

UM-SJTU JI Presents Entrepreneurship Week from Sept 4-7 in Shanghai- details at <http://umji.sjtu.edu.cn/entrepreneurship/index.html>

Session: Blockchain for Social Business

Date: 6th Sept. (Day-3)

Duration: 90 Minutes (13:30-15:00)

“Social Business”(SB) is the term defined by the Nobel laureate Prof Yunus to develop and apply a business model for investments in social causes, such as poverty removal, healthcare and welfare activities that are not attractive from the perspective traditional profit-based business models. All Social Business (SB) organisations need to raise funds from individuals and organisations and hence the donors (social investors) need to have the trust in SBs. Unfortunately, SBs do not have the financial resources (unlike governments and corporate sector) to develop the trust through promotions and other investments. Hence they rely on online software systems to operate at minimal overheads, otherwise precious donor funds would be consumed by the overheads (making less and less funds available for the target social causes). The phenomenon of blockchain is fast emerging as a potent vehicle of transparency, verifiability and auditability in distributed peer-peer systems networks underlying social businesses. This session will examine the application of blockchain technology in Social Business (SB) from technical, operational and legal perspectives.

The speakers in this session will be:

(Chair) **Dr. Raghava Rao Mukkamala**, Associate Professor, Copenhagen Business School [DENMARK]

Mr. Sankar Halder, Founder and President, Mukti [INDIA]

Dr. Shahriar Akter, Associate Professor, Sydney Business School, University of Wollongong, [AUSTRALIA]

Mr. Saren Abgaryan, SJTU Law School, [CHINA]