USASBE 2015 • TAMPA, FLORIDA

January 22 – 25, 2015
Tampa, Florida
Downtown Tampa Hilton

Proudly hosted by The University of Tampa

USASBE.org
Membership Information
For USASBE membership information, contact: Patrick Snyder, USASBE Executive Director at psnyder@usasbe.org. Interested members may also join online at www.USASBE.org

Want to Volunteer?
Individuals who wish to serve as reviewers, session chairs, discussants and facilitators should e-mail requests detailing their desired role by September 1 to Program Chair/VP Conference Amy Brownlee at abrownlee@ut.edu.

Want To Sponsor or Exhibit?
If you are interested in becoming a sponsor or an exhibitor for USASBE 2015, please contact Patrick Snyder, USASBE Executive Director at psnyder@usasbe.org or 262-472-1449.

Deadlines & Acceptance Dates
Submission Deadline: August 31, 2014 • Acceptance Notice Date: October 27, 2014
Final Submission for Proceedings: November 30, 2014

Conference Contacts

Program Chair/VP Conference
Amy Brownlee – abrownlee@ut.edu

Competitive Papers Chair
Jeff Vanevenhoven – vanevenj@uww.edu

Competitive Workshops Chair
Diana Hechavarria – dianah@usf.edu

Roundtables Chair
Phillip Davis – phillip.davis@unt.edu

Pre-Conference Workshops Chair
Mary Jo Jackson – mjackson@ut.edu
Megan Matthews – matthewm@uww.edu

Awards Chair
Marty Mattare – mmattare@frostburg.edu

Competitive Cases Chair
Jody Tompson – jtompson@ut.edu

Developmental Papers Chair
Whitney Peake – whitney.peake@unt.edu

Proceedings Editor
Eden Blair – esblair@fsmail.bradley.edu

The Entrepreneurial Process
Venture Creation
Entrepreneurial Finance
Entrepreneurial Marketing
Resource Strategies
Economic Development
Entrepreneurial Consulting

The Entrepreneur
Skills, Traits, Motives, and Values
Cognitive Processes of Entrepreneurs

Pedagogy, Curriculum and Entrepreneurship Education
Pedagogy in Entrepreneurship
Entrepreneurship across the Curriculum
Building Entrepreneurship Programs and Centers
Experiential Learning
Excellence in Entrepreneurial Education

Small and Family Business
Small Business Innovation and Growth
Family Business and Entrepreneurship

The Entrepreneurship Interface
Social Responsibility and Entrepreneurship
Ethics and Entrepreneurship
Corporate Entrepreneurship
Social Entrepreneurship
Entrepreneurship in the Arts
International Entrepreneurship
Women and Minority Entrepreneurship
Law and Entrepreneurship
Life Sciences and Technology Entrepreneurship
Submission Requirements and Process

All papers, workshops and cases must be submitted through the online submission system at www.usasbe.org. Submissions will be accepted from June 9, 2014 until August 31, 2014.

Competitive Papers

- Submissions must be entirely original, not previously published, and must not be under concurrent consideration or scheduled for presentation elsewhere.
- Submissions must be typed and double-spaced with one-inch margins using 12-point Times Roman font and must be in a single Microsoft Word file. Microsoft Word files will be converted to PDFs by the system before being distributed for review.
- Competitive papers should not exceed 30 pages - including abstract, executive summary, body, exhibits and references.
- In addition to the full text of the manuscript, all submissions must include an academic abstract (no more than 100 words) and an executive summary (no more than 300 words). The executive summary should provide a synopsis of the central thesis, methodology, findings, implications for theory and/or practice, and how the findings can be implemented.
- Submissions must include a “So What?” discussion as part of the “Conclusions and Implications” section. This discussion addresses the contribution of the author’s work to the advancement of the discipline.
- Submissions will be blind reviewed. Authors must avoid revealing their identities in the body of the paper. Doing so will result in automatic rejection.
- Selection for inclusion in the conference program will be based upon quality, originality and relevance as determined by the review process.
- Reviewers will be directed specifically to consider the “So what?” issue.
- Accepted submissions will be published in the USASBE 2015 Proceedings. Specific formatting requirements will accompany the acceptance notice.
- Submissions from students should be noted as such when author information is entered into the online submission system.
- Authors submitting competitive papers agree that if accepted, at least one author will attend the conference.

Competitive Papers Chair: Jeff Vanevenhoven, vanevenj@uww.edu

Teaching Cases

- Submissions must be entirely original, not previously published and must not be under concurrent consideration or scheduled for presentation elsewhere.
- Submissions must be typed and double-spaced with one-inch margins using 12-point Times Roman font and must be in a single Microsoft Word file. Microsoft Word files will be converted to PDFs by the system before being distributed for review.
- Case submissions should not exceed 30 pages, including the abstract, exhibits, references and teaching note.
- In addition to the full text of the manuscript, all submissions must include an academic abstract (100 word maximum).
- All cases must include a note to instructors outlining how the case is intended to be used, the courses and levels for which it is appropriate, the major concepts or issues addressed, the key discussion points and its contribution to case pedagogy.
- Cases may be based upon a primary or secondary data source reflecting the situation of an actual organization. Case submissions must be accompanied by a teaching note. The case and teaching note should be included in the same Word file that is uploaded into the online submission system.
- Submissions will be blind reviewed. Authors must avoid revealing their identities in the body of the paper. Doing so will result in automatic rejection.
- Selection for inclusion in the conference program will be based upon quality, focus and practical classroom usefulness as determined by the review process. Reviewers will be directed to first assess the note to instructors.
- Accepted submissions will be published in the USASBE 2015 Proceedings. Specific formatting requirements will be provided with the acceptance notice.
- Submissions from students should be noted as such when author information is entered into the online submission system.
- Authors submitting cases agree that if accepted, at least one author will attend the conference.

Competitive Cases Chair: Jody Tompson, jtompson@ut.edu
Experiential Exercises

The Experiential Exercises track is designed for educators to demonstrate their most impactful classroom exercises. Our objective is to showcase those who are teaching entrepreneurship by doing, and by doing so to create a community within USASBE where we can share the sorts of classroom experiences that bring the learning to life. During the sessions in this track, you will perform your exercise, or a truncated version of your exercise. The audience will be your students and will expect to participate in active learning by doing; treat them like your students (but be nice!!). To participate in the Experiential Exercises track submit your proposal via the USASBE online submission system by August 31, 2014. The proposal must follow these guidelines:

- A 1200 word summary (including text, figures, tables, references) explaining the exercise, including general topic area (i.e., ideation, finance, marketing, customer development, design thinking)
- Timeline for the session. In other words, how will you use the participants as students and what will the “students” do in the session. Clearly state whether you need 15 minutes, 30 minutes, or 45 minutes to perform your exercise
- A note to instructors that outlines how the exercise it intended to be used, the courses and levels for which it is appropriate (i.e, undergraduate or graduate level), the major concepts or issues addressed, and key discussion questions and points the educator can use to debrief and reflect on the exercise.
- Clearly comment on the impact of the exercise, the feasibility of performing it live during a USASBE session, and the transferability of the exercise to other USASBE members into their classrooms.

All submissions will be blind reviewed; authors must avoid revealing their identities in the body of the paper. Identification in the body of the paper will result in automatic rejection. Selection for inclusion in this track will be based upon innovativeness, quality, focus, and practical classroom usefulness as determined by the review process. Additionally, the exercise must be able to be performed (in some fashion) during the session. No evidence of action and participation will also result in an automatic rejection as this the focus of the experiential exercises track. Authors submitting exercises agree that if accepted they will attend the conference.

Experiential Exercises Track Chairs: Doan Winkel, dwinkel@ilstu.edu; Heidi Neck, hneck@babson.edu; Sharon Alpi, salpi@mail.millikin.edu

NCIIA Innovation in Entrepreneurship Workshops

All submissions should address the National Collegiate Inventors and Innovators (NCIIA) mission to “… support technology innovation and entrepreneurship in higher education to create experiential learning opportunities for students and successful, socially beneficial innovations and businesses”. The purpose of the track is to communicate and transfer the knowledge and experience of successful courses and programs so that others may adopt them at their own institutions. In line with the NCIIA mission, we encourage applications that provide evidence of how the applicant’s program of research or work enabled students to change themselves and/or to create companies. The submission should be framed as a workshop that involves some interactive component and we encourage attendance by student teams who have participated in the research or work being discussed. While workshop is the preferred format, other formats will be considered also.

- Submissions must be typed, double-spaced with one-inch margins using 12-point Times Roman font in a Word file.
- Submissions must include an abstract (no more than 100 words) and an executive summary (no more than 300 words).
- The executive summary should include the nature of the interactive exercises as well as the “take-aways” suitable for implementation at the attendees’ home institutions.
- Workshops submissions can be no more than 10 pages. Submissions must provide details on the purpose, procedures and contributions of each participant as well as the timeline for the workshop agenda.
- Submissions must include a “So what?” section prior to the conclusion section. This section should address the workshop’s contribution to the field.
- Authors submitting proposals agree that all authors will attend the conference.
- Selection for inclusion in the conference program will be based upon quality, originality and relevance as judged by at least two independent reviewers. Reviewers will be directed specifically to evaluate the “So what?” issue.
- Presenters having workshops accepted for presentation must agree to follow a specific format in preparing a Word file of a one-page academic abstract along with the executive summary and full paper by November 30, 2014. Detailed instructions will accompany the acceptance notice.

NCIIA Track Chair: Ethné Swartz, Swartz@fdu.edu
**Developmental Papers**

- The USASBE Developmental Track is designed for authors who seek written as well as face-to-face feedback and guidance from peer authors. The objective is to bring early-stage work to a roundtable setting where peers can help to guide the development of the work towards eventual publication.

- Submissions must be typed, double-spaced with one-inch margins using 12-point Times Roman font in a single Word file and should not exceed 4,000 words excluding references. Papers exceeding 4,000 words will not be considered. To preserve anonymity, author names should NOT be identified anywhere in the proposal. If needed, authors should be mentioned in the text or notes in the third person only.

- To submit, authors should use the online submission system (www.usasbe.org) where they will be prompted to provide the proposal as well as their (and coauthors’ if any) contact information, and a 100-word abstract to be included in the proceedings if the paper is accepted. As with competitive papers, teaching cases and workshops, the deadline for developmental track proposals is **August 31, 2014**.

- Submissions from students should be noted as such when author information is entered into the online submission system.

- All proposals will be reviewed by at least two reviewers. However, reviewers will not be required to provide written comments to the authors. Acceptance decisions will be based on the novelty of research questions, potential contributions to the literature, and the assessed likelihood of completion. To that effect, authors are encouraged to specify research questions clearly as well as the potential contributions they envision. They should also provide findings and conclusions (if available) to verify that the proposal is much more than just an idea for a paper which may be written in the future.

- A minimum of one author must agree to participate in the roundtable discussion for a proposal to be accepted.

- Proposals accepted for the developmental track will be grouped for roundtable discussions with others in a related research stream to the extent possible. Authors of accepted proposals will be provided the names and contact information of the other participants in their roundtable session. Authors are required to send the version of their papers that they wish to discuss to the other participants before the conference. Authors are expected to read all other participants’ papers with a constructively critical eye and be prepared to share evaluations and suggestions with the other participants. Comments should provide constructive feedback/suggestions to the author(s) on the research question, motivation, literature review, hypotheses/propositions, data, methods, implications, contributions, extensions of the work and possible publication outlets. These critiques will then form the basis of the roundtable discussion as each paper is discussed in turn. It is very important that authors spend as much time and effort before the conference as they can to ensure that their feedback to the other authors is as useful and effective as the feedback they themselves hope and expect to receive.

**Developmental Papers Chair:** Whitney Peake, whitney.peake@unt.edu

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**Emerging Impact Topics**

- The USASBE Emerging Impact Topics track is designed for authors who are in the earliest stages of ground-breaking or very new research and who seek feedback from peer researchers and authors. Our objective is to showcase your very early-stage work in a collegial but rigorous setting.

- To participate in the EIT track via the USASBE online submission system, authors should submit a proposal that consists of a 1200-word abstract (including text, tables, figures and references) by **August 31, 2014**. Finished, full papers may be submitted for a second review for possible inclusion in the conference proceedings by **November 1, 2014**.

- All initial, 1200-word abstract submissions will be reviewed by at least two reviewers. Acceptance decisions will be based on the emergent nature of the topic and the potential contribution to the literature. Authors are encouraged to specify clearly their research questions and the potential contributions they envision.

- A minimum of one author must agree to attend the conference in order for the submission to be accepted.

**Emerging Impact Topics Chair:** Jeff Vanevenhoven, vanevenhovenj@uww.edu
**Workshops**

- Workshops are defined as interactive sessions where participants engage in experiential exercises, are provided the pedagogical framework for those exercises and take away specific tools and resources which can be implemented in other settings. Presenters must designate a division/track for submission in the online submission system.
- Submissions must be typed, double-spaced with one-inch margins using 12-point Times Roman font in a Word file.
- Submissions must include an abstract (no more than 100 words) and an executive summary (no more than 300 words). The executive summary should include the nature of the interactive exercises as well as the take-aways suitable for implementation at the attendees’ home institutions.
- Workshops submissions can be no more than 10 pages. Submissions must provide details on the purpose, procedures and contributions of each participant as well as the timeline for the workshop agenda.
- Submissions must include a “So what?” section prior to the conclusion section. This section should address the workshop’s contribution to the field.
- Authors submitting workshop proposals agree that all authors will attend the conference.
- Selection for inclusion in the conference program will be based upon quality, originality and relevance as judged by at least two independent reviewers. Reviewers will be directed specifically to evaluate the “So what?” issue.
- Presenters having workshops accepted for presentation must agree to follow a specific format in preparing a Word file of a one-page academic abstract along with the executive summary and full paper by **November 30, 2014**. Detailed instructions will accompany the acceptance notice.

**Competitive Workshops Chair:** Diana Hechavarria, dianah@usf.edu

**Roundtable Sessions**

Roundtables provide a unique opportunity to see a session on the conference agenda that addresses precisely a topic in which someone is particularly interested. Participants are invited to collaborate with colleagues or submit individually. The possibilities are unlimited!

Proposals should include:
- A one- to two- paragraph description of the roundtable,
- Suggestions as to who should attend,
- Anticipated outcomes and benefits and
- Contact information regarding who will facilitate the roundtable.

Proposals are due no later than **November 3, 2014**.

**Roundtables Chair:** Phil Davis, phillip.davis@unt.edu

**Pre-Conference Workshop**

Pre-Conference Workshops have proven to be highly successful. Using either a half day or a full day timetable, workshops have focused on a wide range of topics such as presenting insights into successful publishing in the top entrepreneurship journals, teaching finance to entrepreneurship students, taking entrepreneurship programs across campus and how to evaluate entrepreneurship programs. Feedback from attendees has been quite positive and many feel that the Pre-Conference Workshops are a terrific way to obtain in-depth material and to facilitate networking among presenters and attendees.

Proposals should include:
- Title (working title is OK)
- 2-3 sentence description of the workshop and the anticipated outcomes
- A list of presenters
- Allotted time; half day or full day

Proposals are due no later than **July 7, 2014**.

**Pre-Conference Workshop Chairs:** Mary Jo Jackson, mjjackson@ut.edu & Megan Matthews, matthewm@uww.edu
USASBE Excellence in Entrepreneurship Research, Case Development, and Workshop Development/Presentation Awards

These awards are presented each year by USASBE and sponsoring partners within the Entrepreneurship community in recognition of outstanding conference paper and case submissions as well as workshop presentations within special categories as part of USASBE’s annual conference.

Visit here for the awards page and here for the submissions page.

**USASBE Best Practitioner Paper**  
Sponsored by The Journal of Business and Entrepreneurship

**USASBE Best Conceptual Paper**  
Sponsored by Entrepreneurship Theory & Practice

**Journal of Small Business Editor’s Choice Award**  
Sponsored by The Journal of Small Business

**The John Jack Award**

**USASBE Best Doctoral Student Paper**

**USASBE Best Paper in Family Business**

**USASBE Best Paper in Social Entrepreneurship**

**USASBE Best Paper in Ethics and Entrepreneurship**

**USASBE Best Teaching Case Award**

**USASBE Best Paper in Entrepreneurship and Public Policy**

**Entrepreneurial Practice Review (EPR) Academic Paper Most Relevant to Entrepreneurs Award**

**Outstanding Workshop in Entrepreneurship Pedagogy**

USASBE Excellence in Entrepreneurship Education Awards

A series of awards presented to identify, recognize, celebrate and publicize excellence in entrepreneurship education in all forms and at all levels, these prestigious awards are for exemplary programs that reflect innovation, quality, comprehensiveness, sustainability, transferability, depth of support and impact.

Click here to visit awards page for more information and visit here for the submissions form or contact Marty Mattare, Frostburg State University, USASBE Awards Chair  
Email: mmattare@frostburg.edu
USASBE Lifetime Achievement and Advocacy Awards

These awards are presented to individuals/organizations who have exhibited outstanding achievement in the field of entrepreneurship, and demonstrated strong support and advocacy of entrepreneurial advancement.

Max S. Wortman, Jr. Award for Lifetime Achievement in Entrepreneurship
John E. Hughes Award for Entrepreneurial Advocacy
USASBE Entrepreneurship Educator of the Year

Click here to visit awards page for more information (www.usasbe.org/?page=Awards) and here for the submissions form.

Pat Dickson, Wake Forest University, USASBE Immediate Past President
Email: dicksoph@wku.edu

Doctoral Consortium

The 2015 USASBE Doctoral Consortium will take place at the annual conference in Tampa on January 22, 2015. A distinguished group of as many as 17 Ph.D. students will be selected for participation in the consortium. Attendees must be full-time doctoral students who are emerging entrepreneurship scholars and who will be pursuing academic careers in entrepreneurship. Only one applicant per university will be accepted. The consortium will feature leading faculty in the discipline and will focus upon both research and pedagogical issues relevant to the student who is preparing for a career of thought leadership, curricular development and disciplinary advancement. USASBE will cover the conference registration fee and hotel expenses at the conference hotel for three nights. Deadline for application is October 20, 2014.

For more information, contact:
Dr. Michael Morris, George W. and Lisa O. Etheridge, Jr. Professor, Center for Entrepreneurship & Innovation, University of Florida, michael.morris@warrington.ufl.edu or (352) 273-0329.
To apply or for more information, click here to go to the doctoral consortium page (usasbe.org/?page=consortium)

Rule of Three Notice

The USASBE 2015 Conference will utilize a “Rule of 3” for submission purposes. No one may submit more than three competitive submissions (papers, teaching cases, or workshops) to the USASBE 2015 Conference or appear in more than three competitive sessions during the refereed scholarly program. Appearances include roles as authors and/or presenters. Multiple appearances in a single session count as one session. Exceptions will be made for invited workshops, officer roles, as well as general and division sessions.

USASBE Proceedings

The selection of papers for publication in the USASBE Proceedings is contingent upon the submission of the completed paper prior to the conference. Any paper accepted for the conference is a candidate for publication in the USASBE Proceedings. Papers published in USASBE Proceedings are not copyrighted. Authors are free to publish the same material in any form in any venue with a notation that the work was presented at the 2015 USASBE Conference and may appear in the USASBE Proceedings.