

# **Memo**

**From: Dr Indianna D. Minto-Coy, Senior Research Fellow, Mona School of Business & Management and Business and Management Conference Co-Chair**

**ATTN: Mr Michael Battaglia, International Council for Small Business**

**Subject: Report on Conference Attendance and the Potential for a New ICSB Affiliate or Chapter in Jamaica**

**Date: January 9, 2017**

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In September 2016, the International Council for Small Business (ICSB) invited me, as lead on the Inaugural (2015) and 2<sup>nd</sup> (2016) Mona School of Business & Management (MSBM) Business and Management Conference to attend the George Washington University and ICSB Annual Entrepreneurship Conference. The event was held in partnership with the World Bank at the Bank's Headquarters in Washington, D.C.

The purpose of the trip was to discuss the possibility of starting a Jamaica chapter of the ICSB at the Mona School of Business & Management and the branding of the MSBM Business & Management Conference as an ICSB event. The invitation also offered the opportunity to experience first hand, one of the organisation's signature events and meet some of the key figures in the ICSB and its membership.

A report on the trip, including the prospects for a partnership has since been submitted to the MSBM's Management Committee for further discussion. A number of points that have been highlighted in that report. In the main, a partnership with the ICSB offers the MSBM a number of opportunities, including:

1. For the School to increase its regional and global profile given the breadth and scope of the ICSB;
2. The diversification and extension of the MSBM's network;
3. The opportunity to offer and access publications from a highly-rated journals;
3. Increasing the quality and number of academic output, especially through preparation and feedback of papers at respective conferences;
4. The ability for the MSBM Conference to become a more serious income generator via access to the ICSB's extensive membership;
5. Membership in a global network which will also contribute to MSBM's internationalisation and ongoing efforts towards AACSB certification.

The MSBM in turn has much to contribute to a partnership of this nature. The School offers the opportunity for the ICSB to expand its global reach and membership. Further and notwithstanding the young age of the MSBM Business & Management Conference, the event also offers the ICSB an opportunity to brand an event that is already organised and has a far-reach, attracting attendance from scholars such as Professors David Storey and Graham Hall. Indeed, the 2<sup>nd</sup> staging in November 9-11, 2016 saw 67 presentations and participants from around 15 countries, including, Denmark, US, Canada, UK and a number of Caribbean countries. The mix of participants included the private sector, ngos and the academic community. This mix, as well as sponsorship from the local private sector and the IDB underlines the extent of support for the event and its intent to provide a space where academia can engage practitioners. The Conference featured a number of business roundtables, pre- and post-conference media engagements, alongside academic

presentations. The Conference featured practical and theoretical contributions, position papers and works in progress that focused on themes such as, entrepreneurship, sustainability, small businesses and diaspora networks. These themes were covered from a global perspective, but also from the viewpoint of the Caribbean small island developing states. The programme also featured a doctoral consortium allowing DBAs and PhDs the opportunity to receive critical feedback on their research. The attached programme gives further details of the themes and topics covered. At least two major publications have been secured for conference papers. These are special issues of *Entrepreneurship and Regional Development* and *Social and Economic Studies*.

For sure, organising a chapter would require a tremendous amount of work and dedication from the School. However, given the MSBM's ongoing goals (internationalisation, accreditation, fundraising, increasing publications, etc.) the partnership may be worth a serious consideration and ultimately, the School's investment in making this partnership a reality.

To this end, and following the submission of my report to the Management Committee and the successful completion of the MSBM Conference, I would also suggest a possible visit by a representative of the ICSB to Jamaica to meet with representatives from the School to further discussions on the matter.

I use this medium to thank the ICSB for its support in attending the Conference. Even more, Executive Director, Dr. Ayman El Tarabishy deserves acknowledgement for the commitment to growth and inclusion, as demonstrated through this approach to the Mona School of Business and Management.