



HAUTE ÉCOLE DE GESTION  
HOCHSCHULE FÜR WIRTSCHAFT  
SCHOOL OF MANAGEMENT

Fribourg  
Freiburg

Hes·so

2024

# GENEVE/ FRIBOURG

## ENTREPRENEURSHIP FORUM

### CALL FOR PAPERS

FRIBOURG, SWITZERLAND



JUNE JUNE  
26 – 29

GENEVEFORUM.ORG  
INFO@ICSB.ORG

# EMPOWERING ENTREPRENEURS

In an era marked by technological advancement, an astounding fact looms large: the potential loss of 600 million jobs to automation by 2030.

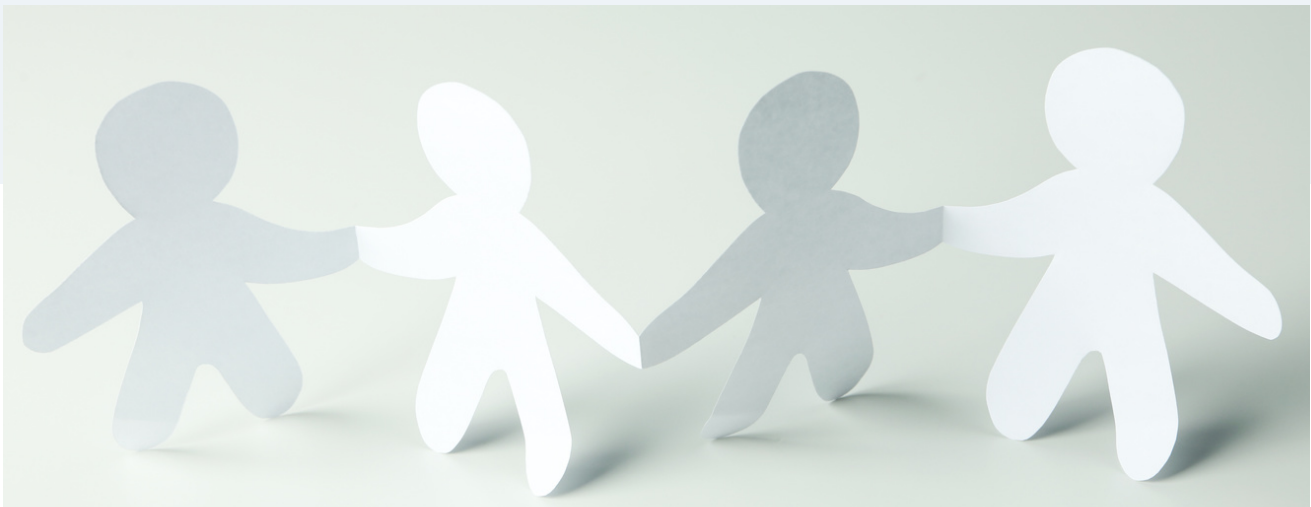
To confront this impending challenge and secure the livelihoods of millions worldwide, it is imperative that we foster innovation and create fresh opportunities for a projected global population of 5.87 billion people over the age of 15 by 2030, constituting more than 10% of the world's total population.

This formidable task necessitates a concerted global effort to promote entrepreneurship, with a particular emphasis on nurturing Micro, Small, and Medium-sized Enterprises (MSMEs). Remarkably, MSMEs already account for up to 70% of the world's Gross Domestic Product (GDP), underlining their pivotal role in driving economic growth and job creation.

Recognizing the critical significance of MSMEs in addressing this challenge, the inaugural Geneva/Fribourg Entrepreneurship Forum, scheduled from June 26 to June 29, is set to

make a profound impact. Powered by ICSB and in collaboration with influential organizations such as the International Labour Organization (ILO), United Nations Conference on Trade and Development (UNCTAD), and the School of Management Fribourg (HEG-FR), this high-level meeting in Geneva and Fribourg seeks to provide a platform for collaborative solutions.

As we confront the formidable challenges of the future, we invite you to join us in this momentous endeavor. Moreover, we are excited to announce the Call for Papers, inviting contributions of innovative and impactful knowledge to shape the future of entrepreneurship and address the pressing issues of our time. Together, we can forge a path towards a more resilient and prosperous future for all.



## TOPICS

Academic Entrepreneurship  
Arts & Entrepreneurship  
Corporate Entrepreneurship  
Digital Entrepreneurship  
Ecosystems & National  
Innovation Systems  
Entrepreneurship & Covid-19 Impact  
Entrepreneurial Finance  
Entrepreneurial Cities  
Entrepreneurship Centers, Co-  
Working Spaces and 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  
The Future of Entrepreneurship  
Education  
The Future of Work Intrapreneurship  
Humane Entrepreneurship  
Non-Profits and Enterprising Non-Profits  
MSMEs and Technology Innovation  
Productive Entrepreneurship  
Social Entrepreneurship  
Sustainable Development Goals  
Women Entrepreneurship  
Youth Entrepreneurship

## SUBMISSION TYPES

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!

### STEP 2

## THE SUBMISSION

Submit your paper through the official submission system on the <https://geneveforum.org/> before the deadline.

### STEP 3

## THE DECISION

You will receive a decision soon after the closing of the submission system. At this time, you will also receive instructions on registering for the conference.



Thank  
You

## **RICO BALDEGGER**

**Director and Professor of Strategy,**  
Innovation and Entrepreneurship at the  
School of Management Fribourg (HEG-FR)

## **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 and 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.
- 7.** Accepted submissions will be published in the ICSB JICSB Journal with a DOI index.
- 8.** Authors submitting papers agree that if accepted, at least one author (presenting author) will register, pay, and attend the forum to present the paper.

**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. Also, Teaching Cases can be used to train MSMEs.

**Workshops** – Workshops are defined as interactive sessions designed and implemented by the delegates who propose them. Workshops' primary objective is to provide participants with a learning experience that will impact their academic, professional, and/or business development.

**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.

**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 can 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,

## DEADLINES

### **EXTENDED: APRIL 1, 2024**

Deadline to submit all submissions through the forum website. We will accept your manuscript as a final version and will allow for limited changes.

### **ROLLING**

Deadline for notification of acceptance for all submissions.

### **MAY 15, 2024**

Presenting Author Registration Deadline.