France
- Dr. David A. Jordan, Dr. David A. Jordan, DHA, MPA, President, Seven Hills Foundation & Affiliates, USA
- Dr. Faiz Shah, Head, Development Management & Director, Yunus Center AIT, Asian Institute of Technology, Thailand
- Professor Dr Gillian Sullivan Mort, Director of Yunus Social Business Centre, La Trobe Business School ,La Trobe Business School, College of Arts, Social Sciences and Commerce, La Trobe University, Melbourne Victoria, Australia
- Michael Wirtz, University of Wuppertal, Chair for Entrepreneurship and Economic Development, Germany
- Professor Muhammad Yunus, 2006 Nobel Peace Laureate