

INTERNATIONAL IELSM-CREATIVE SPARK SUMMIT 2023

"Women's Entrepreneurship as a sustainable
and disruptive space to Collaborate and
Connect"

Costa Rica,
Oct. 23 -25, 2023



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1 Concept



CollabConnect is a space for creative evaluation and continuous evolution under the Creative Spark approach that promotes a holistic vision, integrating entrepreneurial attitudes, interdisciplinary collaboration and critical thinking. It is a combination of theory and practice, where participants are guided to explore and develop key skills, such as opportunity identification, problem-solving and uncertainty management.

Where?

National University, Costa Rica.
Central Campus, Heredia.

With whom?

International Entrepreneurship-Lab
Smart Money (IELSM), universities
and partner companies from
Europe, Africa and Latin America.

Coordinators

Dr. Alex Dávila Romero (UNA,CR-IELSM)
Dra. Oskary Zambrabno (IELSM-UNEMI)
Dr. Rafael Palacios (IELSM-BSP).

When?

23 al 25 de octubre de 2023





2

What?

IELSM Creative Spark, a pioneer in Central America, is an inspirational space for ideas and collaboration that fuses creativity, technology, knowledge, business experience and connections with the aim of driving the international expansion of women's social entrepreneurship. Through keynote lectures, panel discussions, interactive workshops and networking sessions, we provide an opportunity for the exchange of best business practices.

How?

Learning opportunities, mentoring and business skills development for international entrepreneurship will be offered during the event. In addition, research studies will be presented and innovative success stories of inclusive female entrepreneurship will be highlighted. We will work in two modules: Module 1: CollabConnect Research and Module 2: CollabConnect Empowering Women Entrepreneurship.

Why?

In an increasingly digitalized world with greater environmental challenges, we believe in the immense potential of women entrepreneurs in Central America. With the experience achieved by the IELSM and the endorsement of current reports on entrepreneurship, it is possible for small entrepreneurs to expand and innovate their business models through digital platforms. With Creative Spark CollabConnect we offer women entrepreneurs to reach their full potential, developing their creativity, through effective international and digital collaboration with other actors.

Development

The Creative Spark CollabConnect is an inspiring and vibrant space where leading academics in the field of entrepreneurship and international entrepreneurs converge.



October 23rd, 2023
Previous Virtual
Session

Session 1 (24-10-2023) **CollabConnect Research**

- Presentation of keynote lectures and panel discussions on topics related to international women's entrepreneurship with the expertise of leading national and international academics and the participation of students.



Session 2 (25-10-2023) **CollabConnect Empowering** **Women Entrepreneurship**

- Workshop presentations and interactive panel discussions for women entrepreneurs and other participants to share their inspiring experiences.
- Networking spaces and presentation of services and business models will be designed.



Key Points

This event is your great opportunity!

RELEVANCE AND ACTUALITY

Participate and discover the trends and opportunities of digital platforms for international entrepreneurship, with the experience of the IELSM. Experience case studies on new inclusive approaches to business models in the digital age and environmental sustainability. Expand your knowledge, connect with experts and get innovative ideas at just one event.

SCOPE AND VISIBILITY

It will bring together women entrepreneurs, renowned international academics, university rectors from Latin America and Europe, business leaders, experts, and other actors that support entrepreneurship, transforming Creative Spark into a window to the world. It will also open spaces for cooperation in international academic research.

ACCESS TO INTERNATIONAL NETWORKING

It is a space to establish connections and integrate talented Central American women entrepreneurs, business leaders and other key players in the field of women's entrepreneurship to the IELSM digital platform. Opening opportunities to establish strategic alliances and immediate collaborations. The event will be the space for the signing of international cooperation agreements between the rectors that are part of the IELSM.

CONTRIBUTION TO ECONOMIC AND SOCIAL DEVELOPMENT

Environmental awareness, digital inclusion of women entrepreneurs, employment generation and cooperation between universities and the business sector will be strengthened.

ADVERTISING AND BRAND EXPOSITION

.Variety of options to promote the institutional brand of participating universities, sponsoring enterprises and institutions, during and after the event, increasing their visibility and reputation.

Organization Committee

- **General Coordination**

Dra. Oskary Zambrano (IELSM - Universidad Estatal de Milagro, Ecuador)

Dr. Alex Dávila Romero (Universidad Nacional de Costa Rica)

- **Strategic Coordination Creative Spark**

Dr. Rafael Palacios (Business & Law School Berlin, Alemania)

- **Scientific Committee**

Dr. Amr Radwan (Universidad Estatal de Milagro, Ecuador)

Dra. Anel Flores (Universidad Autónoma de Yucatán, México)

Dr. Manfred Murrel (Universidad Nacional de Costa Rica)

Dr. Mayra D'Armas Regnault (Universidad Estatal de Milagro, Ecuador)

Dr. Milagros Dones (Universidad Autónoma de Madrid, España)

Dr. Ana López (Universidad Autónoma de Madrid, España)

Dr. Patricia Graf Dra. (Business & Law School Berlin, Alemania)

Dr. Gloria Agyapong (Cape Coast University, Ghana)

Dr. Joseph Owino (Nairobi University, Kenia)

Dr. Jaime Sarmiento (Universidad Pontificia Bolivariana, Colombia)

Dr. Daniel Agyapong (Cape Coast University, Ghana)

Dr. Douglas Torres (Universidad Nacional Experimental de la Fuerza Armada, Venezuela)

- **International Agreements Committee**

Msc. Marianela Talavera (Universidad Tecnológica de Querétaro, México)

- **Entrepreneurship Committee**

MGCI. Dunnia Marín Corrales (Universidad Nacional de Costa Rica)

Dra. Kattia Vasconcelos Vásquez (Universidad Nacional de Costa Rica)

Msc Xóchitl Mora (Universidad de Guanajuato, México)

Msc Mayra Niño (Universidad Iberoamericana, México)

- **Logistics Committee**

Lic. Tannia Badilla Díaz (Universidad Nacional de Costa Rica)

MGCI. Dunnia Marín Corrales (Universidad Nacional de Costa Rica)

- **Business Services Committee**

Msc. Grethel Rojas (Universidad Nacional de Costa Rica)

- **Marketing Committee**

Dr. Salvador Estrada (Universidad de Guanajuato, México)

Msc. Gina Godinez (Universidad Autónoma de Yucatán, México)

- **Financing Committee**

Dra. Oskary Zambrano (Universidad Estatal de Milagro, Ecuador)

Sponsors



Public Institutions



Enterprises



BEST-IELSM



**Would you like to be a Sponsor of
IELSM_Creative Spark and Support
Female Entrepreneurship in Latin
America?**

Contact us:
contact@ielsm.com



CALL FOR PAPERS

<https://www.ielsm.com/creativesparksummit2023>

Call for Abstracts

Guidelines

The Creative Spark Scientific Committee is pleased to invite you to participate in this prestigious international business and academic event, which will be held on October 24 and 25 at the Universidad Nacional, Costa Rica, Campus Central, Heredia with a preliminary virtual session on October 23. In order to contribute to the quality and diversity of the papers to be presented at the event, we ask you to submit your abstracts for review and possible acceptance. The following are the guidelines for the submission of abstracts:

1. Abstract Format and Extension:

- The abstract must be written in Spanish or English.
- The maximum length of the abstract should be 300 words.

2. Abstract Structure:

- The abstract should clearly present the following elements: a) Objective or purpose of the research. b) Methodology used in the study. c) Main findings or results. d) Conclusions or implications of the results.

3. Abstract Submission:

- Abstracts should be sent to: https://docs.google.com/forms/d/e/1FAIpQLSddLFuYnVIS9ZMuzT4AAvanR8IaVPyQRvB7bWoQ0F7_1ee_Zw/viewform in Word format.
- In the subject line of the email, please indicate "Abstract Submission - Creative Spark Costa Rica 2023".

4. Deadline for Submission:

- The deadline for abstract submission is **September 25, 2023**.
- Abstracts received after this date will not be considered for review.

5. Evaluation and Notification:

- Abstracts will be evaluated by the Scientific Committee.
- Authors will be notified by email of the acceptance or rejection of their abstract by **October 2, 2023**.

6. Submission of Accepted Papers:

- Authors whose abstracts are accepted must submit the full extension of their papers according to the guidelines for full papers (See below), and make the presentation of the oral paper in person or virtually, according to the modality chosen by the participant.

Guidelines for Full Papers

1.- Format and extension of the pap

- Papers must be written in Spanish or English.
- Papers should have a maximum length of 6,000 words, including references, tables, figures and annexes.

2.- Structure of the paper: Research papers should follow the following structure:

- Title: in capital letters, scientific name first capital letter and the rest in italics, in bold, maximum 20 words.
 - Abstract: structured abstract of no more than 300 words, including objective, methodology, main results and conclusions.
 - Keywords: up to 5 keywords representing the main topics of the paper.
- Introduction, literature review, methodology, results, discussion and conclusions and bibliographical references.

3.- Presentation of Tables and Figures:

- Tables and figures should be numbered and accompanied by clear titles.
- They should be placed in the corresponding place in the text and be cited in the text.

4.- APA Citation and Reference Standards:

- Use the APA seventh edition format for all citations and references in the text.

5.- Submission and Review of Papers:

- Papers should be sent to contact@ielsm.com in Word format by October 16, 2023 at the latest.
- All papers will be evaluated by scientific pairs and those that meet the requirements for publication will be selected. Authors will be notified of this selection by email.



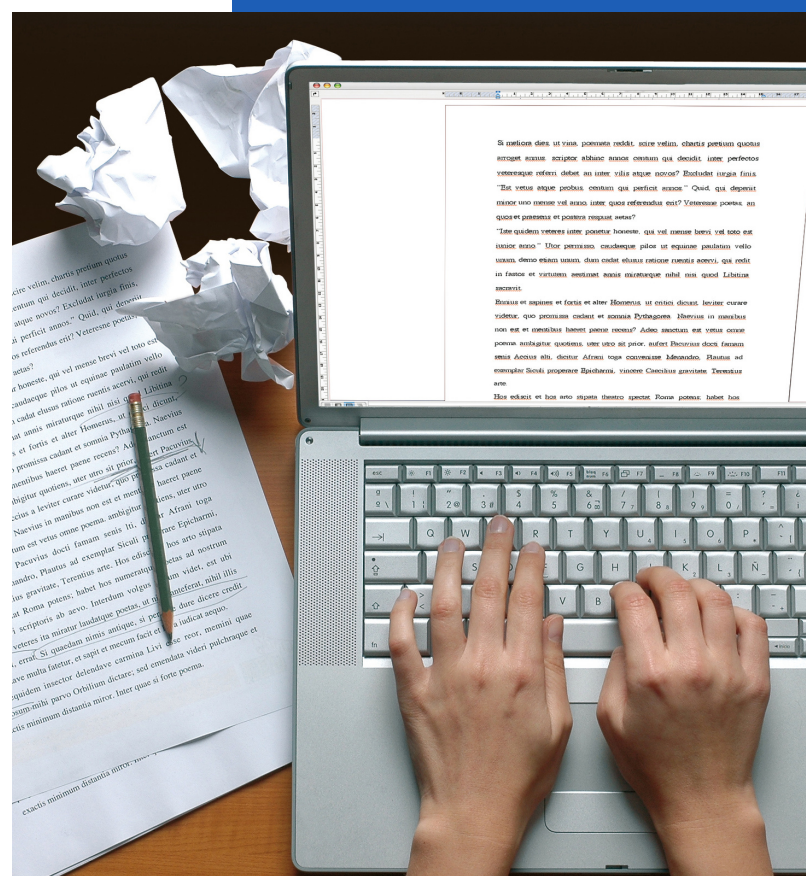
Evaluation Criteria

- **Originality** and Innovation: novelty of the approach or perspective presented in the article.
- **Academic Rigor** and Theoretical Foundation: the solidity of the theoretical foundation and methodological approach used in the article will be considered.
- **Relevance** and practical contribution: the relevance of the article to the academic and professional environment will be analyzed.



Guidelines for Authors

- Two papers per registered author will be accepted.
- Each abstract may have a maximum of 4 authors.
- The order of the authors' names starts with the main author and the co-authors in order of their contribution to the paper or poster.



IELSM Creativa Spark Topics

Gender, Social Entrepreneurship and Biocommerce

1

- Women's entrepreneurship, networking and leadership
- Social entrepreneurship in emerging economies
- Popular and solidarity economy
- Rural and community social entrepreneurship
- Challenges of scalability and social impact measurement
- Biocommerce and bio-entrepreneurship

Innovation and Gender

2

- Creativity and entrepreneurial innovation
- Social innovation and green innovation
- Women's innovation
- Innovation ecosystems
- Application of emerging technologies (AI, ML, Block Chain) in the new economy

Special Entrepreneurship and Gender

3

- Senior entrepreneurship
- Family entrepreneurship
- Junior entrepreneurship
- Academic entrepreneurship

Colors and Contexts of Entrepreneurship

4

- Food Security and Sovereignty
- Strategic Agri-Food Business Marketing
- Finance and access to capital
- Value chains
- Public policies for entrepreneurship and social innovation

Entrepreneurship and Legality in the Digital Transformation

5

- Law and Regulation in the Digital Economy
- Data protection
- Regulation of artificial intelligence
- Legality and sustainability
- Legal entrepreneurship
- Legality of digital signatures
- Signatures and legal personality of entrepreneurship

Digital entrepreneurship

6

- Organization and development of digital platforms
- Organizational culture in digital platforms
- Culture of risk vs. culture of experimentation
- Leadership and innovation in digital platforms
- Academic platforms and entrepreneurship
- Social innovation in digital platforms

Participation Modalities

Presentations: Academics and Students

They are integrated into thematic units for the dissemination of research results -case studies, basic research, applied research, instrumentation, state of the art in which professionals share their ideas, promoting the exchange of experiences and the diffusion of knowledge. To this end, papers may be submitted from quantitative, qualitative or mixed approaches, carried out with methodological rigor, oriented according to the thematic axes of Creative Spark. These works may be sent by academics and students to make presentations in face-to-face or virtual mode, in the corresponding category.

Entrepreneurial World Cafés

Presentation of successful business models by businesswomen and entrepreneurs to be disseminated and discussed among experts and potential partners. In addition, success stories will be evaluated to strengthen their internationalization through the IELSM Digital Platform.

Poster

Presentation of descriptive posters with information on research, case studies and business projects with brief and clear texts, accompanied by attractive graphics and illustrations.

Workshops Creative Spark

Practical business workshops given by experts and based on successful cases linked to the demand of the business sector. Aimed at entrepreneurs, businesswomen and academics.

Stand

Spaces for diffusion, exchange of information and networking to promote services, business projects and institutional projects with the network of actors participating in Creative Spark. Companies, entrepreneurs, universities and state institutions participate in the stands.

Individual Registration Fees – Individual

Early registration keeps the date for registration payment purposes

Modalities	Anticipated Until 25 Sep	Normal From 26 Sep to 22 Oct	During the event From 23 to 25 Oct
<p>Participant Individual PRESENTIAL (Only one option)</p> <ul style="list-style-type: none"> • Author Paper • Co-Author Paper • Creative Spark Workshop • Entrepreneur World Café • Poster (Presenter) 	80 \$	100 \$	120 \$
<p>Individual Participant VIRTUAL (Only 23.10.2023)</p> <ul style="list-style-type: none"> • Author Paper • Co-Author Paper • Virtual Workshop 	65 \$	75 \$	85 \$
<p>Additional Spark Creative Workshop</p> <ul style="list-style-type: none"> • Additional Presential Workshop • Additional Virtual Workshop 	50\$	60\$	70\$
<p>Individual Student PRESENT (Only one option)</p> <ul style="list-style-type: none"> • Author Paper • Co-Author Paper • Creative Spark Workshop • Entrepreneur World Café • Poster (Presenter) 	15\$	20\$	25\$
<p>Individual Student VIRTUAL</p> <ul style="list-style-type: none"> • Author Paper • Paper Co-Author 	10\$	15\$	20\$
<p>Free Attendees (Participate in any session without presenting a contribution)</p>	70\$	80\$	90\$

***Postgraduate students fall into the category of professional speakers.**

Registration Fees - in Creative Spark in Creative Spark Packets

Early registration holds date for registration payment purposes



MODALITY PRESENCIAL	In Anticipated Until 25 Sep.	Normal 26 Sep. to 22 Oct.	During Creative Spark 23 to 25 Oct.
Creative Spark Junior Student Lecture + Creative Spark Workshop + Entrepreneur World Cafe + Spark Out	30 \$	35 \$	40 \$
Creative Spark Master Lecture + Workshop Creative Spark + Spark Out *Additional Workshop \$50	80 \$	90 \$	100 \$
Creative Spark Senior Academic Lecture + Workshop Creative Spark + World Cafe Emprendedor + Spark Out *Additional Workshop \$50	130 \$	140 \$	150\$
Stand at Creative Spark	180\$	200\$	250\$

***These activities are Creative Spark offerings that double your knowledge!**

4



PRELIMINARY PROGRAM

Final Program in Oct. 2023

MONDAY, OCTOBER 23, 2023

Virtual Session

8:00–8:30

Welcome and Virtual Opening of Creative Spark

8:30–9:00

Opening Conference: "Creative Spark in the Digital Transformation".

9:00–10:30

1st Triple Helix Keynote Conference: "International Female Entrepreneurship".

10:30–12:00

Session of Papers / Case Studies / Panels by Thematic Areas for Academics and Students.

13:30–15:00

World Café with Women Entrepreneurs

15:00–15:30

Spark Out

16:00

Closing Virtual Session

TUESDAY, OCTOBER 24, 2023

Presential Session

8:00-8:30	Registration and Welcome
8:30 – 08:50	Greetings IELSM Coordinating Universities
08:50 – 09:00	Opening of the event by UNA, CR
9:00 – 9:30	Inaugural Conference: "Creative Spark and Digital Social Capital".
9:30 – 10:00	Conference "Creative Spark for female entrepreneurship and innovation".
10:00- 11:30	2nd Keynote Triple Helix: International Female Entrepreneurship
11:30: 13:00	Session of Presentations / Case Studies / Panels by Thematic Areas for Academics and Students.
13:00- 14:00	Break (Lunch) + Networking Poster Session Visit to Entrepreneurs/Institutions Stand
14:00 – 18:00	Creative Spark Workshops (Hybrids)
18:00 – 18:45	Spark Out
20:00	Dinner and international meeting

WEDNESDAY, OCTOBER 25, 2023

Presential Session

08:00 – 09:00

3rd Keynote Lecture Triple Helix:
Entrepreneurship and Digital
Transformation

09:15-13:15

Entrepreneurial Workshops (Hybrid)

13:30- 15:00

Lunch, Poster, Networking and Entrepreneur
Stand

15:00 – 17:00

World Business Cafés (Hybrids)

17:00 – 17:30

Awards Ceremony:
Best Paper / Best Poster

17:30 – 18:30

Signing of Agreement for Cooperation
Among the IELSM Universities

18:30 – 18:45

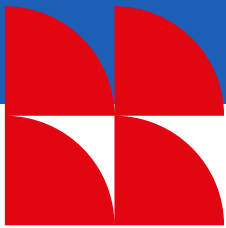
Announcement of the New Venue for the
Second IELSM Creative Spark in Ecuador
2024, Universidad Estatal de Milagro
(UNEMI)

18:45 – 19:30

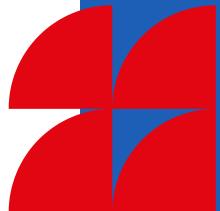
IELSM Creative Spark 2023 Closing

19:30

Cultural Activity



With Creative Spark CollabConnect, Costa Rica 2023, we will transform the entrepreneurial scenario in Central America. This pioneering event will foster strategic alliances and leverage the IELSM digital platform to drive entrepreneurial growth. We present an innovative international fusion of academic knowledge and entrepreneurial experience. Join us to unleash the potential of women entrepreneurs and forge a future of collaboration and success. The time for action is now!



*The Coordination Team of the
IELSM-Creative Spark Costa Rica
2023*