



# The Annual International Conference on Small and Medium-Sized Enterprises

## Small and Medium-Sized Enterprises During Crisis: Resilience, Coping and Insights

**Sunday, June 30th, 2024**

**(HYBRID with both in-person and online)  
Conference Program**

**Western Galilee College, School of Management, Auditorium 704**

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| 9:00 - 9:30   | <b>Gathering</b>  |
| 9:30 - 09:45  | <b>Welcome Speeches</b><br><b>Prof. Nissim Ben David</b> , President, Western Galilee College<br><b>Dr. Israel Rachevski</b> , Head of the Center for Innovation and Entrepreneurship, Western Galilee College  |
| 09:45 - 10:15 | <b>Keynote Speech</b><br><b>Prof. Ilan Alon</b> , <b>Franchising as growth strategy for SMEs: Change in Time of Crisis</b> . Dean of the School of Economics, the College of Management Academic Studies, and Editor-in-Chief of the International Journal of Emerging Markets  |
| 10:15 - 10:45 | <b>Keynote Speech</b><br><b>Mr. Marco Bianchini</b> , <b>The digitalization of SMEs: Managing shocks and transitions</b> . Economist and Coordinator of the D4SME Global Initiative Centre for Entrepreneurship, SMEs, Regions and Cities, OECD   |
| 10:45 - 11:00 | Coffee Break: The Faculty Club  |
| 11:00 - 13:00 | <b>Scientific Session: The business environment impacts</b><br><b>Chair &amp; Discussant: Dr. Labib Shami</b> , Western Galilee College<br><b>Prof. Eli Gimmon &amp; Prof. Leehu Zysberg</b> , <b>Personal Characteristics of Small Business Owners and Their Strategic Change Behavior, Facing external crisis</b> , Tel Hai Academic College, Gordon College of Education, Haifa, Israel<br><b>Dr. Teddy Lazebnik</b> , <b>Evaluating Supply Chain Resilience During Pandemic Using Agent-based Simulation</b> , Department of Mathematics, Ariel University, Ariel, Israel, and Department of Cancer Biology, Cancer Institute, University College London, London, UK<br><b>Dr. Gal Zohar</b> , <b>AI exposure and Workforce Transformation: opportunities or threats for SME</b> . Academic College of Emek Yezreel and Head of Research and Policy at the Israeli Employment Services (IES)<br><b>Ruth Zait</b> , <b>Turning Crisis into Opportunity: Manufacturing SMEs' Strategic Adaptations During the COVID-19 Pandemic</b> , Israeli Institute for Economic Planning, Herzliya, Israel<br><b>Dr. Ron Berger</b> , <b>The Importance of a Commercial Website for SMEs for Increased Resilience in Times of Trouble</b> , Graduate School of Business Administration, Bar-Ilan University, Ramat-Gan, Israel |
| 13:00 - 13:30 | Lunch Break: The Faculty Club   |
| 13:30 - 14:45 | <b>Applied Session: The role of the authorities</b><br><b>Chair &amp; Discussant: Dr. Nir Ben Aharon</b> , Head of Policy, and Research department, Small and Medium Business Agency, Ministry of Economy and Industry<br><b>Ms. Galit Aviram</b> , <b>Mapping SME's Ecosystem in local authorities : Unveiling Interconnected Networks and Symbiotic Relationships</b> , CEO maavarim west galilee<br><b>Mr. Daniel Roash</b> , <b>Weathering the Storm: The Vulnerability and Resilience of SMEs in Crisis</b> . Head of economic indicators section Central Bureau of Statistics<br><b>Ms. Naomi Himeyn Raisch</b> , <b>Government Assistance and Support Actions During Wartime to Aid the Small and Medium Enterprise Sector</b> . Acting Director, Small and Medium Business Agency, Ministry of Economy<br><b>Mr. Yosi Haddas</b> , <b>Credit for Small and Medium Enterprises in Emergency Periods</b> . Head of Finance Department at Small and Medium Business Agency   |
| 14:45-15:00   | Coffee Break: The Faculty Club  |
| 15:00-16:00   | <b>Panel: Local Authorities and Small Businesses</b><br><b>Chair &amp; Discussant: names of the participants</b>  |
| 16:00-16:15   | <b>Summary and Future Insights</b>  |

For registration>>