

GW OCTOBER

ENTREPRENEURSHIP WEEK

THE 2021 GW OCTOBER ENTREPRENEURSHIP WEEK IS OUR THIRD ANNUAL FIVE-DAY EVENT, INCLUDING SESSIONS, NETWORKING, AND SITE VISITS THAT EMPOWER ALL TO IMAGINE A BRIGHTER FUTURE.

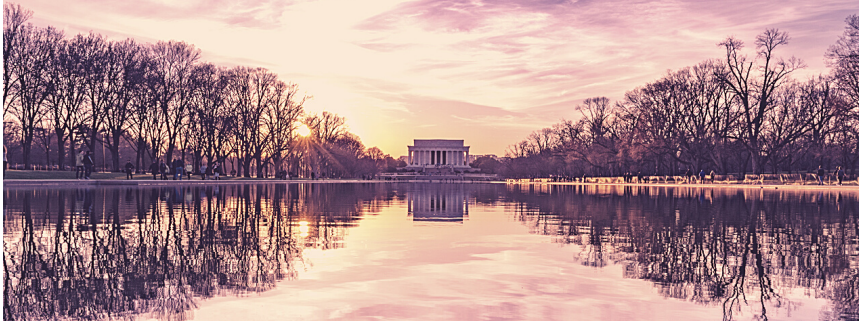
THEME: "IMAGINE"



Business

Register Now!





EVENT FLOW

MON

Imagine More and **Imagine a Better You** as we move through multiple workshops that amplify creativity.



8 AM OFFICIAL LAUNCH: IMAGINE

[zoom](#)

Dr. Ayman ElTarabishy, Chair, GW October
Dr. Winslow Sargeant, Chair, ICSB
Mr. Ahmed Osman, Immediate Past Chair, ICSB
Ms. Jennifer Kirkland, ICSB Program Director
Ms. Analia Pastran, Executive Director of Smartly Social Entrepreneurship
Dr. KiChan Kim, Past President, ICSB

9 AM DOING BUSINESS IN SOUTH KOREA: MY EXPERIENCE

[zoom](#)

Dr. Pyeongseon Oh, Senior Researcher & Consultant at Law & Tech Inc.

11 AM HR COFFEE HOUR WITH THE GWU SHRM STUDENT CHAPTER

[zoom](#)

Ms. Ursula Martin, President, GWU SHRM Student Chapter #5073

1 PM A PASSION FOR INNOVATION

[zoom](#)

Ms. Josephine Fermanian, Student, GW School of Medicine & Health Sciences

[zoom](#)

INTELLECTUAL PROPERTY BASICS FOR ENTREPRENEURS

Mr. Michael Maskell, Patent Examiner/Attorney

2 PM IMAGINING WITH YOUR HANDS: LOW TECH PROTOTYPING

TOMPKINS M06

[zoom](#)

Dr. Erica Wortham, Interim Director, Innovation Center, SEAS

3 PM FUNDING INNOVATION

[zoom](#)

Ms. Jennifer Kirkland, Sponsorship Director, International Council for Small Business

4 PM #GOALS: STUDENT ENTREPRENEURS SHARE MOST VALUABLE LESSONS

[zoom](#)

Prof. Kathy Korman Frey, Professorial Lecturer, Entrepreneur in Residence, GW School of Business



EVENT FLOW

TUES

Imagine a **Better World** and
Imagine a **Better Company** as
we shift our perspectives
from the personal to the
global to consider a new,
more humane future of
business.



10 AM
[zoom](#)

TRANSDISCIPLINARY COLLABORATIONS IN NEUROSCIENCE, ART AND RELATED THERAPEUTICS

Prof. Juliet King, Associate Professor of Art
Therapy, Ph.D. Student Translational Health
Sciences, GWU

12 PM
[zoom](#)

GWupstart INFORMATION SESSION #3

Ms. Diana Aguilera, Graduate Assistant of Social
Innovation, GWU

1 PM
[zoom](#)

FAMILY BUSINESS - REIMAGINED

Mr. Eric Caeg, President of Retail Academy
Philippines

2 PM
[zoom](#)

CREATE A LIFE YOU LOVE!

Ms. Linda Mueller, Certified Life Coach & Expat
Mentor

3:30 PM
[zoom](#)

INVENTIONS, GRIT, AND ENTREPRENEURSHIP IN MEDICINE

Dr. Marc Garbey, Professor at GW School of
Medicine and Health Sciences

5 PM
[zoom](#)

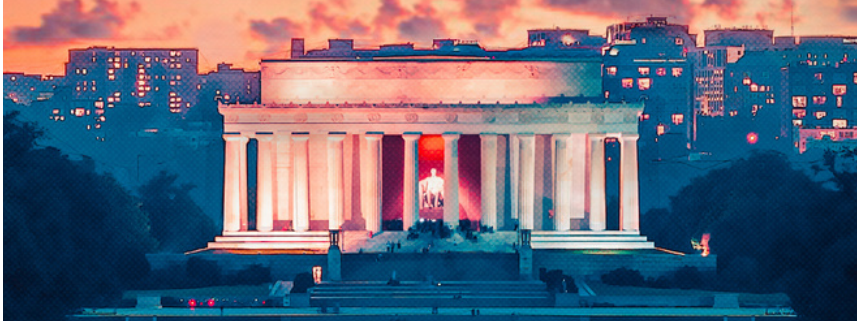
CULTURAL ENTREPRENEURSHIP: FOOD, FAMILY, AND VALUES

Ms. Mariam Zara, Entrepreneurial Fellow; Student,
GW School of Business

6:30 PM
[zoom](#)

PURPOSEFUL & IMPACTFUL VENTURES

Mr. Joe Sauma, Partner/CFO/SFO at I.A.S. Corp.



EVENT FLOW

WED

Gather as an entrepreneurial community in our **Imagine Marketplace**, which includes training sessions and notable networking events.



9 AM **COOPERATIVE MANAGEMENT OF PROTECTED AREAS AND NATIONAL PARK - CASE STUDY**
[zoom](#)
Dr. Soyoung An

10 AM **INSPIRE HEALING THROUGH ART, PAINTING A DOT MANDALA**
[zoom](#)
Ms. Susan Shaffer, Artist, and Entrepreneur of Joyful Arts Studio

[zoom](#) **GW TOURISM THINK TANK ON IMPLICATIONS OF COVID-19 FOR ENTREPRENEURS OF TOURISM DESTINATIONS**
Dr. Cevat Tosun, Director, MTA Program Eisenhower Chair, Professor of Tourism Studies & MGT, GW School of Business

2 PM **MARKETPLACE SHOWCASE**
[zoom](#)
GW Student Businesses

4 PM **GW PRESIDENTIAL FELLOWSHIP ON-CAMPUS LEADERSHIP PANEL**
[zoom](#)
Presidential Fellows: Ms. Vivika Fernes, Ms. Rachel Yakobashvili, Ms. Emily A Lou, Mr. Adel Hassen, and Mr. Skye Blanks

5:30 PM **HOW TECH IS TRANSFORMING THE FOOD WORLD?**
[zoom](#)
Ms. Jasmine Bautista, Program Assistant, Office of Innovation and Entrepreneurship, GWU

6 PM **PITCH GEORGE INFO SESSION**
[zoom](#)
Ms. Jessica Vodlika, Project Manager, GWU

THURS

Imagine Policy Change that uplifts small businesses and entrepreneurs at the GW October Conference.

1 PM **BUILDING THE BRIDGE BETWEEN SERVICE AND SOCIAL MEDIA**
[zoom](#)
Ms. Ayana Thomas, Doctoral student, and entrepreneur

[zoom](#) **NOURISHING RESILIENCE WITH MINDFUL MOVEMENT**

Janette Rodrigues, Administrative Directory, GW School of Medicine & Health Sciences

4 PM **DEVELOPING AN ENTREPRENEURIAL MINDSET**
[zoom](#)
Mr. Stuart Levy, Associate Teaching Professor of Management, GWU

THURSDAY

GW STATE ROOM

@ 1957 E STREET NW 7TH FLOOR

To discover effective, informed policy change that empowers small businesses, we will travel to the GW State Room in the Elliott School of International Affairs to imagine, with global experts, the potential for improved entrepreneurial ecosystems in our community and country at large.

GW MUSEUM @ 701 21ST ST NW

Then, we will travel to the GW Textile Museum to witness the creative achievements of people here in our capital city and around the world.

9 AM WELCOME REMARKS (@GW STATE ROOM)

Dr. Winslow Sargeant, Chair of the Board, ICSB

Dr. Ayman El Tarabishy, Deputy Chair, Dpt. of MGT, GWSB; President & CEO, ICSB

9:30 AM ENTREPRENEURIAL MARKETING: INTEGRATING THE DICHOTOMIES

Mr. Hermawan Kartajaya, Incoming Chair, ICSB; MarkPlus, Inc. (Indonesia)

Discussant - Dr. Winslow Sargeant Chair, ICSB

10:15 AM ENTREPRENEURIAL PROPENSITY OF STUDENTS, METHODOLOGICAL ANALYSIS AND ROLE OF UNIVERSITIES IN DIGITAL ERA

Dr. Ruben Ascuá, Rector, UNRAFA, (Argentina)

Discussant - Dr. Jeffrey Aves, ICSB Past President

10:45 AM COFFEE BREAK

11 AM BUILDING INNOVATION ECOSYSTEMS

Dr. Jim Chung, Associate Vice President for Research, Innovation & Entrepreneurship, GWU

Mr. Bob Smith, Director of I-Corps at GW

11:45 AM MAKE AFRICA A GREAT HUMANE ENTREPRENEURSHIP CONTINENT IN THE 3RD MILLENNIUM

Mr. Kassoum Coulibaly, Global Gender, MSME & Africa's Growth Expert (Mali) - Discussant -

Dr. Winslow Sargeant, Chair of the Board, ICSB

12:30 PM LUNCH

1:45 PM ARTS & ENTREPRENEURSHIP (@GW MUSEUM)

Dr. Ayman El Tarabishy, Lenore Miller, and Casey Hayes-Deats, The George Washington University

2 PM INNOVATION & CREATIVITY

Dr. Katia Passerini, Provost Seton Hall

2:30 PM RESEARCH TRANSLATION AND POLICY

Dr. Eric Liguori, Rohrer Chair of Entrepreneurship; Executive Director, Rowan Center for Innovation & Entrepreneurship

3 PM THE STATE OF SMES IN THE UNITED STATES TRANSLATION AND POLICY

Ms. Holly Wade, Executive director of the NFIB Research Center

3:30 PM ENTREPRENEURSHIP IN MUSEUMS

Mr. John Wetenhall, Director, The George Washington University Museum & The Textile Museum

4 PM GW MUSEUM & THE TEXTILE MUSEUM TOUR

5 PM END OF DAY





FRIDAY

GW SCHOOL OF BUSINESS

@ 2201 G ST NW,
DUQUES HALL



On Friday, GW Entrepreneurship Week welcomes The District of Columbia Coalition For Non Profit Housing and Economic Development (CNHED) for a full day of keynote presentations and workshops. Research presentations and sessions will explore the imaginative principles of entrepreneurship that engage attendees in discussions about promoting more comprehensive and inclusive business practices.

8:30 AM REGISTRATION - BREAKFAST & NETWORKING DUQ 150

9:20 AM OPENING SESSION

DUQ 151

Dr. Ayman El Tarabishy, Deputy Chair, Department of Management, GWSB;
Chair, GW Entrepreneurship Week
Dr. Anuj Mehrotra, Dean of GWSB
Mr. Stephen Glaude, President and CEO, CNHED

10 AM KEYNOTE SPEAKER

DUQ 151

Hon. Kenyan McDuffie, Ward 5 Councilmember
Chairperson, Committee on Business & Economic Development

11 AM "IMAGINE: EXPANDING ECONOMIC DUQ 151 OPPORTUNITIES FOR MBES THROUGH SYSTEMS CHANGE"

Ms. Sharon Pinder, President and CEO of Capital Region Minority Supplier Development Council (CRMSDC)
Ms. Lauren Counts, Sr. Director, Head of National Programs at Capital Impact Partners,
Ms. Donna Cooper, President, Pepco
Mr. Stephen Glaude, President and CEO, CNHED

12 PM LUNCH & NETWORKING DUQ 150

2 PM THE FUTURE OF BUSINESS SCHOOLS AND DUQ 151 ENTREPRENEURSHIP

Dr. Joyce A Strawser, Dean, Stillman School of Business, Seton Hall
Dr. Ruben Ascuá, Rector, UNRAFA, Argentina
Dr. Liesl Riddle, Vice Dean for Strategy, GW School of Business
Dr. Mary Kate Naatus, Dean, Frank J. Guarini School of Business, Saint Peters University
moderated by: Dr. Winslow Sargeant, Chair, ICSB

DUQ 152 IMPACT OF DC SMALL BUSINESS

Mr. Dan Simons, Co-Owner of the innovative Farmers Restaurant Group

DUQ 254 THE NEW NEUROLOGY OF LEADERSHIP

Dr. James Bailey, Hochberg Professor of Leadership, GW School of Business

DUQ 255 RFP RESPONSE STRATEGY TOOLKIT

Ms. Tanya Penny, Johnson Cooper Consulting Inc.
Mr. Russell Blowe, Director of Business Engagement at CNHED

DUQ 258 ACADEMIC WORKSHOPS - STARTING A BUSINESS DURING COVID-19

Mr. Anthony Clemons, Co-Founder, Red Steel Creative, The Intersection of
Entrepreneurship and Human Resources Management - HRD Hippo - Example
Moderated by: Dr. Jeffrey Alves, Past President, ICSB

MORE FRIDAY SESSIONS





FRIDAY (CONT.)

GW SCHOOL OF BUSINESS

@ 2201 G ST NW,
DUQUES HALL



3 PM ELEVATE COHORT PRESENTATIONS

DUQ 151 GWSB and CNHED Partnership

DUQ 152 HACKING FOR DEFENSE (NEW COURSE) - INFORMATION SESSION

Mr. Chris Taylor, Advisory Board Member and Former CEO

DUQ 254 JSBM "ASK ME ANYTHING" WITH THE EDITORS

Dr. Eric Liguori, Rohrer Chair of Entrepreneurship; Executive Director of the Rowan Center for Innovation and Entrepreneurship

Dr. Katia Passerini, Provost and Executive Vice President (EVP) of Seton Hall University

Dr. Susana Santos, Assistant Professor, Rohrer College of Business

Dr. Ayman El Tarabishy, Editor in Chief, JSBM

DUQ 255 BREAKING BARRIERS & CHANGING BOUNDARIES: REDEFINING A WOMAN'S ROLE IN THE ARAB WORLD

Ms. Terry Bitar, Founder, Charity Donation Foundation Inc.

DUQ 258 ACADEMIC PAPER PRESENTATION

DUQ 150 TOGETHER WE LEARN

Dr. Ruth Dwyer, Senior Project Manager, ICSB

4 PM ORGANIZATIONAL VALUES TO THINKING STRATEGICALLY

Dr. Shyam Giridharadas, adjunct professor of management at the George Washington University School of Business (GWSB)

DUQ 152 THE IMPACT OF ENVIRONMENTAL, SOCIAL & GOVERNANCE (ESG) REPORTING IN HOSPITALITY AND TOURISM

Dr. Jungho Suh, Visiting Teaching Assistant Professor of Management and Tourism, GWSB

DUQ 254 PITCH JICSB: WHERE YOUR IDEAS MEET OUR EDITORS

Dr. Jeffrey Alves, Editor in Chief, JICSB, and ICSB Board Member

Dr. Eric Liguori, Rohrer Chair of Entrepreneurship and Executive Director of the Rowan Center for Innovation and Entrepreneurship

DUQ 255 THE INTERNET OF THINGS (IOT)

Dr. Ekundayo Shittu, Associate Professor GW School of Engineering & Applied Science

DUQ 258 ACADEMIC PAPER PRESENTATION

DUQ 150 FUN FOOD FRIDAY

Dr. Ruth Dwyer, Senior Project Manager, ICSB

GALA & AWARDS →