

CSUN

DAVID NAZARIAN
COLLEGE OF BUSINESS
AND ECONOMICS



2018 USASBE ANNUAL CONFERENCE

Los Angeles, California

Lights, Camera, Entrepreneurship!

January 10 - 14
2018



USASBE

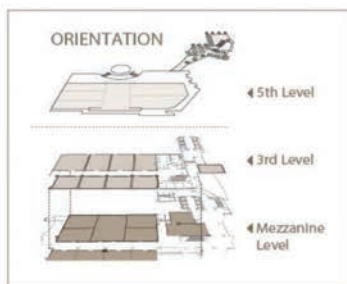
United States Association
for Small Business and
Entrepreneurship

2018 USASBE ANNUAL CONFERENCE

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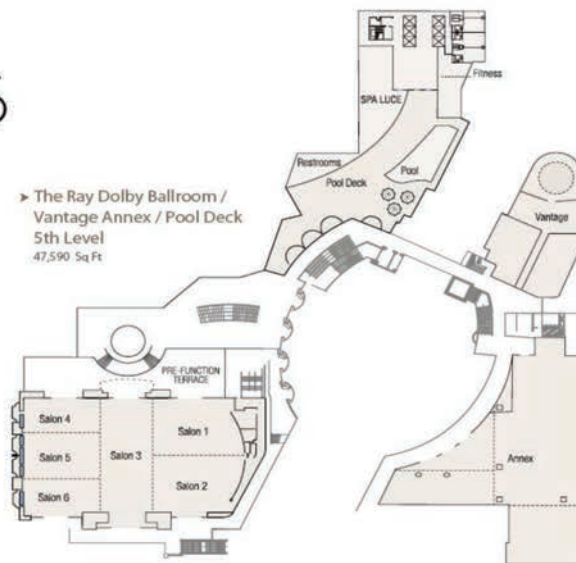
FLOOR PLANS



► The Community Rooms
3rd Level
9,471 Sq Ft



► The Ray Dolby Ballroom /
Vantage Annex / Pool Deck
5th Level
47,590 Sq Ft



► Hollywood Ballroom /
The Canyons / Preston's
Mezzanine Level
17,982 Sq Ft





WELCOME FROM THE PRESIDENT AND VP OF CONFERENCE

Hello USASBE Nation!

Welcome to the 2018 USASBE Annual Conference in the heart of Hollywood, California. This year's theme of "Lights. Camera. Entrepreneurship." conjures dramatic images of movement, action, and story – all of which are in play throughout the conference program. This year's conference will be the first under our new mission:

USASBE is an inclusive community advancing entrepreneurship education through bold teaching, scholarship, and practice.

It's hard to find a school throughout the U.S. and around the globe that does not have an established entrepreneurship education program or trying to build one. As a result, the demand for a community of learning and networking for entrepreneurship education has never been greater. Whether a long-time member or a new member, you are part of diverse but devoted community. We are:

- **Teachers** sharing best practices and innovations in entrepreneurship education.
- **Scholars** advancing entrepreneurship education through cutting-edge research and translating existing entrepreneurship research into teachable content.
- **Program directors and practitioners** that complement classroom-based entrepreneurship education with practical immersion experiences in the broader entrepreneurship community.

Given our new mission, we have an exciting **new conference architecture** (*cue lights, horns, and timpani*) that meets the needs of our expanded, yet inclusive, membership. The new conference structure is modern, relevant, simple and engaging. Conference sessions are designed to inspire new ideas, engage participants in new forms of teaching and learning, provoke scholarly debate, and share compelling practices. To keep it simple, we have three primary tracks.

- (1) **The Teaching Track** for demonstrating experiential approaches, presenting case studies, sharing teaching modules or courses.
- (2) **The Research Track** for evidence-based work to advance our understanding of teaching and learning entrepreneurship.
- (3) **The Programming Track** to share best practices in running centers, incubators, accelerators, competitions, maker spaces, training programs and anything else related to entrepreneurship education outside of the classroom.

As you roam around the conference, look for the Ph.D. students in our **redesigned doctoral consortium** (led by Luke Pittaway – Ohio University) emphasizing teaching and learning entrepreneurship. We are the only doctoral consortium preparing Ph.D. students to boldly teach entrepreneurship and engage in entrepreneurship education scholarship.

We're truly excited by every single session, pre-conference workshop, learning journey, and social activity listed in the program. We had a record number of conference submissions, which allowed us to focus on quality and impact. Each session is supportive of the new mission, peer-reviewed, and thoughtfully selected and scheduled by an amazing group of volunteers. Our track chairs, Andac Airikan (Florida Atlantic University), Birton Cowden (University of Massachusetts), Andy Heise (University of Missouri – KC), Dan Holland (Utah State), Matt Marvel (Ball State), Megan Matthews (University of Wisconsin-Whitewater), Chuck Sacco (Drexel University), Ethne Swartz (Farleigh Dickinson University), and Doan Winkel (John Carroll University), have awed us with their dedication, work ethic, and creativity.

A very special and extra important thank you goes to Lois Shelton and our host sponsor, the David Nazarian College of Business & Economics at California State University – Northridge (CSUN). Through Lois's inspired leadership, she brought the 2018 USASBE conference to Los Angeles. Her work on coordinating the learning journeys, identifying local speakers, coordinating the gala, and attracting sponsors and media has allowed USASBE to offer a unique conference experience. This conference would not be possible without CSUN and the work of Lois Shelton.

Now it's time to "conference"! This means...engage, connect, debate, share, and enjoy. Step out of your comfort zone. Introduce yourself to a stranger. Join a conversation. Listen intently. Spark a new conversation. Welcome a new member. Volunteer to get involved. Co-create and co-conspire. Clap very loudly at the end of a session. Start something new. Expand your network. Spend some time with the exhibitors. Be entrepreneurial! Be you.

Welcome to Hollywood!

Heidi Neck, Ph.D.	Julienne Shields
USASBE President	USASBE VP of Conference
Babson College	Millikin University



ERIC GARCETTI
MAYOR

January 11, 2018

Dear Friends,

On behalf of the City of Los Angeles, it is my pleasure to welcome you to the 2018 United States Association for Small Business and Entrepreneurship Annual Conference.

Los Angeles is a global hub for innovation and entrepreneurship. Our city is proud to welcome business leaders and educators from across the country to this conference. I commend the Association for helping to accelerate the economic momentum underway in Los Angeles in a sustainable and inclusive manner.

I send my best wishes for a memorable event and continued success.

Sincerely,

A handwritten signature in black ink, consisting of the letters "E.G." followed by a horizontal line and a small flourish.

ERIC GARCETTI
Mayor



International Council
for Small Business

2201 G Street, NW, Suite 315
Washington, DC 20052, USA

Phone: +1-202-994-0704
Fax: +1-202-994-4930

Dear Colleagues,

On behalf of the International Council for Small Business (ICSB), the Board of Directors and our members around the world, I'm pleased to welcome you to the USASBE 2018 Conference – *Lights, Camera, Entrepreneurship*.

ICSB and USASBE are two organizations aligned in their mission to promote small business and entrepreneurship. USASBE has been the U.S. Affiliate of the ICSB since 1981, and continues to play a leading role in advancing the discipline of entrepreneurship in the United States and abroad. The theme of this year's conference speaks directly to the success of the organization in creating a new generation of entrepreneurs through bold teaching, scholarship and research. There is no better place than the USASBE Annual Conference to learn from engaging speakers and connect with colleagues (both new and old) that are having a real impact in the field.

Special congratulations to the USASBE leadership and organizing team, especially President Heidi Neck, Past-President Ted Zoller, President-Elect Mark Shenkel, Julianne Shields, Conference Chair, as well as Patrick Snyder and Bonnie Nolan for their tremendous job organizing this event.

ICSB is proud to announce that the Journal of Small Business Management (JSBM) Special Issue was led by Dr. Jeff Hornsby and a new one being planned with President-Elect Dr. Eric Liguori.

We look forward to an exciting week, meeting many of the delegates, and also visiting the beautiful city of Los Angeles. We hope to see you in Taiwan, June 25-June 29th, 2018 for the 63rd annual ICSB World Conference. Online submission and registration is now available at www.icsb2018.com.

Best regards,

Dr. Robert Lai
ICSB President (2017-18)

January 10, 2018

Greetings from California State University, Northridge!

I am delighted to welcome you to Los Angeles. CSUN is pleased to be the Presenting Sponsor and Host of this year's United States Association for Small Business and Entrepreneurship Annual Conference. As one of the most vibrant, diverse universities in the country serving nearly 40,000 students, CSUN elevates students and the region. A recent economic and social impact study of the university found that CSUN has an economic impact of nearly \$1.9 billion and has created more than 11,700 jobs, raising labor income across the state. The David Nazarian College of Business and Economics at CSUN and USASBE have in common a commitment to business education and entrepreneurial leadership, described by USASBE as "bold teaching, scholarship and practice."

Since the spring of 2014, the Nazarian College has offered both an MBA Concentration and an undergraduate minor in Entrepreneurship, and we are currently working toward the launch of an undergraduate major in the field. Entrepreneurship is part of the CSUN culture, with nearly 30 percent of students throughout our university involved in their family businesses. Many more aspire to launch their own firms, and CSUN strives to cultivate business creativity among students through experiential learning and competitions like the Nazarian College's Bull Ring, the university's own version of "Shark Tank" where student teams have an opportunity to earn awards collectively totaling \$60,000 for innovative startup ideas, and CSUN's JAM competitions for students to showcase their imagination developing either an Augmented Reality or Virtual Reality project.

Bold teaching through real-world experience and concept application is alive at CSUN, and we encourage undergraduates to enter the business world early. I am proud to report that more than 800 undergrads are annually employed or interning at major businesses and entertainment giants such as 20th Century Fox, NBC Universal, Warner Brothers, Merrill Lynch and Morgan Stanley. In addition, our partnership with the Wells Fargo Center for Small Business and Entrepreneurship enables undergraduate student teams to serve as consultants for businesses in the region.

During your visit, I hope you enjoy the sights and sounds of our beautiful region, as well as the creative entrepreneurial environment for which L.A. is known. While you may recognize L.A. as the center of the film industry, you may not know that "Silicon Beach," located on the west side, is home to more than 500 tech start-ups. L.A. also boasts a variety of unicorns, or start-ups valued in excess of \$1 billion, such as Snapchat, The Honest Company and Space X. I hope you make the most of your visit and find time to explore both CSUN and the inspiring entrepreneurial environment of Los Angeles.

Sincerely,



Dianne Harrison, Ph.D.
President



COLLABORATING TO BUILD VIBRANT ENTREPRENEURIAL NETWORKS

Halifax, Nova Scotia welcomes you

MAY 3-5, 2018

SAVE THE DATE

CALL FOR PAPERS, WORKSHOPS AND PANEL SESSIONS:

- Paper or workshop proposal submissions due: February 20, 2018
- Early bird conference registration ends: March 2, 2018
- Full paper or final abstract due: April 3, 2018

Submissions guidelines: **LAUNCHDAL.COM/CCSBE-2018**



LAUNCHDAL

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2018 Conference Committee

Julienne Shields	Conference Chair	Matt Marvel	Competitive Research Papers Chair & Competitive Provocative Research Panels Chair
Heidi Neck	USASBE President	Dan Holland	Emerging Research Papers Chair
Jeff Vanevenhoven	Senior Vice President–Programming	Chuck Sacco	Programming Exposé Chair
Doan Winkel	Competitive Experiential Exercises Co-Chair	Birton Cowden	Programming Challenges, Charrettes, and Workshops Chair
Ethne Swartz	Competitive Experiential Exercises Co-Chair	Megan Matthews	USASBE Awards Chair
Andy Heise	Competitive Teaching Cases Chair	Luke Pittaway	Doctoral Consortium Chair
Andac Arikan	Emerging Teaching Cases Chair	Ted Zoller	Lifetime Awards Chair

We also wish to thank Local Arrangements Committee consisting of Lois Shelton, Ryan Holbrook, Tim Tiemann, Leyla Sade and Qin Sun of the Nazarian College, CSUN California State University–Northridge and Congcong Zheng at San Diego State University. Special thanks to Deborah Cours, Interim Dean, Nazarian College of Business and Economics, CSUN.

World Leaders in Entrepreneurship Education



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& ENTREPRENEURSHIP**

Rowan University has two undergraduate majors in entrepreneurship (business and engineering), \$5M university-based private equity fund, class A dedicated entrepreneurship coworking space, engaged alumni, and world class faculty.

Please join Rowan in celebrating Dr. Eric Liguori's election to the USASBE 2019 Presidency, Professor Kimble Byrd's appointment to the Collegiate Entrepreneurs' Organization Global Board of Directors, and the Fall 2018 addition of Dr. Susana Santos to our growing entrepreneurship faculty.

**Join Rowan's Entrepreneurial Ecosystem at
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now open!



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& ENTREPRENEURSHIP**



PIVOTAL MOMENTS IN USASBE HISTORY

Pat Dickson, USASBE Historian 2017

The first predecessor organization of USASBE was the National Council for Small Business Management Development (NCSBMD) in 1955. Its purpose was to provide an integrated gathering point for persons involved in helping small businesses evolve and develop in the United States. Wilfred White, Wendell Metcalf, and Grant Moon were among some of the original founders of the organization. The organization was founded almost simultaneously with the Small Business Administration of the U.S. federal government. Later, Canadian members were added to the rolls.

Annual program meetings were held continuously from the first year. Bids for the annual meeting were taken and were selected at academic institutions. These meetings were held on campuses until 1981-1982. The last meeting on a campus was held in 1981 at Baylor University in Waco, Texas. Since that time, annual meetings have been held in hotels and conference centers nationally and internationally.

During the late 1970s, the Canadian members began to feel that the organization should be changed because the NCSBMD was not a national organization, but was indeed an international organization. Therefore, the name of the organization was changed to the International Council for Small Business (ICSB) in 1978-1979. The first affiliate of the ICSB was the Canadian affiliate in 1979.

In 1981, the U.S. affiliate was founded and was named the U.S. Affiliate of the ICSB; the name was shortly changed to the United States Association for Small Business and Entrepreneurship (USASBE). The first president of the U.S. affiliate was Gerald Hills, who was a member of the faculty at the University of Tennessee (Knoxville). At the same time, Gerald Hills was also the President of the ICSB (the only person to hold both presidential positions simultaneously). Initially, the organizational structure was patterned after the structure of ICSB. Since this time, USASBE has created its own identity, structure, and membership offering.

USASBE is entering its 37th year of existence. During this time, it has been led by hundreds of volunteer board members and supported by thousands of committed entrepreneurship scholars and educators. Through fat and lean years, through national and international crises, and through growth and decline in support for higher education, these boards and members have led an organization that has survived because it has embodied the phenomenon we all study—the entrepreneurial spirit. It has survived

and thrived because of the ability of the leadership and members to pivot at crucial times in the organization's history. The purpose of this story is not to tell the full history (see USASBE.org for complete history) of the organization but rather to focus on a few of the pivot points that have occurred in the more recent history of USASBE.

Our story and our first strategic pivot begins ten years ago. After more than 17 years at the University of Wisconsin-Madison with Joan Gillman serving as Executive Director, it became clear to UW-Madison and the USASBE Board that it was time for the organization to relocate. Following a national call for host partners, Florida Atlantic University was chosen as the new home for USASBE and Roger Alderman came on board as the Executive Director in 2006.

The organization was financially strong with a solid membership base but concerns about opportunities for future growth were emerging as the competitive strength of other organizations in the entrepreneurship research and education field was increasing. In 2007, President Geralyn Franklin commissioned development of the 2020 Vision that sought to broaden the focus of USASBE to include a wider range of activities, individuals and organizations. The organization moved into a period of **strategic growth**. The professional staff of the organization was expanded and investments were made in growth opportunities.

The next strategic pivot was not long in coming, ushered in by the U.S. financial crisis of 2008. The Florida Legislature slashed funding to higher education and USASBE found itself in need of a new home when Florida Atlantic had to cancel its agreement as the organizational host. As has often been the case, when the organization was at its point of greatest need, leaders and members rallied to its aid. Incoming President Jeff Cornwall encouraged Belmont University to offer the organization space for home office operations. Becky Gann was named Executive Director and USASBE set up shop in Nashville.

Unfortunately, the organization's hard times were not over. For most of its existence, the organization was almost solely dependent upon the national conference for operational revenue. In 2009, most universities began slashing travel funding and attendance at the annual conference in Anaheim decreased significantly resulting in large financial losses. Moreover, conference attendance had been undergirded by a critical partnership with the Coleman Foundation for many years. The Foundation provided significant scholarship funding for first time attendees with many individuals first introduced

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to the organization and the annual conference through this program. Coleman, as was true with many organizations at the time, had to reconsider its funding priorities and the scholarship program ended.

While financially it was a significant blow, there was a silver lining. Behaving as true entrepreneurs, the leadership of USASBE began to refocus the organization on providing value to members beyond the annual conference. Member benefits became the rallying cry and the organization pivoted into a period of **strategic maintenance** focusing on maintaining existing membership and improving the value derived from the organization.

While the organization was successful in stemming the decline in membership and conference attendance, the financial stress on the organization continued to take a toll necessitating the next strategic pivot. In 2012, with the 5-year commitment to host the organization by Belmont coming to an end, the Board initiated a national call for a new host site. The University of Wisconsin-Whitewater, led by the efforts of Jeff Vanevenhoven and Denise Ehlen, emerged as a new strategic partner for the organization. Patrick Snyder as Executive Director and Bonnie Nolan, Membership Marketing Specialist joined the organization in Whitewater in 2013. In a continued effort to strengthen the financial foundation of the organization and increase conference attendance, the Board returned to the original conference model employed prior to 1982 by seeking a university partner to co-host each conference. Texas Christian University, led by the efforts of board members Ray Smilor and Brad Hancock stepped forward as the first conference co-host for the conference held in Austin Texas. Revenue generating activities became a central focus for the Board and supportive members as the organization entered a period of **strategic survival**.

Our story of pivotal moments fast forwards to present day (2017-2018). USASBE is on a solid financial and operational foundation built upon the strategic vision and sacrifices of leaders and members who have been a part of this organization for the past 36 years. While we can hope the organization will not face the same kinds of financial crises that began in 2008, the organization today surely faces the most significant competition in its history. Entrepreneurship as a field of inquiry and educational endeavor has proven to be no passing fad. Academic organizations devoted to entrepreneurship, such as the Academy of Management and the Babson College Research conference, did not dominate at the founding of USASBE. Today they do and USASBE has responded – not in a defensive but rather an offensive way. The challenge once again is to pivot and recreate an organization capable of growing and thriving. USASBE has entered into a period of **strategic focus**.

The question on everyone's agenda today, from deans of business schools to faculties from all disciplines, from non-profit educational institutions to for-profit training organizations, from politicians to NGOs, unfortunately seems to be how do we benefit from the field. What is the impact of teaching and learning entrepreneurship? What are the best approaches to teaching and learning entrepreneurship? How does our research inform the classroom and/or co-curricular experience and programming? What is best practice in programming? These questions and others require a greater strategic focus.

During the 2016 strategic planning meeting led by President-Elect Heidi Neck, the board and other member-guests worked to reimagine USASBE as the only independent academic organization devoted to entrepreneurship education—a move necessitated by market changes and member needs. The output of that meeting included a new mission and direction for the organization. The new mission was overwhelmingly approved by the membership in November 2016. Today USASBE is an *inclusive community advancing entrepreneurship education through bold teaching, scholarship, and practice*.

USASBE's history and the commitment of its leaders and members throughout the organization's history, earns it the right to lead. While the path to strategic focus will not be one without dangers, the one thing that the history of USASBE has taught is that the entrepreneurial leaders and members of USASBE will find a way. The 2018 conference in Los Angeles is the first annual conference operating under the new mission. With a refined focus on entrepreneurship education, USASBE can attract a more diverse membership and be the academic leader in entrepreneurship education. USASBE is prepared for its next chapter. Our entrepreneurial journey continues.



USASBE LONGENECKER FELLOWS

Selection as a USASBE Fellow is the highest recognition that the United States Association for Small Business and Entrepreneurship (USASBE) gives to individuals who have made an outstanding contribution to the development, furtherance and benefit of small and medium businesses. The USASBE Fellows Award recognizes the achievements of those men and women whose passion and burning desire for small business and entrepreneurship is reflected in their teaching, writing, research, training and public service. Since 1986, 71 distinguished educators, researchers, government officials, small business advocates and trade association leaders have been selected as USASBE Fellows.

THE LONGENECKER FELLOWS ARE:

Kathy Allen	Alex DeNoble	Jeffrey S. Hornsby	Gary Roberts
Jeffrey Alves	William J. Dennis, Jr.	Sherry Hoskinson	Pat Roberson-Saunders
Catherine Ashmore	Pat H. Dickson	Frank Hoy	Norman M. Scarborough
Kendall Artz	Lillian Dreyer	John Hughes	Kelly Shaver
Howard Van Auken	Vivian Edwards	Jerome "Jerry" Katz	Betsy Schwammberger
D. Ray Bagby	Lloyd W. Fernald, Jr.	Fred Kiesner	George Solomon
James Black	Alan Filley (dec)	Scott Kunkel	Judith Stack
Eugene Bonk	William Flewellen	Donald F. Kuratko	Alvin Star
LeQuita Booth	Michael Fountain	Joseph Latona	Timothy Stearns
Don B. Bradley III	Geralyn McClure Franklin	Justin Longenecker (dec)	V. K. Unni
Robert H. Brockhaus, Sr.	Eugene Fregetto	Stanley W. Mandel	George S. Vozikis
Joyce Brockhaus	Fred Fry	Charles Matthews	William A. Ward (dec)
Bernard Browning	Becky Gann	Tony Mendes	K. Mark Weaver
Candida Brush	Joan Gillman	G. Dale Meyer	Harold Welsch
George R. Butler	Eugene G. Gomolka (dec)	Dorothy Moore (dec)	Dianne H.B. Welsh
Gary Castrogiovanni	Patricia G. Greene	Michael H. Morris	Rebecca J. White
James J. Chrisman	Edward Harris (dec)	Donald D. Myers	Joan Winn
Jeffrey R. Cornwall	Michael Hennessy	Heidi Neck	Erik K. Winslow
Thomas Dandridge	Gerald E. Hills	Lynn Neeley	Max S. Wortman, Jr. (dec)
Charles Davis	Charles W. Hofer (dec)	Bill Petty	

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ELECTED OFFICERS

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Heidi Neck, *Babson College*

President-Elect

Mark Schenkel, *Belmont University*

Senior Vice President-Operations and Planning

Eric Liguori, *Rowan University*

Senior Vice President-Programming

Jeff Vanevenhoven, *University of Wisconsin-Whitewater*

Senior Vice President-Elect-Programming

Doan Winkel, *John Carroll University*

Senior Vice President-Finance

Amy Brownlee, *The University of Tampa*

Vice President-Development

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Vice President-Marketing and Membership

Craig Watters, *Oklahoma State University*

Vice President-Publications

Joshua Bendickson, *University of Louisiana Lafayette*

Vice President-Research

Christoph Winkler, *Iona College*

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Nathalie Duval-Couetil, *Purdue University*

Wendy Plant, *Florida State University*

Erin Draper, *Clarkson University*

Jeff Reid, *Georgetown University*

Past President

Ted Zoller, *University of North Carolina, Chapel Hill*

APPOINTED POSITIONS

Vice President, Conference

Julienne Shields, *Millikin University*

Secretary

Terri Lonier, *School of the Art Institute of Chicago*

Historian

Pat Dickson, *Wake Forest University*

Association Auditor

Sherry Hoskinson, *University of Delaware*

Exhibitor and Sponsor Liaison

Ernest Cadotte, *University of Tennessee/ Marketplace Live*

CCSBE Liaison

Jay Kryslar, *Northern Alberta Institute of Technology*

Executive Director

Patrick Snyder

Central Office Host School Liaison

Jeff Vanevenhoven, *University of Wisconsin-Whitewater*

Executive Administrative Assistant

Bonnie Nolan

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Amy Brownlee, *The University of Tampa*

Senior Vice President-Programming

Doan Winkel, *John Carroll University*

Senior Vice President-Membership

SherRhonda Gibbs, *University of Southern Mississippi*

Directors-at-Large

Donna DeCarolis, *Drexel University*

Wendy Plant, *Florida State University*

Erin Draper, *Clarkson University*

Jeff Reid, *Georgetown University*

Vice President-Development

Lois Shelton, *California State University, Northridge*

Vice President-Research

Luke Pittaway, *Ohio University*

Vice President-Pedagogy & Learning

Alex Bruton, *The Innographer/ University of Calgary*

APPOINTED POSITIONS

Sr. Vice President-Conference

Rich Gentry, *University of Mississippi*

Executive Director

Patrick Snyder

Membership Director

Bonnie Nolan

Central Office Host School Liaison

Jeff Vanevenhoven, *University of Wisconsin-Whitewater*

Exhibitor and Sponsor Liaison

Ernest Cadotte, *University of Tennessee/ Marketplace Live*

Association Auditor

Sherry Hoskinson, *5 Lights Group*

Secretary

Thomas Pittz, *The University of Tampa*

Historian

Pat Dickson, *Wake Forest University*

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NC State. Think and do.

entrepreneurship.ncsu.edu

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AWARDS & RECOGNITION

USASBE Lifetime Achievement Awards

John E. Hughes Award for Entrepreneurship Advocacy *sponsored by the Coleman Foundation*
ANNOUNCED AT THE CONFERENCE.

Max S. Wortman, Jr. Award for Lifetime Achievement in Entrepreneurship
ANNOUNCED AT THE CONFERENCE.

USASBE Leadership Awards

USASBE Entrepreneurship Educator of the Year Award
ANNOUNCED AT THE CONFERENCE.

Ray Smilor Volunteer of the Year Award
ANNOUNCED AT THE CONFERENCE.

USASBE Best Paper Awards

Best Overall Paper Award
sponsored by Ohio University
ANNOUNCED AT THE CONFERENCE.

USASBE Best Conceptual Paper Award
sponsored by Wake Forest University
Entrepreneurship and Venture Creation: Subprocesses, Subdomains, and Interfaces
Kathryn Kloepfer, *Florida Atlantic University*
Gary Castrogiovanni, *Florida Atlantic University*

USASBE Best Empirical Award
sponsored by the Ohio State University
Institutional Determinates of the Entrepreneurial Orientation-Performance Relationship across 41 Countries
Galina Shirokova, *St. Petersburg University Graduate School of Management*
Tatiana Beliaeva, *St. Petersburg University Graduate School of Management*
William Wales, *University at Albany-SUNY*
Louis Marin, *The University of Alabama*

USASBE Excellence in Entrepreneurship Education Awards

USASBE Model Program Award

FINALISTS

California Polytechnic State University
San Luis Obispo
Syracuse University

USASBE Excellence in Pedagogical Innovation Award

FINALISTS

Experiential Entrepreneurship Curriculum-ExEC
Georgetown University

USASBE Model Emerging Program Award

FINALISTS

Grove City College
The Jim Moran School of Entrepreneurship,
Florida State University

USASBE Excellence in Co-Curricular Innovation Award

FINALISTS

North Carolina State University
University of New Hampshire-Peter T. Paul
Entrepreneurship Center

USASBE Best New Scholar Paper Award

Entrepreneurial Leadership: Evolution of an Emerging Paradigm and Directions for Future Research

Parisa Haim Faridian, *Florida Atlantic University*
Gary Castrogiovanni, *Florida Atlantic University*

USASBE Entrepreneurship Education Research Paper Award *sponsored by EE&P*

The Influence of University-based Entrepreneurship Education on the Formation of Entrepreneurial Capabilities

Youngeun Lee, *Iowa State University*
Patrick M. Kreiser, *Iowa State University*
Alex H. Wrede, *Iowa State University*
Sanvisna Kogelen, *Iowa State University*

Excellence in Entrepreneurial Exercises Award
sponsored by Babson College

DETERMINED AT THE CONFERENCE.

USASBE Best Teaching Case Award

sponsored by Wake Forest University
Traci Lynn Jewelry: Maximizing Shining Opportunities

Caroline Glackin, *Fayetteville State University*

John Jack Award

sponsored by Syracuse University

Women's Business Ownership and Women's Entrepreneurship through the Lens of U.S. Federal Policies

Sheela Pandey, *Pennsylvania State University Harrisburg*
Alejandro Amezcua, *Syracuse University*

Best Panel or Workshop Award

DETERMINED AT THE CONFERENCE.

DSEF and the Minority and Women Entrepreneurship SIG of USASBE paper awards:

Direct Selling in South Africa: Empowering Women Entrepreneurs

Victoria L. Crittenden, *Babson College*
William Crittenden, *Northeastern University*
Haya Aijan, *Elon University*

Entrepreneurial Environment and Culture in Direct Selling Entry Decisions Of Hispanic Entrepreneurs: An Acculturation Approach
SherRhonda R. Gibbs, *The University of Southern Mississippi*
Caroline Glackin, *Fayetteville State University*

Traci Lynn Jewelry: Maximizing Shining Opportunities

Caroline Glackin, *Fayetteville State University*

Exploring the Entrepreneurship Ecosystem of Marginalized Direct Sellers: Needs of Military Spouses

Tracey Mays, *Minot State University*
Art Sherwood, *Western Washington University*
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2018 USASBE ANNUAL CONFERENCE

Los Angeles, California

January 10-14, 2018

THANK YOU TO ALL OUR REVIEWERS!

The USASBE conference cannot happen without the many volunteers who review all submissions and provide valuable feedback to each submitter.

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KEYNOTE SPEAKERS & PANELISTS

WILLIAM B. GARTNER, Bertarelli Foundation Distinguished Professor of Family Entrepreneurship at Babson College



Gartner is also a Visiting Professor of Entrepreneurship at Linnaeus University in Vaxjo, Sweden. He has served in various academic positions at the University of Virginia, Georgetown University, the University of Southern California, Clemson University, San Francisco State University, ESSEC in Paris, and the Copenhagen Business School. He is the 2005 winner of the Swedish Entrepreneurship Foundation International Award for outstanding contributions to entrepreneurship and small business research. His book: *Entrepreneurship as Organizing: Selected Papers of William B. Gartner* was recently published in a paperback edition by Edward Elgar.

CHARLES KING, Founder and CEO of MACRO



Charles D. King is founder and CEO of MACRO. Formerly, King was Partner/Agent in the Motion Picture Department at William Morris Endeavor (WME). He was and continues to be the first and only African American to rise from the training program in the Beverly Hills office film and television department in the company's over 100-year-history to become Partner. His career as an agent spanned over 15 years, during which he was known for his innovative deal making, keen eye for talent and his strategic long-horizon thinking in developing brands for and around his clients. A member of the Academy of Motion Pictures Arts & Sciences, King has been featured in many national media outlets and publications, including The New York Times Magazine, NPR, Essence, The Weekly Variety, Complex and the Los Angeles Times. Fortune Magazine has named him one of the nation's most influential Latino, Asian or African-Americans in their 2005 Diversity Issue and he was among the Ebony Power 100 List in 2014. King is an active angel investor in synergistic ventures at the nexus between the technology sector and the media content business and sits on the boards of several non-profit organizations, including College Track National Board and UCLA School of Film, Television and Theatre. A graduate of Vanderbilt University and the Howard University School of Law, he resides in Los Angeles with his wife and their two sons.

PETER MCPARTLIN, Executive Vice President, Strategic Planning and Business Operations, Paramount Pictures



Peter McPartlin is the Executive Vice President of Strategic Planning and Business Operations at Paramount Pictures, where he explores, analyzes, and identifies new business opportunities and services, as well as evaluates possible studio investments and methods for improving the studio's various vendor relationships and business alliances. Prior to Paramount, McPartlin was Chief Operation Officer/Executive Vice President of Business and Legal Affairs at Indian Paintbrush Productions, where he oversaw the day-to-day motion picture business operations, worked on the company's business and strategic planning and related business operations, as well as its internal matters such as corporate structuring and operations. At Indian Paintbrush, McPartlin worked on projects such as *The Grand Budapest Hotel*, *Me and Earl and the Dying Girl*, and *Seeking a Friend for the End of the World*. McPartlin received his JD from New York University School of Law in 1997 and his BA from the University of Michigan in 1992.

CHRIS SILBERMANN, Managing Partner of ICM Partners



Chris Silberman is the managing partner of ICM Partners, a global talent and literary agency representing clients in the fields of television, motion pictures, publishing, broadcasting, music, theater, corporate marketing and new media. ICM Partners is one of the predominant agencies in the United States and Europe, with its principal offices in Los Angeles, New York and London. In his leadership role, Mr. Silberman oversees the careers of many of the most successful showrunners, actors, directors entertainers, and production companies in film and television and provides strategic guidance to corporate clients. Mr. Silberman joined ICM in 2007. A former President of the Hollywood Radio and Television Society (HRTS), Mr. Silberman is the Chairman of The Entertainment Industry Foundation (EIF) and also serves on the Board of Trustees for The University of California, Berkeley Foundation. He also serves on the boards of the American Film Institute (AFI) and the California chapter of The Nature Conservancy. He is currently serving on LA 2024, the non-profit organization bidding to bring the 2024 Olympic and Paralympic Games to Los Angeles. Mr. Silberman graduated from the University of California, Berkeley with a BA in English Literature.



ROY SALTER, Senior Advisor at FTI Consulting



Roy Salter is a Senior Advisor at FTI Consulting and is based in Los Angeles. Mr. Salter is a leader of the Valuation and Financial Advisory Services group. Mr. Salter has extensive experience across a broad range of industries in providing forecasting, strategic advisory and transaction support, fairness and solvency opinions; collateral valuation opinions; as well as purchase price allocation and goodwill impairment opinions as well as portfolio valuations and other types of valuation advice. Mr. Salter joined FTI Consulting with its acquisition of Salter Group in December 2012, a leading independent financial and strategic advisory firm, which he co-founded in January 2003 and that specialized in providing strategic advisory and transaction support, business and intangible asset valuations, financial opinions, financial and strategic analysis, forecasting and other transaction support covering a broad spectrum of industries. Prior to the Salter Group, Mr. Salter served as a principal and managing director at Houlihan Lokey Howard & Zukin, where he established and co-managed the firm's global industry group practices for 15 years, including entertainment and media, life sciences, telecom-media-technology and diversified industries. While there, Mr. Salter established and co-directed the operating methods associated with the firm's industry group practices.

DIANA KANDER, Innovation Catalyst and New York Times Best Selling Author



Diana and her family escaped from the Soviet Union when she was 8-years-old. By the time she was an American citizen, she had perfected her skills as a capitalist – selling flea market goods to grade school classmates at a markup. Today, Diana draws on her experience as an entrepreneur and educator to serve as an innovation coach. In this role, she trains executives and Fortune 1000 companies to be more innovative and to inspire employees to think like entrepreneurs. Diana was a Georgetown educated attorney who left her successful law practice to start and sell a number of ventures. Diana spent three years as a Senior Fellow at the Ewing Marion Kauffman Foundation, the largest non-profit in the world dedicated to entrepreneurship and education, and two years as a professor of entrepreneurship in the MBA program at the University of Missouri. Diana is also the author of the New York Times Bestseller *All In Startup*, a novel outlining lessons for launching successful products through the story of a struggling entrepreneur making his way through the World Series of Poker. The book has been used in over 70 colleges to teach innovation and entrepreneurship.

DAVID NAZARIAN, Chief Executive Officer and Founder of Nimes Capital



Over his 30-year career, David Nazarian has established a consistent track record of identifying opportunities ahead of the pack, actively managing those investments and executing effective monetization strategies across a diverse range of investment classes and underlying industries. Mr. Nazarian's history as a visionary investor and business builder began with his active involvement in his family's early identification of the potential for wireless communications technology that ultimately became part of Qualcomm, Inc., one of the most successful corporations in the history of the telecommunications industry. Capitalizing on the success of Qualcomm, Mr. Nazarian focused on investment opportunities that could be utilized to diversify his family's holdings. Mr. Nazarian displayed his acumen and investment vision by orchestrating the roll up of aerospace equipment manufacturers during a trough period in a highly cyclical industry; acquiring vast holdings of real estate from the Resolution Trust Corporation in the early 1990s; and strategically investing in the hotel industry following the economic downturn in the early 2000s. Mr. Nazarian started three early-stage venture funds concentrated on wireless communication and broadband infrastructure businesses and backed highly-innovative clean technology companies.

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NAVIGATING THE USASBE CONFERENCE

Three primary tracks with lots to do, see, and discuss.

TEACHING TRACK	WHAT HAPPENS?	SYMBOL
Experiential Exercises	Exercises performed & audience participates	
Cases, Courses, Modules	Cases taught, courses described, modules discussed	
Workshops	Longer teaching session that requires complete engagement	
Emerging Teaching Exercises	Test and help build new exercises with presenters	
RESEARCH TRACK		
Papers	Original research presented	
Provocative Panels	Debate existing research and move agenda forward	
Workshops	Longer research session that requires complete engagement	
Emerging Research	Ideas are presented, not papers; participants help shape the research	
PROGRAM TRACK		
Exposés	Learn about best practices outside the classroom	
Challenges & Charrettes	Help presenters solve their programming challenges	
Workshops	Longer programming session that requires complete engagement	

Enjoy our “collision” spaces where you can meet and talk with fellow attendees during breaks and downtime. We have two spaces for you to enjoy.

The Sandbox

This “hangout” space is located in the Dolby Ballroom and Exhibition space. Its up-tempo design encourages networking, co-creation and serendipitous collisions. Meet here with colleagues or just come by to collide with like-minded people. Start new conversations or continue conversations from conference sessions.

The e-Suite

Sponsored by Babson College

This meeting space is located in Solano on the Mezzanine (across from Preston’s). Its low-key design promotes thoughtful, strategic collaboration among co-conspirators. Meet here if you are looking to continue conversations in a quieter, more relaxed environment.



WEDNESDAY, JANUARY 10

LEARNING JOURNEY DAY

TIME	EVENT	LOCATION
7:00 AM – 9:00 AM	Registration	Mezzanine Registration Desk
9:00 AM – 5:00 PM	Corporate Entrepreneurship in the Entertainment Industry – Universal Studios Hollywood	Meet in Hotel Lobby
11:30 AM – 9:00 PM	Going to the Getty: Getting the Glitz – An Extravaganza of Arts, A Touch of Luxury	Meet in Hotel Lobby
6:00 PM – 7:30 PM	USASBE Outgoing Board Meeting <i>by invitation only</i>	Preston's
7:45 PM – 9:00 PM	USASBE Outgoing & Incoming Board Dinner <i>by invitation only</i>	Preston's

LEARNING JOURNEYS

Learning Journeys require pre-registration and an accompanying fee of \$125-\$135.

WEDNESDAY 9:00AM – 5:00PM

UNIVERSAL STUDIOS HOLLYWOOD

Corporate Entrepreneurship in the Entertainment Industry

See how movies and TV shows are made in a real working movie studio. Enjoy thrilling theme park rides and shows, featuring the Wizarding World of Harry Potter, the Simpsons, the Minions, Jurassic Park, and more. Explore City Walk – a three block entertainment, dining and shopping promenade within the theme park.

WEDNESDAY 11:30AM – 9:00PM

GETTY CENTER

Going to the Getty: Getting the Glitz – An Extravaganza of Arts, A Touch of Luxury

Spend a day at the Getty Center and Skirball Cultural Center – a \$1.3 billion complex on a 24-acre campus overlooking Los Angeles. The area is renowned for its art, architecture, shops, and manicured gardens. See how entrepreneurs cater to high-end customers during dinner in Beverly Hills and shopping/sightseeing on Rodeo Drive.

WEDNESDAY 6:00PM – 7:30PM

PRESTON'S

USASBE Outgoing Board Meeting *(by invitation only)*

WEDNESDAY 7:45PM – 9:00PM

PRESTON'S

USASBE Outgoing & Incoming Board Dinner *(by invitation only)*



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THURSDAY, JANUARY 11

PRE-CONFERENCE DAY

TIME	EVENT	LOCATION
7:00 AM – 5:00 PM	Registration	Mezzanine Registration Desk
8:00 AM – 6:00 PM	USASBE Doctoral Consortium on Teaching and Learning Entrepreneurship	Mt. Olympus
9:00 AM – 10:30 AM	EE&P Editor's Meeting <i>(by invitation only)</i>	Silver Lake
8:00 AM – 4:00 PM	Pre-Conference Workshop: The Future of Fostering Big Ideas: Idea Design, Idea Sprints, Innovation Challenges, and Thoughtful Leaps Out of the Classroom in Order to Strengthen the Learning Experience	Elysian Park
8:00 AM – 4:00 PM	Pre-Conference Workshop: Entrepreneurial Innovation in Community College, University, and Philanthropic Partnerships	Trousdale Estates
8:00 AM – 12:00 PM	Pre-Conference Workshop: Modeling the Lean Startup	Dolby Ballroom-Salon 5
1:00 PM – 5:00 PM	Pre-Conference Workshop: Designing the Future of Entrepreneurship Education Research	Dolby Ballroom-Salon 5
1:00 PM – 5:00 PM	Pre-Conference Workshop: Teaching without a Textbook	Echo Park
5:00 PM – 5:30 PM	Forum Meeting <i>(by invitation only)</i>	Nichols
5:30 PM – 6:30 PM	New and Forum Member Reception <i>Sponsored by Drexel University</i>	Loews Poolside
6:30 PM	Welcome Reception with Best Paper Awards <i>Sponsored by David Nazarian College, California State University</i>	Loews Poolside
7:30 PM	Room Facilitators Meeting <i>(by invitation only)</i>	Echo Park

THURSDAY 8:00 AM – 6:00 PM

MT. OLYMPUS

Doctoral Consortium on Teaching and Learning Entrepreneurship
led (by invitation only)

Luke Pittaway

PRE-CONFERENCE WORKSHOPS

THURSDAY 8:00 AM – 4:00 PM

ELYSIAN PARK

“The Future of Fostering Big Ideas: Idea Design, Idea Sprints, Innovation Challenges, and Thoughtful Leaps Out of the Classroom in Order to Strengthen the Learning Experience” *(requires pre-registration)*

Alex Bruton

This engaging sleeves-rolled-up workshop is aimed at innovators and educators who foster big ideas and accelerate innovation. We'll take a hands-on future-looking tour of practical approaches such as Idea Design,

Idea Modeling, Idea Sprints, Idea Pressure Testing, Ideation and Innovation Challenges, Work Embedded Education, and Accelerated Experience Gaining. We'll show how to connect the dots to other leading edge approaches, such as design thinking, lean startup, the business model canvas, and jobs to be done. Instructors, professors, center directors, and corporate leaders should attend and expect to go home with the tools and playbooks required to design businesses where the best ideas win. Take a sneak peek and check out this video of an innovation leader speaking about his experience with some of the tools: <https://www.straightupbusiness.institute/for-teams/#testimonials>



THURSDAY 8:00 AM – 4:00 PM

TROUSDALE ESTATES

“The National Association for Community College Entrepreneurship (NACCE), Santa Monica College faculty, the Michelson Foundation, CCC Doing What Matters Maker 3 Initiative, and the Entrepreneurial Leadership Initiative (ELI) Present an experiential hands-on learning experience: “Entrepreneurial Innovation in Community College, University, and Philanthropic Partnerships (requires pre-registration)”

NACCE is pleased to offer an interactive hands-on workshop designed for university and community college faculty and administrators. In the past year, NACCE re-granted over \$500,000 to member colleges to engage in entrepreneurship communities of practice with 60 community colleges. NACCE has commitments to re-grant an additional \$2 million in awards in 2018 – 2020. NACCE uses ecosystem mapping tools to help communities leverage assets for economic development. The mapping effort is part of the California’s Maker 3 Innovation grant for which NACCE provides technical assistance. Open source tools, best practices and case studies will be shared. This model can provide inspiration for other regions of the country. NACCE is also partnering with the Michelson Foundation and Santa Monica College to offer intellectual property curriculum in community college courses. These resources are available to universities and colleges.

THURSDAY 8:00 AM – 12:00 PM DOLBY BALLROOM-SALON 5

“Modeling the Lean Startup” (requires pre-registration)

Kelly Shaver

A core principle of the lean startup method is experimentation. Rather than letting the perfect be the enemy of the good, a lean startup is characterized by putting out a minimally viable product (MVP) that is then market tested and revised accordingly in an iterative process. Yet in our teaching, we do not often emulate this model. We may try new examples in classes, use readings we have not used before, or change important elements of our pedagogy from one semester to the next. But only very rarely do we actually assess what differences these changes might make in the knowledge, skills, and abilities of our students. Standard experimental methods imported from social psychology show how this can be done. They allow us as instructors to model the behavior we invite students to try. Moreover, the results from experimental methods can provide a window on the effectiveness of various classroom procedures to satisfy increasing institutional demands for accountability before our students graduate and use the knowledge from our courses to create new independent businesses.

THURSDAY 9:00AM – 10:30 AM

SILVER LAKE

EE&P Editor’s Meeting (by invitation only)

THURSDAY 1:00 PM – 5:00 PM DOLBY BALLROOM-SALON 5

“Designing the Future of Entrepreneurship Education Research”

Eric Liguori, Moraima De Hoyos Ruperto, Heidi Neck, Siri Terjesen, & Christoph Winkler

Your input and personal experiences as scholars, teachers and practitioners will be essential to help us accomplish our goals. In detail, we are going to apply a design thinking process, to (1) map our entrepreneurship education ecosystem through expert input and personal stories, (2) identify the key actors and their needs within that ecosystem, (3) convert these needs into opportunities, and (4) frame the most important research questions that we need to answer to advance our field through actionable research. Process and outcomes of this session will be translated into a call to action for our community as part of a paper that we are planning to publish following the USASBE Conference.

THURSDAY 1:00 PM – 5:00 PM

ECHO PARK

Teaching without a Textbook (requires pre-registration)

Justin Wilcox

Learn techniques to engage your entire entrepreneurship class by replacing lectures, and textbooks, with experiential exercises. Discover the key to assessing students, and how to set their expectations, in a non-traditional academic environment. Plus you’ll leave the session with at least three new hands-on exercises you can integrate into your course this semester.

THURSDAY 5:00 PM – 5:30 PM

NICHOLS

Forum Member Meeting (by invitation only)

THURSDAY 5:30 PM

LOEWS POOLSIDE

New and Forum Member Reception Sponsored by Drexel University (by invitation only)

THURSDAY 6:30 PM

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Welcome Reception Sponsored by David Nazarian College, California State University, Northridge



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2018 USASBE ANNUAL CONFERENCE

Los Angeles, California
January 10-14, 2018

FRIDAY, JANUARY 12

CONFERENCE DAY 1

TIME	EVENT	LOCATION
7:00 AM – 5:00 PM	Registration	Mezzanine Registration Desk
8:00 AM – 9:00 AM	Conference Welcome with Heidi Neck and Plenary Breakfast featuring Dr. William B. Gartner <i>Sponsored by The University of Texas Dallas</i>	Dolby Ballroom
9:15 AM – 11:15 AM		
	Programming Workshops THEME: Mindset, Culture & Social Innovation	Franklin Hills
	Programming Exposé THEME: New Possibilities & Compelling Practices	Elysian Park
	Programming Exposé THEME: Whiteboard to Real World	Trousdale Estates
	Competitive Provocative Research Panels THEME: The Landscape of Family Business	Nichols
	Competitive Research Papers THEME: Venture Creation, Leadership & Technology	Beachwood
	Competitive Research Papers THEME: Competencies & Competitions	Doheny
	Emerging Research Papers THEME: Learning & Doing Entrepreneurship	Laurel
	Emerging Research Papers THEME: Family, Rural, and Finance...Oh My!	Runyon
	Competitive Experiential Exercises THEME: Methods and Madness	Echo Park
	3E Competition	Mt. Olympus
	Competitive Experiential Exercises THEME: Ideation & Prototyping	Los Feliz
	Competitive Teaching Cases, Modules, & Courses THEME: Social & Creative Entrepreneurship	Silver Lake
	Emerging Teaching Exercises THEME: Ideas, Ideas, and More Ideas!	Whitley Heights
	Award Competition: USASBE Emerging Program	Dolby Ballroom–Salon 5
	Award Competition: USASBE Excellence in Co-Curricular Innovation	Dolby Ballroom–Salon 6
11:15 AM – 12:00 PM	Visit Exhibitors, Explore the Visual Map Wall	Dolby Ballroom–Salon 3
	Collide in the Sandbox	Dolby Ballroom–Salon 4



11:15 AM – 11:45 PM	Meetup with colleagues in the e-Suite <i>Sponsored by Babson College</i>	Solano–Mezzanine Floor
11:45 PM – 1:30 PM	Lifetime Achievement Awards Luncheon <i>Sponsored by The Coleman Foundation</i> and Panel on Entrepreneurship in the Entertainment Industry Featuring Roy Salter, FTI Consulting; Charles D. King, CEO Macro Ventures; Chris Silberman, CEO ICM Partners Talent Agency; Peter McPartlin, CSO Paramount Studios	Dolby Ballroom
1:45 PM – 3:45 PM		
	Programming Challenges & Charrettes THEME: Building Out Programming	Elysian Park
	Programming Exposé THEME: Externally-facing Entrepreneurship Programs	Trousdale Estates
	Competitive Provocative Research Panels THEME: Women Entrepreneurs	Nichols
	Competitive Research Papers THEME: Family Business	Beachwood
	Competitive Research Papers THEME: Pedagogy & Learning	Doheny
	Emerging Research Papers THEME: International Issues	Laurel
	Emerging Research Papers THEME: Experiential Learning	Runyon
	Competitive Experiential Exercises THEME: From Improvisation to Intellectual Property	Echo Park
	Competitive Experiential Exercises THEME: Observation & Prototyping	Los Feliz
	Competitive Teaching Cases, Modules & Courses THEME: Really Cool Teaching Cases	Silver Lake
	Emerging Teaching Exercises THEME: New Class Offerings to Improve Experiential Learning	Whitley Heights
	Award Competition: USASBE Excellence in Pedagogical Innovation	Dolby Ballroom–Salon 5
	Award Competition: USASBE Model Program	Dolby Ballroom–Salon 6
	JSBM Editorial Board Meeting <i>(by invitation only)</i>	Franklin Hills
4:30 PM – 6:00 PM	Special Interest Group (SIG) Business Meetings	See Insert for Locations
5:00PM – 6:30 PM	Meet the Editors Workshop	Mt. Olympus
6:00 PM – 8:30 PM	USASBE, Sponsor, Exhibitor, SIG, and Facilitators Reception <i>(by invitation only)</i> <i>Sponsored by University Southern California, Marshall School of Business</i>	Vantage
7:30 PM – 10:00 PM	Longenecker Fellows Dinner	Preston's

2018 USASBE ANNUAL CONFERENCE

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FRIDAY 8:00 AM – 9:00 AM

DOLBY BALLROOM

Welcome to the Conference with Heidi Neck & Plenary Breakfast featuring Dr. William B. Gartner

Presentation title: “What Do Hollywood Films Say About Entrepreneurship? Ten Questions for The Classroom”

William B Gartner is the Bertarelli Foundation Distinguished Professor of Family Entrepreneurship at Babson College. He is also a Visiting Professor of Entrepreneurship at Linnaeus University in Vaxjo, Sweden. He has served in various academic positions at the University of Virginia, Georgetown University, the University of Southern California, Clemson University, San Francisco State University, ESSEC in Paris, and Copenhagen Business School. He is the 2005 winner of the Swedish Entrepreneurship Foundation International Award for outstanding contributions to entrepreneurship and small business research. His book: Entrepreneurship as Organizing: Selected Papers of William B. Gartner was recently published in a paperback edition by Edward Elgar.



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Babson College

SESSION 1

FRIDAY 9:15 AM – 11:15 AM

FRANKLIN HILLS

PROGRAM TRACK: PROGRAMMING WORKSHOPS

THEME: Mindset, Culture, & Social Innovation

This session of two disparate workshops focuses on entrepreneurship toolsets that may be useful to your entrepreneurship program or center. Come to this session to learn about how to build culture and address student demands for social innovation through real-world educational solutions and tools that you can adapt and deploy for your own use.

Fostering Entrepreneurial Intentions and Behaviors in the Sciences: A Focus on University Organizational Culture and Entrepreneurial Mindset (#249)

Brittany Owens, Louisiana State University
Keith Credo, University of Louisiana – Lafayette
Josh Bendickson, University of Louisiana – Lafayette
Seth Boudreaux, University of Louisiana – Lafayette

Fighting to Involve the Next Generation of Changemakers? The Samurai Way to Engage Social Innovators (#333)

Debbi Brock, Wingate University
Susan Steiner, University of Tampa
Matt Nash, Duke University

FRIDAY 9:15 AM – 11:15 AM

ELYSIAN PARK

PROGRAM TRACK: PROGRAMMING EXPOSÉ

THEME: New Possibilities and Compelling Practices

This session focuses on courses, teaching programs and teaching innovations that have been successfully deployed at USASBE member organizations. Come to this session to learn compelling practices, spark new ideas, and view entrepreneurship education beyond the business school!

Incorporating MakerHub Activities In Classroom Curriculum: Challenges and Opportunities (#70)

Romi Kher, Baruch College, CUNY
Craig Talmage, Hobart & William Smith Colleges
Ramona Zachary, Baruch College

The Evolution of Entrepreneurship Education at East Carolina University (#176)

Dennis Barber III, East Carolina University
Michael Harris, East Carolina University
David Mayo, East Carolina University
William McDowell, Bradley University

Innovating Non-Business Major/Minor Programs in Entrepreneurship: The ‘With Enterprise’ Programs at the University of Leeds (#197)

Richard Tunstall, University of Leeds

A Startup Accelerator Course Using the Y Combinator Model (#226)

Mary Foster, Morgan State University

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Dr. Christine Sutton, Editor

The *Journal of Ethics & Entrepreneurship (JEE)* is continuously seeking excellent work for publication. We hope that you and/or a colleague at your school/ organization would be interested in submitting a manuscript for consideration in a future issue!

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Entrepreneurial Ethics (EE)

- ✎ Entrepreneurs versus non-entrepreneurs
- 📖 Ethical decision making of entrepreneurs
- 🧠 Ethical dilemmas in entrepreneurship
- Technological change and ethics
- 🔧 Formation of ethical infrastructure in new ventures
- Stakeholder theory of entrepreneurship

Social Entrepreneurship (SE)

- ✎ Defining social entrepreneurship
- 📖 Ethical concerns in social ventures
- 🧠 Measurement of social venture 'performance'
- 🔧 Empowerment of disenfranchised entrepreneurs
- 🔧 Social ventures versus traditional ventures
- Role of 'purpose' in new ventures

Entrepreneurship and Society (ES)

- ✎ Entrepreneurship and economic theory
- 📖 Entrepreneurship and macroeconomic development
- 🧠 Other societal roles of entrepreneurship
- 🔧 Entrepreneurs as social change agents
- 🔧 Detrimental impact of 'creative destruction'
- Ethics of opportunity exploitation

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FRIDAY 9:15 AM – 11:15 AM

TROUSDALE ESTATES

PROGRAM TRACK: PROGRAMMING EXPOSÉ

THEME: Whiteboard to Real World

This session focuses on student-based startups and activities outside the classroom. See how the whiteboard meets the real world.

Fostering Entrepreneurial Ecosystems through an Entrepreneurship Clinic Model (#33)

Lewis Sheats, North Carolina State University
Gabriel Gonzalez, North Carolina State University
Jon Carr, North Carolina State University
Jeff Pollack, North Carolina State University

Practical Realities – The Babson Summer Venture Program (#68)

Debi Kleiman, Babson College

Solution Scholars (#77)

Liza Soydan, Visionario Research
Beverly K. Brockman, University of Tennessee at Chattanooga

A Standard Set of Tools for Student Startup Onboarding – The Starter Pack (#106)

Chuck Sacco, Drexel University

FRIDAY 9:15 AM – 11:15 AM

NICHOLS

RESEARCH TRACK: COMPETITIVE PROVOCATIVE RESEARCH PANELS

THEME: The Landscape of Family Business

Family Firms' Heterogeneity (#500)

In response to a call for a panel on best research practices applicable to teaching family businesses within the domain of Entrepreneurship education, we have drawn several prominent family business scholars with a recognized expertise in studying family business topics through different theoretical lenses, a variety of research designs, and in different contexts that enlighten Entrepreneurship education. Specific topics to be highlighted include: landscape and uniqueness of family business, family dynamics, culture, relationships, relational governance, succession, growth, analytics, and sustainability practices. This workshop will be especially interesting to scholars who are engaging in family business research and teaching Entrepreneurship.

Panel Organizers

Esra Memili, University of North Carolina – Greensboro
Hanqing Chevy Fang, Missouri University of Science and Technology
Giacomo Laffranchini, University of La Verne

Panelists

Heterogeneity among Family Firms

Esra Memili, University of North Carolina – Greensboro

Publicly Traded Family Firms

Clay Dibrell, University of Mississippi
Richard Gentry, University of Mississippi

Innovation with Limited Resources

Lorraine Uhlaner, EDHEC Business School

Analytics of Economic and Non-Economic Goals and Outcomes

Danny Holt, Mississippi State University
Hanqing Chevy Fang, Missouri University of Science and Technology

Relationships and Relational Governance

Roland Kidwell, Florida Atlantic University

Changing Roles of Women in Family Firms

Jim Cater, University of Texas Tyler

Succession and Growth Plans

Ana Gonzalez, Grand Valley State University
Carol Wittmeyer, St. Bonaventure University

FRIDAY 9:15 AM – 11:15 AM

BEACHWOOD

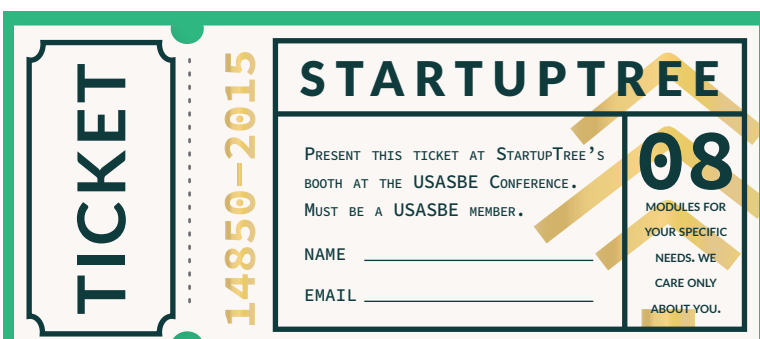
RESEARCH TRACK: COMPETITIVE RESEARCH PAPERS

THEME: Venture Creation, Leadership & Technology

Entrepreneurial Leadership: Evolution of an Emerging Paradigm and Directions for Future Research (#40)

Parisa Haim Faridian, Florida Atlantic University
Gary Castrogiovanni, Florida Atlantic University

This study surveys the literature on entrepreneurial leadership in an effort to advance the field of inquiry by integrating divergent perspectives and clarifying the current conceptual ambiguity surrounding conceptualizing, defining, measuring, and theorizing this construct. To offer directions for advancing the field, we identify and synthesize three main foci of entrepreneurial leadership (opportunity recognition, mobilization of resources, and value creation) that guide theory building and definitional consistency.



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Entrepreneurship and Venture Creation: Subprocesses, Subdomains, and Interfaces (#42)

Kathryn Kloepfer, Florida Atlantic University

Gary Castrogiovanni, Florida Atlantic University

Debate transpires on what exactly constitutes entrepreneurship and how to define the field appropriately. Thus, we examined a wide range of entrepreneurship research in order to make sense of how various topics examined fit together to comprise the field. Entrepreneurship can be best characterized as a process of venture creation, made up of various subprocesses, subdomains, and interfaces. We examine differences across selected subdomains, and key research issues in some common interfaces.

Setting the Stage for Relationships between Small and Medium Enterprises (SMEs) (#150)

Furkan Amil Gur, Northern Illinois University

Thomas Greckhamer, Louisiana State University

This study answers two research questions: 1) What characteristics of an organizational field do owner-managers of SMEs interpret to be central for shaping relations with other firms? 2) What are the key characteristics of interfirm relations for competition, cooperation, and cooperation? This is important because prior research has neglected managers' interpretations of key determinants linked to different kinds of interfirm relations.

How Do Founders Construct Biotech Companies? (#267)

Biagio Ciao, University of Milan-Bicocca

This paper tracks the entrepreneurial process underpinning biotech firms' construction. The process model shows that information collection, industry analysis, and resources analysis generate a research and development target. Understanding the process model could help aspiring founders know which steps they have to take. Moreover, the findings show two important features that biotech founders hold before starting the business: a network made by other biotech organizations and past scientific experiences.

Alliance Capability and Technology Commercialization (#320)

Mary Beth Rousseau, Georgia Southern University

Devkamal Dutta, University of New Hampshire

The purpose of this research was to examine whether alliance partnerships have a beneficial impact on technology commercialization through open innovation efforts. Utilizing insights based on Teece's (1986, 2006) appropriability framework, we examine the impact of prior alliance partnership experience on commercialization of innovation outside firm boundaries. The results of our study offer several practical insights for both corporate entrepreneurship education and practice, especially in getting our students prepared for working in corporate entrepreneurship and corporate venturing in large company settings.

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FRIDAY 9:15 AM – 11:15 AM

DOHENY

RESEARCH TRACK: COMPETITIVE RESEARCH PAPERS

THEME: Competencies & Competitions

Improving Entrepreneurial Competencies in the Classroom (#135)

Caroline Glackin, Fayetteville State University

Steven Phelan, Fayetteville State University

Rodney McCrowre, Fayetteville State University

The entrepreneurial competencies literature posits that nascent entrepreneurs can be taught skilled behaviors to improve the efficacy of entrepreneurial activities. Recently, Morris et al. (2013) demonstrated that 9 of 13 entrepreneurial competencies were improved for 40 students after a six-week international consulting project. The current study explores whether the same competencies can be developed in a classroom setting. Using a quasi-experimental design with a sample of undergraduate students, we conducted pre-and post-tests of entrepreneurial competencies and found that students enrolled in an Entrepreneurial Thinking course increased competencies in 6 of 13 areas.

Using a New Venture Competition to Provide External Assessment of a University Entrepreneurship Program (#140)

Gaylen Chandler, Wichita State University

J. Christian Broberg, Wichita State University

We use a university new venture competition to assess the learning of students in an entrepreneurship major. All of our graduating entrepreneurship majors are required as part of the capstone course to participate in a University wide new venture competition. As part of the competition we collected judges scores in 2014 and 2016. The scores of teams that include our students are compared to the scores of teams that do not include our students. The results indicate that teams with entrepreneurship students score higher than teams without entrepreneurship students on almost all dimensions. However, there are some areas in which our students were comparatively weaker. We show how our findings have helped us meet the requirements of accrediting agencies while at the same time helping us to improve instruction and curricula in the program.

Competitive Competencies as Learning Outcomes in Entrepreneurship Education (#187)

Yury Rubin, Russian Association for Entrepreneurship Education

Mikhail Lednev, Moscow University for Industry and Finance "Synergy"

Daniel Mozhzhukhin, Russian Association for Entrepreneurship Education

This paper is devoted to competitive competencies in entrepreneurship as learning outcomes in entrepreneurship education programs. These competencies are crucial for an entrepreneur's success, but have still been insufficiently explored. This paper reviews existing approaches to competition while examining the classification of competitive competencies relevant to entrepreneurship, which fall into various groups. Each group of competencies is related to a definite area of the entrepreneurial process. This paper also proposes a matrix of competitive competencies that would be appropriate for a bachelor's degree program in entrepreneurship education.

The Influence of University-based Entrepreneurship Education on the Formation of Entrepreneurial Capabilities (#237)

Younggeun Lee, Iowa State University

Patrick M. Kreiser, Iowa State University

Alex H. Wrede, Iowa State University

Sanvisna Kogelen, Iowa State University

We examine the influence of university-based education on students' entrepreneurial capabilities. While the prevalence of entrepreneurship education is dramatically increasing, the education that business and engineering students

receive throughout their academic experience wields a direct influence on several entrepreneurial capabilities. The purpose of this study is to measure these educational influences on three specific entrepreneurial capabilities—networking skill, proactiveness, and self-confidence. Moreover, we aim to raise awareness for faculty and students in these various programs as they form networks and optimize the knowledge obtained throughout their education. We test the hypotheses using data collected from 927 university students. Advice for these students and their respective educational departments is further discussed.

FRIDAY 9:15 AM – 11:15 AM

LAUREL

RESEARCH TRACK: EMERGING RESEARCH PAPERS

THEME: Learning and Doing Entrepreneurship

Attendees help presenters further develop their research concepts. This session focuses on disparate and innovative teaching methods. Look what's coming in entrepreneurship education!

Influence of a Non-credit Experiential Program on Non-business Students' Opportunity Discovery Self-Efficacy (#64)

Angelo Dossou-Yovo, York University – Glendon

Self-regulated Learning in Entrepreneurship Education (#185)

Gustav Hägg, Lund University

Diamanto Politis, Lund University

Understanding the (Mis)alignment of Ecosystems in Entrepreneurship Education (#258)

Brett Young, Georgia Gwinnett College

Phillip Hartley, Georgia Gwinnett College

Jason Gordon, Georgia Gwinnett College

Teaching Entrepreneurship in an Accelerated Online MBA Program: A Video-Based Socratic Sensemaking Approach (#270)

Michael Meeks, Louisiana State University

Tami Knotts, Louisiana State University

Team-Based Entrepreneurship Education (#295)

Susana Santos, University of Florida

Xaver Neumeyer, University of North Dakota

The State of Entrepreneurial Education in Community Colleges: A Literature Review of Key Research (#332)

Art Barnard, University of Wisconsin – Whitewater

Corporate Sustainability in the Globalized World: Blueprint for Locally Operating Medium-sized Gardening Retail Companies (#222)

Maia Shekrladze, German Graduate School of Management & Law

Christopher Stehr, German Graduate School of Management & Law

FRIDAY 9:15 AM – 11:15 AM

RUNYON

RESEARCH TRACK: EMERGING RESEARCH PAPERS

THEME: Family, Rural, and Finance...Oh My!

Attendees help presenters further develop their research concepts. This session of emerging concepts in focuses on issues and concerns of family businesses and the changing landscape of Millennials entering family-owned enterprises. There are some outlying topics included in this session with elements of venture creation and rural entrepreneurship, so anticipate some conversations on how these disparate topics may relate.

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Challenging Issues Facing Family Businesses in the 21st Century (#57)

Morgan Clevenger, Wilkes University

The Impact of Successor's Desire to Innovate on Family Business Successorship and Transgenerational Entrepreneurship (#76)

Carol Heitman-Lucy, Emporia State University

Employee Dismissals: Best Practices for Small Businesses (#90)

Akanksha Bedi,

Mark Skowronski, Ramapo College

Millennial Members in Family Businesses: Characteristics for Managerial Effectiveness (#162)

Marilyn Young, The University of Texas – Tyler

John Cater, The University of Texas – Tyler

Developing a Model for Rural Entrepreneurship (#308)

Surin Kim, University of Nebraska – Lincoln

Exploring the Potential of Initial Coin Offerings in Venture Finance (#191)

Antonio Alvarado, St. Edward's University

Keith F. Ward, St. Edward's University

FRIDAY 9:15 AM – 11:15 AM

ECHO PARK

 **TEACHING TRACK: COMPETITIVE EXPERIENTIAL EXERCISES**

THEME: Methods and Madness

Embodying the 'Superhero' Within as a Mechanism for Developing a Creative and Entrepreneurial Mindset (#108)

Emma Fleck, Susquehanna University

I ask students to embody their own 'superhero' through imaginative play, the use of costumes, masks and icons. Inspired by children, who demonstrate their ability to imagine new possibilities and dream beyond their resource limitations, this activity utilizes the concept of superheroes as a manifestation of that time. Students are given the opportunity to explore the concept of creativity and its fundamental role in the entrepreneurial process and reflect upon how creativity can be used for problem solving in their entrepreneurial journey.

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Uncovering the Unexpected: Using Nearby Novelty to Increase Creativity (#153)

Lynnette Claire, University of Puget Sound

Classroom exercises in creativity abound, yet sometimes we need to get out of the classroom to increase creativity. Neuroscientist Gregory Berns (2010) reports that our brains want to follow existing neural pathways, shunning novelty due to its high processing costs. To reprogram our brains and get us back into a creative mode, we need new stimuli, which can be new information or an unfamiliar environment. The more the new stimuli diverges from our existing environment, the better. I use novel environments to increase creativity, as part of my opportunity recognition pedagogy, but novel environments may be used as workspaces to improve creative problem solving related to marketing, execution, or financing.

Creative Rewiring: A Mixed-Methods Exercise to Ideate Unexpected Solutions for Big Problems (#341)

Ricardo Alvarez, CETYS Universidad

Practicing creative thinking is necessary for entrepreneurs to help them develop the skills to ideate while iterating with customers. Working in four member teams, participants are challenged to come up with novel solutions to really big problems, by connecting random unrelated ideas through creative thinking mixed-methods. Team members need to arrange and play with the cards in whatever possible ways to induce idea generation (challenge). They must write down as many innovative concepts as possible (brainstorming) and finally, after dialoguing around the different proposals, they must agree on one that resonates the most (harvesting). The exercise concludes with a final 1-minute presentation of each team to the class, showing their combinations and final solution.

FRIDAY 9:15 AM – 11:15 AM

MT. OLYMPUS

3E COMPETITION

The 3E-Learning Project, a joint USASBE and Center for Entrepreneurial Excellence (CFEE) at the George Washington University (GWU), strives to establish more and better use of entrepreneurial experiential learning exercises and games used as teaching tools to assist educators in teaching entrepreneurship, small business, and new venture development. The 3E competition brings together the top 10 best entrepreneurial experiential exercises accepted to the USASBE conference to compete for 3E bragging rights as well as a small honoraria. The 3E-Learning Project is led by George Solomon of GWU.

JUDGES:

Eric Liguori, Rowan University

Ayman El Tarabishy, George Washington University

Richard Donnelly, George Washington University

George Solomon, George Washington University

FRIDAY 9:15 AM – 11:15 AM

LOS FELIZ

TEACHING TRACK: COMPETITIVE EXPERIENTIAL EXERCISES

THEME: Ideation & Prototyping

Demoing Interviews & MVPs (#171)

Justin Wilcox, TeachingEntrepreneurship.org

Doan Winkel, John Carroll University

Learn how to demo a live customer interview to your students, and use that interview to build an MVP before their eyes.

EUREKA! Finding Inspiration in the Everyday (#208)

Briony Davies, Corkscrew Ltd

Neil Finnie, Corkscrew Ltd

Andreu Gual i Falco, Corkscrew Ltd

'Eureka' demonstrates to students how it is possible to generate new business ideas by combining two existing concepts. For many students, the pressure of feeling that they 'don't have any ideas' or 'aren't creative' is a barrier for them exploring the world of Entrepreneurship. By pairing the students up and providing each team with a starting point this pressure can be alleviated. The pairs pick out two nouns from a hat; for example, Dog + Boat. The students work in groups of two because research shows that in professional environments, it is more common for new ideas to be generated in groups rather than individually (Maier, 1970). They then use the two nouns as a springboard to ideate. Two stages of the exercise are demonstrated.

FRIDAY 9:15 AM – 11:15 AM

SILVER LAKE

TEACHING TRACK: COMPETITIVE TEACHING CASES, MODULES, & COURSES

THEME: Social & Creative Entrepreneurship

The Creative Canvas: An Entrepreneurial Framework for the Creative Disciplines (#205)

Terri Lonier, School of the Art Institute of Chicago

The Creative Canvas is an adaptation of Alexander Osterwalder's Business Model Canvas (BMC) for students and individuals working in creative



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disciplines. The Creative Canvas addresses three key limitations of the BMC faced by students in creative disciplines. First, business terminology is often confusing and intimidating to students in the arts. Second, art projects are not always entrepreneurial products or services. Third, students often seek to establish a personal creative practice instead of a company, with success metrics that differ from an entrepreneurial firm. A new canvas area highlighting next action steps guides students in making progress and establishing accountability.

Everything You Always Wanted to Ask About B-Corps, But Were Afraid to Ask (#148)

Maria Ballesteros-Sola, California State University – Channel Islands
The B-Corp movement recently celebrated its 10th year anniversary since the first B Corp Certification was granted in 2007. Currently, there are more than 2,200 B-Corps in 50 countries and more than 66,000 business have taken the B Impact Assessment. Entrepreneurship professors are the gateway to the next generation of talent; therefore, we can play a significant role on the expansion of the B-Corp Movement as we expose our students to companies that are using business as a force for good. My workshop aims to introduce the B-Corp certification, the B-Impact Assessment as well as the global B-Corp movement.

Financing Innovation (#155)

Stephen Rueff, Minneapolis College of Art and Design
A challenge facing many students pursuing degrees in art and design is that they have minimal experience and little interest in math and finance. Piloted in Fall 2016, Financing Innovation is a newly developed course designed to equip artists and designers with the financial literacy skills they need. The course guides students in telling both the narrative and financial story of their creative projects, identify appropriate funding sources, and present their ideas, much as they would as a working artist or entrepreneur. While this course is now required for students majoring in entrepreneurial studies, 40% of the students taking the course come from other majors.

FRIDAY 9:15 AM – 11:15 AM

WHITLEY HEIGHTS

TEACHING TRACK: EMERGING TEACHING EXERCISES

THEME: Ideas, Ideas, and More Ideas!

Attendees help presenters further develop their teaching ideas. This session of emerging teaching exercises promises to engage early stages of idea generation and market validation. If you are looking for new and unique ways to encourage creativity, validation, ideation and pivoting through classroom experiences this session will be an excellent opportunity to riff on new and co-created exercises.

Visualization of Ideas (#17)

Shalini Gopalkrishnan, Rollins College

Conducting Design Sprints in an Undergraduate Entrepreneurship Class (#83)

Atul Teckchandani, California State University, Fullerton

Connecting Market Sizing to Business Intelligence Resources (#120)

Terence O'Neill, Michigan State University

Alyson Vaaler, Texas A&M University

Seeding Entrepreneurial Problems and Opportunities: 24 Hours (#159)

Michael Dominik, Rowan University

Using Virtual Reality to Improve Observation and Idea Generation in an Entry Level Entrepreneurship Course (#206)

Bradley George, Babson College

Turning the Negative Thoughts into Positive Action: a Lightning Fast Ideation Exercise (#253)

David Gorton, Eastern Washington University

Bruce Teague, Eastern Washington University

FRIDAY 10:15 AM – 11:15 AM DOLBY BALLROOM – SALON 6

USASBE Excellence in Co-Curricular Innovation Award

The USASBE Excellence in Co-Curricular Innovation Award celebrates the critical role of co-curricular programming in the overall entrepreneurship education ecosystem. This award category encourages and recognizes innovative, co-curricular programs that feature creativity, quality, sustainability, and impact. Nominees illustrate best practice and are a model for others. All conference participants are welcome to attend these final presentations.

FINALISTS:

North Carolina State University

University of New Hampshire – Peter T. Paul Entrepreneurship Center



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FRIDAY 10:15 AM – 12:15 PM DOLBY BALLROOM – SALON 5

USASBE Emerging Program Award

The USASBE Emerging Program Award recognizes the development efforts of nascent entrepreneurship programs that show early signs of innovation, boldness, and student impact. Programs nominated for this award are young (in existence for three years or less) or have gone through a major revision during the same time period. This award category recognizes the start (or restart) of a curricular program. All conference participants are welcome to these final presentations.

FINALISTS:

The Jim Moran School of Entrepreneurship, Florida State University
Grove City College

FRIDAY 11:15 AM – 12:00 PM

Visit Exhibitors, Explore the Visual Map Wall

DOLBY BALLROOM, SALON 3

Collide in the Sandbox

DOLBY BALLROOM, SALON 4

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FRIDAY 11:45 – 1:30 PM

LUNCHEON ENTERTAINMENT INDUSTRY PANEL

Lifetime Achievement Awards Luncheon Sponsored by The Coleman Foundation and Panel on Entrepreneurship in the Entertainment Industry Featuring Roy Salter, FTI Consulting; Charles D. King, CEO Macro Ventures; Chris Silberman, CEO ICM Partners Talent Agency; Peter McPartlin, CSO Paramount Studios

MODERATOR: Roy Salter, Senior Advisor, FTI Consulting

PANELISTS:

Charles King, CEO, Macro Ventures

Chris Silberman, CEO, ICM Partners Talent Agency

Peter McPartlin, Chief Strategy Office, Paramount Studios

Roy Salter, Senior Advisor at FTI Consulting

Roy Salter is a Senior Advisor at FTI Consulting and is based in Los Angeles. Mr. Salter is a leader of the Valuation and Financial Advisory Services group. Mr. Salter has extensive experience across a broad range of industries in providing forecasting, strategic advisory and transaction support, fairness and solvency opinions; collateral valuation opinions; ASC 805 purchase price allocation and goodwill impairment opinions; ASC 820 portfolio valuations for private equity funds, hedge funds, banks and other capital market constituents; ASC 718 incentive compensation and cheap stock opinions; and ASU 2009-13 revenue recognition for multi element licensing arrangements; intangible asset valuations and dispute resolution. In December 2012, Mr. Salter joined FTI Consulting with its acquisition of Salter Group, a leading independent financial and strategic advisory firm, which he co-founded in January 2003 which specialized in providing strategic advisory and transaction support, business and intangible asset valuations, financial opinions, financial and strategic analysis, forecasting and other transaction support covering a broad spectrum of industries.

Charles King is founder and CEO of MACRO. Formerly, King was Partner/Agent in the Motion Picture Department at William Morris Endeavor (WME). He was and continues to be the first and only African American to rise from the training program in the Beverly Hills office film and television department in the company's over 100-year-history to become Partner. His career as an agent spanned over 15 years, during which he was known for his innovative deal making, keen eye for talent and his strategic long-horizon thinking in developing brands for and around his clients.

Chris Silberman is the managing partner of ICM Partners, a global talent and literary agency representing clients in the fields of television, motion pictures, publishing, broadcasting, music, theater, corporate marketing and new media. ICM Partners is one of the predominant agencies in the United States and Europe, with its principal offices in Los Angeles, New York and London. In his leadership role, Mr. Silberman oversees the careers of many of the most successful showrunners, actors, directors entertainers, and production companies in film and television and provides strategic guidance to corporate clients.

Peter McPartlin is the Executive Vice President of Strategic Planning and Business Operations at Paramount Pictures, where he explores, analyzes, and identifies new business opportunities and services, as well as evaluates possible studio investments and methods for improving the studio's various vendor relationships and business alliances. Prior to Paramount, McPartlin was Chief Operations Officer/Executive Vice President of Business and Legal Affairs at Indian Paintbrush Productions, where he worked on projects such as *The Grand Budapest Hotel*, *Me and Earl and the Dying Girl*, and *Seeking a Friend for the End of the World*.



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SESSION 2

FRIDAY 1:45 PM – 2:45 PM

MT. OLYMPUS

RESEARCH TRACK: SPECIAL ISSUE ON ENTREPRENEURIAL ECOSYSTEMS: JOURNAL OF ENTERPRISING COMMUNITIES

Eric Liguori, Rowan University

Julian Lange, Babson College

Diana Hechavarria, University of South Florida

Christoph Winkler, Iona College

USASBE's Public Policy Special Interest Group and the Journal of Enterprising Communities partnered to develop and facilitate a special issue on entrepreneurial ecosystems. This invite-only special session brings together the authors whose scholarship is under publication consideration for the special issue to meet with the guest editorial team. The following authors will be participating: Nadine Levratto, Denis Carré, Edgar Soto, Edgar Maiz-Vasquez, Tharuma Rajan Pillai, Amiruddin Ahamat, Thomas Pittz, Giles Hertz, Aileen Huang-Saad, Nathalie Duval-Couetil, Jongho Park, Bastian Thomsen, Olav Muurlink, Talitha Best, Margaret Cowell, Sarah Lyon-Hill, Scott Tate, Isaac Wasswa Katono, David Priilaid, Gert Human, Jeffrey Muldoon, Antonina Bauman, Keith Graham Debbage, Shaylee Bowen, Helen MacLennan, Lorrie McGovern, Angela Garrett, Hannes Velt, Lasse Torkkeli, Sami Saarenketo, Mathew Manimala, Princy Thomas, and P.K. Thomas.

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FRIDAY 1:45 PM – 3:45 PM

ELYSIAN PARK

PROGRAM TRACK: PROGRAMMING CHALLENGES & CHARRETTES

THEME: Building Out Programming

Attendees help presenters tackle programming challenges. There is no set playbook when it comes to growing and developing entrepreneurship programs. This Challenges & Charrettes session is a presentation and discussion around the issues of building programs. Listen to stories, identify similarities among the presentations and in scenarios in which the audience has been involved, and ideate on possible pathways for solutions. Challenges & Charrettes sessions are often great places to identify solution-driven, co-conspirators in other programs. Take advantage of the USASBE lounge spaces to continue discussions following the session.

University-based Angel Investment Groups: Discussion on Methods, Challenges and Opportunities (#55)

Chuck Sacco, Drexel University

Building a School of Entrepreneurship in Rural America (#103)

Dennis Barber III, East Carolina University

Michael Harris, East Carolina University

William McDowell, Bradley University

Eden Blair, Bradley University

How to Best Address Potential Liabilities and Risks Arising out of Entrepreneurship Competitions (#104)

Robert Malach, University of Calgary

Sandra Malach, University of Calgary

Creating an Innovation Center (#137)

Melissa Wright, The University of Scranton

Geraldine Loveless, The University of Scranton

Stabilizing and Growing an Entrepreneurship Center (#192)

Matthew Hanson, Chapman University

Providing Sustainable Mentorship (#276)

Sydney Doherty, Millikin University

Estefano Martinez, Millikin University

Julienne Shields, Millikin University

FRIDAY 1:45 PM – 3:45 PM

TROUSDALE ESTATES

PROGRAM TRACK: PROGRAMMING EXPOSÉ

THEME: Externally-facing Entrepreneurship Programs

This session focuses on programs and courses that engage an external audience outside the university. Come to this session to hear about successfully deployed entrepreneurship education innovations that you can leverage in your entrepreneurship program and center. The session will highlight real-world examples and provide you with success metrics and ideas about transferability.

Creating an Awards Program to Increase Community Awareness and Engagement for Your Entrepreneurship Program (#174)

Mike Stull, California State University – San Bernardino

Susie Pryor, California State University – San Bernardino

Stacey Allis, California State University – San Bernardino



The "Valley of Death" in Entrepreneurship Education: Distinguishing Between Innovation and Entrepreneurship (#289)

Cesar Bandera, New Jersey Institute of Technology

Cross Campus Engagement for Programming for Veterans (#329)

Alexander Mckelvie, Syracuse University

Misty Stutsman, Institute for Veterans and Military Families

Teaching Entrepreneurship through Israel: The Startup Nation (#316)

Jason Bronowitz, Arizona State University

Steve Gray, InnovationNation Tours

FRIDAY 1:45 PM – 3:45 PM

NICHOLS

RESEARCH TRACK: COMPETITIVE PROVOCATIVE RESEARCH PANELS

THEME: Women Entrepreneurs

Women Entrepreneurs and Early Stage Venture Funding/Financing (#124)

Candida Brush, Babson College

SherRhonda Gibbs, University of Southern Mississippi

Wendy Plant, Florida State University

There is robust evidence that women entrepreneurs face greater hurdles in attracting early-stage financing especially from sources such as venture capital and bank financing. This session will provide an overview of current research, consider best practices used by women entrepreneurs to acquire start-up financing, and present tools faculty can use to support and better prepare women and minority entrepreneurs.

FRIDAY 1:45 PM – 3:45 PM

BEACHWOOD

RESEARCH TRACK: COMPETITIVE RESEARCH PAPERS

THEME: Family Business

Familial or Structured? The Impact of Culture on the Human Resource Practices of Hispanic and Non-Hispanic Family Firms (#84)

John Cater, The University of Texas – Tyler

Kevin James, The University of Texas – Tyler

Kerri Camp, The University of Texas – Tyler

Roland Kidwell, Florida Atlantic University

At 17 percent of the U.S population, Hispanics are the largest ethnic minority in the U.S, and are of growing importance to the country's economy. In spite of growing interest from researchers, significant gaps remain in our understanding of Hispanic family firms and their HR practices. We apply cultural dimensions theory to the growing research base on Hispanic family firms, highlighting collectivism, familism, short term orientation, high power distance, and 'simpatia' (pleasant social relationships).

Turnaround in Family Firms: A Review of the Literature and Research Agenda (#89)

Giacomo Laffranchini, University of La Verne

Si Hyun Kim, University of La Verne

John Hadjimarcou, The University of Texas – El Paso

Turnaround is a multi-stage process that firms need to deploy when their survival is threatened, and they need to return to growth. The available knowledge on the topic of family business turnaround is scant, scattered across multiple disciplines, and often based upon anecdotal evidence. Therefore, we propose a systematic review of the extant literature to chart current

knowledge and reveal important gaps in that knowledge. Our contribution aims to propose several compelling theory-driven research questions. These future research avenues may actually stimulate a more rigorous process of knowledge development in this all-important area of business.

For Better or For Worse: Spousal New Venture Employment, Founder Passion, and Founder Burnout (#280)

Jonathan Butler, Oklahoma State University

Imran Syed, Ball State University

If employing a spouse in a new venture is a double-edged sword with a potential positive or negative relationship with the entrepreneur's well-being, how is an entrepreneur able to determine when and if that decision may be beneficial? Hobfoll's (1989) Conservation of Resources (COR) theory and Family Systems Theory (FST) (Broderick, 1993) provide a helpful theoretical lens. Results indicate that entrepreneurs with a passion for founding who employ their spouse are significantly less likely to experience stress yet are significantly more likely to experience burnout. Conversely, the entrepreneurs with higher levels of a passion for developing who employ their spouse are significantly less likely to experience burnout.

CONTINUED ON PAGE 44



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Insider or Outsider? A Dilemma of Adopting Professional Management in Family Business (#290)

Xi Yang, University of Texas Rio Grande Valley

Yuanqing Li, Dominican University

Professional management is an important and widely studied topic because of the significant impact it has on family business performance. Adopting outside professional management is necessary for most family firms to sustain development. According to the family business literature, a professional management team should be brought in once the family firm evolves into a certain stage (De Massis et al., 2008; Karaevli, 2007). However, whether it is necessary and beneficial for the family business to select a CEO from outside rather than inside succession remains unclear. This study explores when and why family firm should appoint outside professional management in family business.

FRIDAY 1:45 PM – 3:45 PM

DOHENY

 **RESEARCH TRACK: COMPETITIVE RESEARCH PAPERS**

THEME: Pedagogy & Learning

Entrepreneurship Education Through Experience (#80)

Rodney D'Souza, Northern Kentucky University



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John Clarkin, Northern Kentucky University

Abdullah Al-Bahrani, Northern Kentucky University

This paper examines the education-entrepreneurial intentions relationship and the effects of experiential entrepreneurship education on that relationship. Relying on the theory of planned behavior and the theory of human behavior, we develop and test hypotheses to enhance the knowledge in the field of entrepreneurship education. Our goal in this study is to discover ways to in which experiential education in entrepreneurship can positively affect the attitudes and intentions of students, and to further the base of knowledge in the link between these education programs and intentions. Results suggest that problem based experiential learning does indeed impact how students think about entrepreneurship as a career and their perceived level of control.

Entrepreneurship Education and the Entrepreneurial University – What Places Have We Created and What is Happening in the Space? (#92)

John Thompson, University of Huddersfield

Leigh Morland, University of Huddersfield

Jonathan Scott, University of Northumbria

In this paper we extend the exploration of experiential entrepreneurship education in relation to a student-led perspective of an entrepreneurial university in order to put forward new conceptual models. We review experiential learning opportunities in United Kingdom (UK) Universities, drawing on various case examples where students experience relevant opportunities and risks, identifying evidence of excellent practice. However, we conclude that these initiatives lack depth and breadth of coverage of the whole student population. The implications of doing more are then explored in the context of: students (learners), faculty (resources) and Universities in respect of space and place themes.

Use of Monopoly as a Tool for Teaching Entrepreneurship and Financial Education – Old Wine in New Bottles (#115)

Eduardo Cruz, Universidade Federal Fluminense

Yan Barbosa, Universidade Federal Fluminense

Roberto Falcão, Pontifícia Universidade Católica – Rio de Janeiro

Rafael Mancebo, Pontifícia Universidade Católica – Rio de Janeiro

This study analyzes the use of board games on teaching practices of entrepreneurship and financial education, encompassing five aspects presented in the academic literature: action, empathy, creation, experimentation and reflection. We conducted three classes of 'Investment Analysis' using the Monopoly board game as a teaching tool. It was measured every twenty minutes resulting in three profiles of players, namely conservative, moderate and aggressive investors. The paper contributes to entrepreneurship education with its insights about entrepreneurial behaviors and the use of board games as a cost-effective and motivating tool for learning.

FRIDAY 1:45 PM – 3:45 PM

LAUREL

 **RESEARCH TRACK: EMERGING RESEARCH PAPERS**

THEME: International Issues

Attendees help presenters further develop their research concepts. This session of emerging research concepts focus on international and domestic ecosystems. There will very naturally be disparate contexts included in this session, so anticipate lively compare & contrast conversations on how these topics may relate and/or develop alongside each other.

A Field Guide to the Branded Ecosystem Phase of Entrepreneurship Education (#167)

Mary Foster, Morgan State University



Lifestyle Entrepreneurs 2.0: Implications for Learning and New Venture Development (#129)

Robert Pidduck, University of Oklahoma
G.T Lumpkin, University of Oklahoma

Creation and Discovery View of Entrepreneurial Opportunities: Antecedents and Consequences (#138)

Francis Donbesuur, Leeds University
Nathaniel Boso, Leeds University
Magnus Hultman, Leeds University
Ghasem Zaefarian, Leeds University

Immigrant Entrepreneurship Longevity: Case Study of Kenyan immigrant entrepreneurs in a Midwest City (#154)

Obed Nyaribo, Alaska Pacific University
Fred Machana, Capella University

Innovation in Social Enterprises in India: To What Extent are "Jugaad" Principles Adopted? (#177)

Udita Chadha, University of Southern California

Exporting Notwithstanding Institutional Voids: Comparing Women Entrepreneurs and Men Entrepreneurs in Developing and Emerging Countries (#189)

Marleen McCormick, Butler University

Rural Entrepreneurship, Spatial Economics and Business Networks: A Study of Cassava and Palm Oil Producers in the DR Congo (#294)

Jean Kabongo, University of South Florida – Sarasota-Manatee

FRIDAY 1:45 PM – 3:45 PM

RUNYON

RESEARCH TRACK: EMERGING RESEARCH PAPERS

THEME: Experiential Learning

Attendees help presenters further develop their research concepts. This session of emerging research concepts focuses on various ways of incorporating experiential learning and/or places in which to incorporate experiential activities. There are some outlying topics included in this session with elements of intellectual property, technology, and outcomes of experiential learning, but we think outliers are really cool!

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Rendering of the Riata Center for Entrepreneurship in the new business building.

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Challenges to Implementing Experiential Entrepreneurship Education in China (#105)

Robin Bell, University of Worcester

The Hidden Interplay of Pedagogy and Andragogy in Entrepreneurship Education (#165)

Gustav Hägg, Lund University

Agnieszka Kurczewska, University of Lodz

Video-Clip Talk in Entrepreneurship Education – A Tool for Deeper Learning and Effective Qualitative Assessment (#186)

Birgitte Wraae, Technische Universität Berlin

Christa Tigerstedt, Arcada University of Applied Sciences

The Future of Entrepreneurship Education: A Look into the Potential for AI, ML, VR, AR, and Simulation (#204)

Michael Meeks, Louisiana State University

Who Owns That Great Idea? Ownership of the Intellectual Property of Faculty and Students (#251)

Lynn M Forsythe, California State University – Fresno

Lizhu Y. Davis, California State University – Fresno

John M. Mueller, St. Edward's University

Learning by Doing: Does Working at a School-based Enterprise Lead to Self-employment? (#264)

Jessica Simon, Babson College

Angela Randolph, Babson College

The Emotional Rollercoaster of an Entrepreneurial Startup Weekend Event (#302)

Cynthia Sherman, California State University – Channel Islands

Emi Makino, Tokyo University of Science

Entrepreneurial Immersion: Quantifying Efficacy Indicators for Experiential Education (#322)

Jason D'Mello, LMU

Justin Wolske, Casework

Paul Zak, Neuroeconomic Studies

FRIDAY 1:45 PM – 3:45 PM

FRANKLIN HILLS

JSBM Editorial Board Meeting (*by invitation only*)

FRIDAY 1:45 PM – 3:45 PM

ECHO PARK

 **TEACHING TRACK: COMPETITIVE EXPERIENTIAL EXERCISES**

THEME: From Improvisation to Intellectual Property

Image Insights: Identifying Entrepreneurial Opportunities Beyond Innovation Marketplace (#53)

Adam Jay Bock, University of Wisconsin – Madison

Unpredictable innovation selection is an essential lesson for entrepreneurship students. The non-equifinality of innovation and entrepreneurial processes may appear obvious in hindsight, but it is best learned through personal experience. This easy and fun classroom game simulates an innovation marketplace. Students generate a topic-specific innovation and participate in a marketplace of ideas. The activity demonstrates why the best innovations are not guaranteed market entry or success, emphasizing the human and social nature of entrepreneurial action.

First Glance (#95)

Jennifer Capps, North Carolina State University

One of the biggest challenges that many student entrepreneurial teams face is opportunity identification. Students often default to the things that they know best or the path of least resistance. The Image Insights activity helps students go deeper by viewing their world through new perspectives and pushing beyond the first wave of possible answers. Through the use of randomly assigned photographs, student teams identify the variety of entrepreneurial ventures that impact our daily lives while gaining experience in seeing how others have identified and addressed pains and problems.

Developing Business Plans for Patents at a Brazilian University: The Case of Universidade Federal Fluminense (#123)

Gabriel Cavalheiro, Universidade Federal Fluminense

Mariana Cavalheiro, SENAC

This article presents the experience of Universidade Federal Fluminense (UFF) in providing a course to undergraduate management students addressing a combination of intellectual property (IP) and strategy as a means of training students to develop business plans for patents. The experiential exercise proposed by this study contributes to enhance IP management capabilities of undergraduate students by simulating decision-making regarding market size, user requirements, product pricing, competitors, substitute products, time-to-market, product production arrangements, and strategic use of the terms of a patent.



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The Improvisational Entrepreneur (#272)

Lakshmi Balachandra, Babson College

Pursuing entrepreneurship implies a seemingly endless path of unknown events, risk taking, and uncertainty that requires entrepreneurs to improvise. The exercises in this session offer educators the means to learn the framework for performing improvisation so that students can learn a means for agility in the face of the unexpected and critical moments in starting and running a business. These exercises can be used to teach the how of improvisation for entrepreneurship students that has remained predominantly a theoretical consideration.

FRIDAY 1:45 PM – 3:45 PM

LOS FELIZ

 **TEACHING TRACK: COMPETITIVE EXPERIENTIAL EXERCISES**

THEME: Observation & Prototyping

It's Not Just For Kids Anymore: Rapid Prototyping with Play Doh (#261)

Eden Blair, Bradley University

This exercise, created for a sophomore Entrepreneurial Creativity course, is designed to help students better understand the rapid prototyping technique.

Prototyping involves a quick succession of models that help entrepreneurs present ideas to customers and test the team's assumptions about what the customer wants. In this exercise, students are given a challenge and must create a series of prototypes using Play Doh or modeling clay. Students then must show these prototypes to customers and get their reaction. Taking their customers' feedback, they will create new prototypes that improve on the old ones. They will then discuss what they learned with the rest of the class

Observation 101 (#325)

Elissa Grossman, University of Southern California

Observation 101 is an activity designed for student practice of freshly learned observational research skills, prior to students implementing similar research approaches for their own new venture ideas. Observation 101 has at its core a fundamental "catch": the problem posed by the prompt is not the correct problem to solve. If students understand the importance of disconfirmatory data and dispassionate data analysis, they are likely to catch the falsity of the prompt and make highly effective recommendations.

CONTINUED ON PAGE 50



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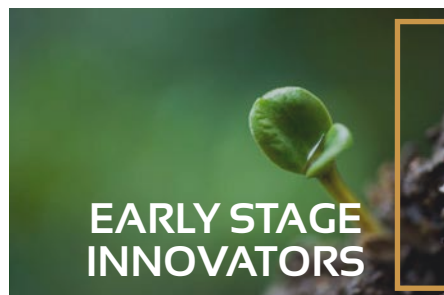
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Fumbling in the Dark: Empathy-Building in Entrepreneurship Education (#287)

Erik Noyes, Babson College

This session engages entrepreneurship educators in a hands-on, action-oriented exercise focused on empathy-building. The pedagogical focus is on the relationships between empathy, opportunity identification, and value-creation possibilities. Entrepreneurship education has adopted aspects of human-centered collaborative design methodology (i.e., design thinking), but it has not generally grappled with the high and unattainable bar of building empathy with a target audience. This session has been run with powerful results in undergraduate and graduate entrepreneurship programs.

FRIDAY 1:45 PM – 3:45 PM

SILVER LAKE

TEACHING TRACK: COMPETITIVE TEACHING CASES, MODULES & COURSES

THEME: Really Cool Teaching Cases

HydroSafe: Emma's Investment Issues (#134)

Torgeir Aadland, Norwegian University of Science and Technology

Roger Sørheim, Norwegian University of Science and Technology

Dag Håkon Haneberg, Norwegian University of Science and Technology

The HydroSafe case revolves around the different considerations early stage entrepreneurs need to think about when seeking external capital. When in discussions with different investors, one need to explore the timing, the assets being brought into the company in addition to capital, but also the different steps before the technological risks are minimized. The case also focuses on internal team differences when it comes to preferences and discussions of different funding options.

Traci Lynn Jewelry: Maximizing Shining Opportunities (#139)

Caroline Glackin, Fayetteville State University

Effectuation versus causation, how do entrepreneurs operate? This case explores the opportunity identification, assessment, and decision-making of an energetic, African American, female founder and CEO in the rarely-researched direct selling channel. Dr. Traci Lynn Burton, founded her company at 24 during 1989 with an investment of \$200. In 2008, in its second incarnation, Traci Lynn Jewelry became a direct selling company and has taken bold steps. The company was a direct selling leader and was preparing to launch a new product line. The case aids undergraduate students in understanding effectuation and causation, opportunity identification and assessment, and direct selling.

CONTINUED ON PAGE 52

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Keeping it in the Family: Succession Planning for the Next Generation (#207)

Sydney Mitton, University of Windsor

Francine Schlosser, University of Windsor

Jody Merritt, University of Windsor

Samantha is a recent graduate from the School of Business at the University of Canada. She has completed two co-op work terms at her father's office, with the plan of working there full time. Roger is a Financial Advisor at Assante Wealth Management. Roger's current client base has an average age of 65. With Samantha looking to take over his book of business in the next few years when he retires, she wonders who will even be left to become her client. She must develop a plan to retain his current client base, as well as attract new clients. Samantha must also consider differences in her client management style, including the use of technology.

FRIDAY 1:45 PM – 3:45 PM

WHITLEY HEIGHTS

TEACHING TRACK: EMERGING TEACHING EXERCISES

THEME: New Class Offerings to Improve Experiential Learning

Attendees help presenters further develop their teaching ideas. This session of emerging teaching exercises focuses on ideas and concepts for new projects for

courses, or ways to revamp courses through experiential activities. Participants should be inspired to think creatively about engaging multiple kinds of students with experiential learning.

Comparative Entrepreneurship: A New and Creative Educational Initiative to Both Global and Domestic Entrepreneurship (#46)

John Buzza, Monmouth University

Enterprise Innovation and Growth: A Consulting Course (#48)

David Kee, Harding University

Engaging Freshmen in Entrepreneurship (#279)

Speros Margetis, The University of Tampa

Kevin Moore, The University of Tampa

The 10x10 Startup Challenge (#293)

David Ochi, University of California – Irvine

Incorporating Podcasts into Curricula Regarding Entrepreneurship Theory: Promises, Concerns, and Strategies (#100)

Craig Talmage, Hobart & William Smith Colleges

Romi Kher, Baruch College, City University of New York

Elements of a Successful New Venture Exercise (#230)

Kimberly Pichot, Andrews University

Liz Muhlenbeck, Andrews University

Elements of a Successful New Venture Exercise (#230)

Kimberly Pichot, Andrews University

Liz Muhlenbeck, Andrews University

FRIDAY 1:45 PM – 2:45 PM

DOLBY BALLROOM–SALON 5

USASBE Excellence in Pedagogical Innovation Award

The USASBE Excellence in Pedagogical Innovation Award recognizes innovation in entrepreneurship education at the course level. These innovations are assessed in terms of creativity, quality, sustainability, and impact. All conference participants are welcome to these final presentations.

FINALISTS:

Georgetown University

Experiential Entrepreneurship Curriculum – ExEC

FRIDAY 2:45 PM – 3:45 PM

DOLBY BALLROOM–SALON 6

USASBE Model Program Award

The USASBE Model Program Award recognizes colleges and universities that provide comprehensive, bold, high quality educational programs that train future generations of entrepreneurs. The program must have an established record of accomplishment for a minimum of three years. This award category recognizes the comprehensiveness of a curricular program. All conference participants are welcome to attend these final presentations.

FINALISTS:

California Polytechnic State University – San Luis Obispo

Syracuse University

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FRIDAY 4:30 PM – 6:00 PM

See insert for SIG Meeting Locations

SIG Meetings

Special Interest Groups (SIG) are affinity groups to encourage networking among like-minded colleagues. Each SIG relates to a different interest area in entrepreneurship. Feel free to join a meeting even if you are not an “official” member of a SIG. Go where your interests guide you to connect, collaborate and have fun!

FRIDAY 5:00 PM – 6:30 PM

MT. OLYMPUS

Meet the Editors Workshop

A “meet the editors” session unlike other “meet the editors” sessions. We promise there will be no talking heads on stage. Instead, expect short journal overviews, lots of personal conversation, insight into what it takes to publish in elite outlets, and feedback on any manuscript idea you’ve been wondering if a given journal would be interested in. Editors and Associate Editors from Entrepreneurship Education and Pedagogy, Journal of Small Business

Management, Entrepreneurship Theory & Practice, Academy of Management Learning and Education, Journal of Small Business and Entrepreneurship, Journal of Ethics and Entrepreneurship, International Journal of Entrepreneurial Behavior and Research, and others, will be present to speak with conference attendees.

FRIDAY 6:00 PM – 7:30 PM

VANTAGE

USASBE, Sponsor, Exhibitor, SIG, and Facilitators Reception
(by invitation only)

FRIDAY 7:30 PM – 10:00 PM

PRESTON’S

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SATURDAY, JANUARY 13

CONFERENCE DAY 2

TIME	EVENT	LOCATION
7:00 AM – 8:00 AM	Past Presidents' Breakfast	Preston's
8:00 AM – 9:00 AM	Plenary Breakfast featuring Diana Kander. DSEF Awards will also be presented. <i>Sponsored by DSEF and Texas Christian University</i>	Dolby Ballroom
9:15 AM – 11:15 AM		
	Programming Challenges & Charrettes THEME: Questions in Curriculum	Elysian Park
	Programming Workshops THEME: Challenges Facing Entrepreneurship Centers	Franklin Hills
	Programming Exposé THEME: Internally-facing Entrepreneurship Programs	Trousdale Estates
	Competitive Provocative Research Panels THEME: Tech Commercialization	Nichols
	Competitive Research Papers THEME: International Entrepreneurship & Ecosystems	Beachwood
	Competitive Research Papers THEME: Entrepreneurship Education Impact	Doheny
	Emerging Research Papers THEME: Gender & Entrepreneurship	Laurel
	Emerging Research Papers THEME: Cognitive Process	Runyon
	Competitive Experiential Exercises THEME: Gamification in Entrepreneurship Classrooms	Echo Park
	Competitive Experiential Exercises THEME: Startup in Class	Los Feliz
	Competitive Teaching Cases, Modules & Courses THEME: More Cool Teaching Cases	Silver Lake
	Emerging Teaching Exercises THEME: Teams and Peer Learning Exercises	Whitley Heights
	JSBM Special Issue Track #1	Dolby Ballroom—Salon 5
9:15 AM – 11:30 AM	Marketplace Simulations' Entrepreneurial Challenge	Mt. Olympus
11:15 AM – 11:45 PM	Visit Exhibitors, Explore the Visual Map Wall Collide in the Sandbox Meetup with colleagues in the e-Suite <i>Sponsored by Babson College</i>	Dolby Ballroom—Salon 3 Dolby Ballroom—Salon 4 Solano—Mezzanine Floor



TIME	EVENT	LOCATION
11:45 PM – 1:00 PM	Luncheon Plenary with Presenting Host Sponsor David Nazarian, Nimes Capital. USASBE Fellows Induction Ceremony <i>Sponsored by Baylor University</i>	Dolby Ballroom
1:15 PM – 3:15 PM		
	Programming Challenges & Charrettes THEME: Are We Doing Things Correctly?	Elysian Park
	Programming Exposé THEME: Externally-facing Entrepreneurship Programs	Trousdale Estates
	Competitive Provocative Research Panels THEME: Future of Entrepreneurship Programs	Nichols
	Competitive Research Papers THEME: Financing & Cognitive Process	Doheny
	JSBM Special Issue Track #2	Dolby Ballroom–Salon 5
	Emerging Research Papers THEME: Social Entrepreneurship	Laurel
	Emerging Research Papers THEME: Cross-disciplinary Engagement	Runyon
	Entrepreneurship Research Journal Special Issue Developmental Paper Workshop	Franklin Hills
	Competitive Experiential Exercises THEME: Mindset & Ideation	Echo Park
	Competitive Experiential Exercises THEME: Voice to Vision	Los Feliz
	3E Competition: Winners Demonstrations	Dolby Ballroom–Salon 6
	Competitive Teaching Cases, Modules & Courses THEME: Innovative Entrepreneurship Courses	Mt. Olympus
	Competitive Teaching Cases, Modules & Courses THEME: Course Modules	Silver Lake
	Emerging Teaching Exercises THEME: Using Non-traditional Tools to Enhance Entrepreneurial Learning	Whitley Heights
3:15 PM – 4:15 PM	Collide in the Sandbox	Dolby Ballroom–Salon 4
	Meetup with colleagues in the e-Suite <i>Sponsored by Babson College</i>	Solano–Mezzanine Floor
4:15 PM – 5:00 PM	Rest Break	
5:00 PM – 5:30 PM	Board Busses to California State University Northridge for Entrepreneurship Education USASBE Excellence Awards Program and Gala	
6:00 PM – 10:00 PM	USASBE Excellence in Entrepreneurship Awards Program & Gala Reception Buses return back to Loews Hotel starting at 9:00 and continue until 10:00.	Soraya

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SATURDAY 7:00 AM – 8:00 AM

ROOM TBD

Past Presidents' Breakfast

SATURDAY 8:00 AM – 9:00 AM

DOLBY BALLROOM

Plenary Breakfast featuring Diana Kander, Innovation Catalyst and New York Times bestselling author. DSEF Awards will also be presented.

Presentation Title: "The Expert Mindset"

Diana Kander and her family escaped from the Soviet Union when she was 8-years-old. By the time she was an American citizen, she had perfected her skills as a capitalist – selling flea market goods to grade school classmates at a markup. Today, Diana draws on her experience as an entrepreneur and educator to serve as an innovation coach. In this role, she trains executives and Fortune 1000 companies to be more innovative and to inspire employees to think like entrepreneurs. After the sale of her last company, Diana spent three years as a Senior Fellow at the Ewing Marion Kauffman Foundation and two years as a professor of entrepreneurship in the MBA program at the University of Missouri. Diana is also the author of the New York Times Bestseller All In Startup, a novel outlining lessons for launching successful products through the story of a struggling entrepreneur making his way through the World Series of Poker.

SESSION 3

SATURDAY 9:15 AM – 11:15 AM

ELYSIAN PARK

 **PROGRAM TRACK: PROGRAMMING CHALLENGES & CHARRETTES**

THEME: Questions in Curriculum

Attendees help presenters tackle programming challenges. This session focuses on curricular and co-curricular challenges. Students are our primary focus, but they can be extremely busy. How do we align our programs or build the curriculum to make the most of the limited time that everyone has?

Launch! Class (#58)

Morgan Clevenger, Wilkes University

Extracurricular Program Activities Integrated with Entrepreneurship Curriculum (#199)

Daniel Jensen, University of Central Missouri

Mary McCord, University of Central Missouri

Keira Solon, University of Central Missouri

Scaling Experiential Learning (#200)

Dale Jasinski, Quinnipiac University

Steve Dunn, University of Wisconsin – Oshkosh

When Students are Too Busy for Class: Experimenting with an Entrepreneurship Co-Curricular Certificate (#252)

Eden Blair, Bradley University

William McDowell, Bradley University

How to Effectively and Efficiently Manage an Interdisciplinary Entrepreneurship Initiative (#181)

Georgann Joufflas, Colorado Mesa University

SATURDAY 9:15 AM – 11:15 AM

FRANKLIN HILLS

 **PROGRAM TRACK: PROGRAMMING WORKSHOPS**

THEME: Challenges Facing Entrepreneurship Centers

Workshop attendees engage in discussion about the viability of a popular component in many entrepreneurship centers – the competition. But there are also challenges with lack of age, gender and ethnic diversity. How can centers recreate themselves while producing effective, sustainable outcomes?

WORKSHOP LEADERS:

Romi Kher, CUNY Baruch College

ERJ Guest Editor

Ramona Zachary, CUNY Baruch College

ERJ Editor

Should Business Competitions be an Integral Part of the Experiential Education and Training of Students? (#127)

Michael Fountain, University of South Florida

Estevan Serrano, University of South Florida

James Taylor, University of South Florida

Sustainable Leadership of Centres (#343)

Gupreet Jagpal, London South Bank University

Misty Stutsman, Institute for Veterans and Military Families

II Luscri, Villanova University

Alexces Bartley, Oklahoma State University

SATURDAY 9:15 AM – 11:15 AM

TROUSDALE ESTATES

 **PROGRAM TRACK: PROGRAMMING EXPOSE**

THEME: Internally-facing Entrepreneurship Programs

This session focuses on programs and solutions that engage with an internal university audience. Come to this session to hear about successfully deployed entrepreneurship education innovations that you can leverage in your entrepreneurship program and center. The session will highlight real-world examples and provide you with success metrics and ideas about transferability.

A Data Management Program for Experiential Education (#269)

Peter Cortle, StartupTree

Enhancing Student Employability through the Process of Business Startup (#214)

Briony Davies, Corkscrew Ltd

Neil Finnie, Corkscrew Ltd

Andreu Gual i Falco, Corkscrew Ltd

Bridging the Gap Between Idea to Action (#281)

Estefano Martinez, Millikin University

Julienne Shields, Millikin University

Sydney Doherty, Millikin University

University of Wisconsin – Whitewater, Launch Pad (Student Startup Accelerator) (#323)

David Gee, University of Wisconsin – Whitewater



SATURDAY 9:15 AM – 10:15 AM

NICHOLS

RESEARCH TRACK: COMPETITIVE PROVOCATIVE RESEARCH PANELS

THEME: Tech Commercialization

Navigating the Challenges of University Technology Commercialization: A New Perspective (#118)

Pai-Ling Yin, University of Southern California
Kathleen Allen, University of Southern California

A potentially rich source of innovation is not benefitting society because it is getting lost in the university technology commercialization process. What can we teach students about that process to help them improve the translation of technology into sustainable ventures? This panel provides a venue for entrepreneurship educators and scholars to highlight and discuss the challenges to technology commercialization and their potential solutions. The panel's objective is to offer a new framework and tools that can be shared in the classroom to help student-entrepreneurs develop the skills they need to better leverage university technology in their new venture endeavors.

SATURDAY 9:15 AM – 11:15 AM

BEACHWOOD

RESEARCH TRACK: COMPETITIVE RESEARCH PAPERS

THEME: International Entrepreneurship & Ecosystems

Income Inequality and Entrepreneurship (#86)

Antonio Lecuna, Universidad del Desarrollo

The paper offers an empirical analysis of the effects of entrepreneurship on inequality using panel data from 54 countries. It concludes that the effects of high-end and low-end entrepreneurship are different. Entrepreneurship concentrates wealth. Because of the plausible link between entrepreneurship and increasing income inequalities, it is a nice fit for any scholar that desires to balance the debatable consequences of entrepreneurship. For example, in all of my classes, I dedicate one session to "the dark side of entrepreneurship."

Institutional Determinants of the Entrepreneurial Orientation-Performance Relationship across 41 Countries (#210)

Galina Shirokova, St. Petersburg University Graduate School of Management

Tatiana Beliaeva, St. Petersburg University Graduate School of Management

William Wales, University at Albany – SUNY

Louis Marino, The University of Alabama

We theorize and empirically examine how different elements of a country's institutional environment moderate the EO-performance relationship. Our data draws upon a large-scale cross-country study of student entrepreneurship (GUESS) conducted in 2016 (limited to 6389 active start-up founders) spread across 41 countries. The broad implication of our findings is that key institutional differences do indeed affect the EO-performance relationship across countries.

Ecosystem Interrupted: How Waste, Culture, and Corruption are Stifling Economic Development and Entrepreneurship in Eastern Kentucky (#263)

David Snow, University of Pikeville

Justin Prater, University of Pikeville

Entrepreneurship Ecosystem studies abound, as this is currently a popular topic. It is important to understand the elements necessary to facilitate entrepreneurship and its contribution to society. However, this research examines the phenomenon from the perspective of why it is so difficult for

Eastern Kentucky to develop an effective entrepreneurship ecosystem, despite all of the efforts and resources brought to bear over the past fifty years. Statistics and peer-reviewed research were used to establish the results. The findings indicate corruption, waste, and a non-entrepreneurial culture are major factors, with deficiencies in all the domains of an entrepreneurship ecosystem.

Entrepreneurial Ecosystems and the Key Socio-Economic Predictors: Non-Farm Proprietorship Employment by U.S. Metropolitan Area (#340)

Keith Debbage, University of North Carolina – Greensboro
Shaylee Bowen, University of North Carolina – Greensboro

We argue that MSAs with disproportionately high shares of entrepreneurs are systematically linked to specific attributes of the regional entrepreneurial ecosystem. We utilize non-farm proprietorship (NFP) employment data as a proxy for entrepreneurship based on Bureau of Economic Analysis data. The analysis revealed that the relative share of NFP employment by MSA is best explained by a high % of financial services employment, median age, % Hispanic, and median home value. These predictors capture both last resort self-employment (e.g., low-skilled, immigrant populations and aging populations) and a self-employment of opportunity (e.g., access to capital).

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DOHENY

RESEARCH TRACK: COMPETITIVE RESEARCH PAPERS

THEME: Entrepreneurship Education Impact

A How-to Guide for Understanding, Publishing, and Building a Career in Entrepreneurship Education (#4)

Josh Bendickson, University of Louisiana – Lafayette
K. Mark Weaver

Shelby Solomon, Roger Williams University

Chase Edwards, University of Louisiana – Lafayette

We offer descriptive statistics and content guidance for reading, writing, publishing, and pursuing a career in entrepreneurship education, particularly for doctoral students and doctoral candidates. Our hope is that this manuscript has helpful and direct implications on soon-to-be entrepreneurship educators as they navigate academia.

Causal Processes in Entrepreneurship: Study Design and Analysis for Examining Mediation (#96)

Alice Wieland, University of Nevada Reno

Dan Hsu, Appalachian State University

Mediation is the examination and measurement of a theoretically a causal claim. In this work we introduce the reader to the latest thinking on mediation

as a research method, providing three distinct contributions: (1) examining the state of entrepreneurship research using mediational processes, reviewing exemplar studies, (2) examples of experimental designs that establish a causal chain empirically, introducing an economical design in terms of sample size required, and (3) introducing data analysis techniques for testing mediation.

Leadership and Entrepreneurial Outcome: Is there a Connection? (#254)

Theresa Harris, Center for Leadership & Entrepreneurial Studies

This study examined leadership in two sample groups of small businesses, successful and unsuccessful firms, and found inability to motivate employees, poor understanding and lack of attention to leadership, and lack of relationship building skills to be among the critical leadership challenges small businesses face. Yet small business leaders did not perceive leadership to be of any significant value to the daily operation of their businesses since leadership was more task specific instead of focused on building a more sustainable organization for the future.

Design Thinking and Entrepreneurship Education: Where are we? What should be next? (#324)

Hessam Sarooghi, Butler University

Sanwar Sunny, University of Missouri – Kansas City

Jeffrey Hornsby, University of Missouri – Kansas City

Stephanie Fernhaber, Butler University

Although multiple tools and frameworks exist for teaching entrepreneurship across a broad base of activities, the theoretical tenets that underlie such design-based approaches to frame and solve problems are lacking within the entrepreneurship education literature. This study explores the current state of the use of such methodologies in teaching entrepreneurship across the United States and discusses the role of various stakeholders in creating an alignment-based model of entrepreneurship education infused with principles of design thinking.

SATURDAY 9:15 AM – 11:15 AM

LAUREL

RESEARCH TRACK: EMERGING RESEARCH PAPERS

THEME: Gender & Entrepreneurship

Attendees help presenters further develop their research concepts. This session of emerging concepts in entrepreneurship education research primarily focuses on women, gender and identity issues. From student to faculty, from classroom to boardroom, women are engaging in entrepreneurship and entrepreneurship education in unique and challenging ways.

Entrepreneurship's Potential in Counteracting Totalitarianism – Strengthening Identity Building in Entrepreneurship Education (#110)

Silke Tegtmeier, University of Southern Denmark

Verena Meyer, Leuphana University of Lüneburg

Stefanie Pakura, University of Hamburg

Agnieszka Kurczewska, University of Lodz

Does Learning Environment Matter? Teaching Entrepreneurship to Aspiring and Nascent Women Entrepreneurs (#292)

Nyasha Boldon, Syracuse University

Rosalinda Maury, Syracuse University

Gender, Ethnicity, and Entrepreneurial Training (#303)

Crystal Scott, University of Michigan – Dearborn

Marcus Harris, Lawrence Technological University

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Motherhood and Entrepreneurship: Two Sides of the Same Coin? (#306)

Ayanna Frederick, University of Trinidad and Tobago

The Role of Gender for Women Entrepreneurship Faculty (#311)

Sara Cochran, University of Missouri

Inquiry, Insight & Innovation: A Meta-Analysis of the Relationship of Gendered Innovation-Related Behaviors (#312)

Susan Andrzejewski, California State University – Channel Islands

SATURDAY 9:15 AM – 11:15 AM

RUNYON

RESEARCH TRACK: EMERGING RESEARCH PAPERS

THEME: Cognitive Processes

Attendees help presenters further develop their research concepts. This session of emerging research concepts focuses on issues of cognitive processes related to entrepreneurial mindset, team development for founding teams, and the mental calisthenics of failure. Participants in this session are certain to have deep conversations about what is happening throughout the world of entrepreneurship education.

A Social Cognitive Careers Perspective on Born Globals (#131)

Robert Pidduck, University of Oklahoma

Margaret Shaffer, University of Oklahoma

Why Entrepreneurial Mindset Matters in Youth: The Relationship Between Entrepreneurial Mindset, Self-Efficacy, and Business Knowledge (#149)

Thomas Gold, Network for Teaching Entrepreneurship (NFTE)

Sophia Rodriguez, Network for Teaching Entrepreneurship (NFTE)

Composition of Explorative and Exploitative Roles in New Venture Founding Teams (#152)

Parisa Haim Faridian, Florida Atlantic University

Gary Castrogiovanni, Florida Atlantic University

Kevin Cox, Florida Atlantic University

Use of Mentorship and Peer Mentorship in Nascent Entrepreneurs: An Exploratory Study (#169)

Nastaran Simarasl, California State Polytechnic University – Pomona

Congcong Zheng, San Diego State University

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Understanding Entrepreneurship Students' Perceptions of Success and Failure to Develop an Effective Entrepreneurship Curriculum (#218)

Ozlem Ogutveren Gonul, Drexel University
Barrie Litzky, Drexel University

Analyzing the impact of institutional freedom on an entrepreneur's response towards market signals? (#221)

Indu Khurana, Hampden-Sydney College
Gregory Dempster, Hampden-Sydney College

Mind the Experience, Enhance the Learning (#229)

Jeffrey Petty, University of Lausanne

Motivations, Competencies, and Sustainable Activities: How Entrepreneurs Innovate in the Cali-Baja Region (#338)

Sylvia Perez, CETYS Universidad

SATURDAY 9:15 AM – 11:15 AM

ECHO PARK

TEACHING TRACK: COMPETITIVE EXPERIENTIAL EXERCISES

THEME: Gamification in Entrepreneurship Classrooms

Bringing Entrepreneurship Concepts to Life through Gamification (#112)

Craig Armstrong, University of Alabama
Adam Bock, University of Wisconsin – Madison
Gamification is the application of game-design elements and game principles in non-game contexts. Gamification in learning environments tends to improve student engagement, flow, and learning. This session proposes to provide a dynamic setting in which facilitators and participants team up to create games for the entrepreneurship classroom that are based on our domain's seminal research contributions and concepts.

Venture Finance Ecosystem: A Game about Motivations and Incentives (#259)

Benjamin Williams, University of Missouri – Kansas City
This exercise teaches participants about the different roles played in the venture finance ecosystem and the motivations and incentives for each party. Students are asked to take the role of entrepreneur, banker, venture capitalist, or angel investor and are each given objectives. In order to meet those objectives, participants must find other parties and successfully create deals that are mutually beneficial.

Boat Production Simulation (#331)

Debbi Brock, Wingate University
The boat making simulation prepares students to understand what it's like to design, create, and sell a new product. Participants will engage in their own "learning by doing" through building their own boats and going through the process of teaching the simulation. Participants will not only play the simulation but also be aware of the steps to administer the simulation. The simulation can be used to highlight various factors related to operating a successful business.

Persona Ideation & 3 Ideas (#194)

James Hart, Southern Methodist University
This experiential exercise, Persona Ideation & 3 Ideas will demonstrate the efficacy of customer-centric creation and offer a technique in ideation. This feedback can then be used in the entrepreneur's process of adapting their concepts to meet market demand. If the entrepreneur considers and implements the customer's feedback, they increase their likelihood of entrepreneurial success and reduce risk, as one is creating with their customer/s in mind.

SATURDAY 9:15 AM – 11:15 AM

LOS FELIZ

TEACHING TRACK: COMPETITIVE EXPERIENTIAL EXERCISES

THEME: Startup in Class

The Entrepreneurial Experience: Start a Small Business (#142)

Ryan Van Zee, Dakota Wesleyan University
Students learn entrepreneurship through the act and practice of starting a small business with free available technology instead of capital. They will develop their business from the ground up. This approach allows students, on limited budgets, to experience business ownership, and thus, learn the dynamics of entrepreneurship. During this session we will teach participants this process.

Starting a Company in 50 Minutes (#225)

Thomas James, Rose-Hulman Institute of Technology
When teaching entrepreneurship, it may seem logical to introduce theory before practice. However, consider the approach taken by Yoa (2006) where engineering students complete a laboratory exercise prior to learning the material, rather than as validation of classroom theory. Reversing the order of theory and practice is often a good way to engage students in self-learning, especially entrepreneurial students that are motivated and impatient to get started on a business idea.

SATURDAY 9:15 AM – 11:15 AM

SILVER LAKE

TEACHING TRACK: COMPETITIVE TEACHING CASES, MODULES & COURSES

THEME: More Cool Teaching Cases

The Fabergé Big Egg Hunt (#91)

John Thompson, University of Huddersfield
John Day, University of Huddersfield
Students examine the position in which the 'new' Fabergé found itself in 2008, the history behind it and the possibilities going forward. They then must consider why the company opted to sponsor the two Big Egg Hunts and whether they might be deemed successful. Depending on this outcome and conclusion is the decision: 'What next?' The case operates at two levels – firstly, the decision about whether sponsoring a particular public art event makes sense in itself; and secondly, how that helps to resolve longer term and more complicated considerations about market positioning within a complex, competitive and global industry.

To B or Not to B?: The Journey of Coding Autism Toward The B-Corp Certification (#262)

Maria Ballesteros-Sola, California State University – Channel Islands
Yvette Trejo, California State University – Channel Islands
Morgan Stickney, California State University – Channel Islands
This real and undisguised case is based on Coding Autism, a start-up founded in April 2016 in Westlake Village (California). The case features the decision process followed by its founder, Oliver Thornton, regarding the decision to seek B-Corp certification. This certification recognizes for-profit organizations for meeting the "highest standards of verified social and environmental performance, public transparency and legal accountability" (bcorporation.net). The case describes the social entrepreneur and the start-up, the social issue (unemployment among young adults within the Autistic spectrum), as well as the rationale to become a certified B-Corp. This case encourages students to explore the advantages and disadvantages of seeking the B-Corp certification, shedding light on a question relevant for students, scholars and practitioners.



Beyond Wireless (#278)

Donna Stoddard, Babson College

Wiljeana Glover, Babson College

Beyond Wireless (BW), which is headquartered in Johannesburg, South Africa, is a company that monitors the temperature of a product as it moves through its supply chain, or "cold chain." At the time of the case, BW's technology has been applied to monitor the temperature of refrigerators and freezers that house vaccines and other temperature sensitive pharmaceuticals at clinics in 54 countries, but most of its installations were in Africa. Vaccines save lives, yet when the temperature of vaccines vary too much the efficacy of the vaccine is threatened. BE utilizes IoT technology and the cellular network in Africa to deliver its service to customers. The company motto is "Saving Lives, one degree at a time."

SATURDAY 9:15 AM – 11:15 AM

WHITLEY HEIGHTS

TEACHING TRACK: EMERGING TEACHING EXERCISES

THEME: Teams and Peer Learning Exercises

Attendees help presenters further develop their teaching ideas. This session of emerging teaching exercises focuses on experiential activities for teams and peer-to-peer learning. The experience of founders as teams, and in teams for innovation are key components of this session. There are some outlying topics related to online learning and cultural awareness but these promise to add vibrancy to the conversation!

Teaching Entrepreneurial Skills for Educators (#184)

Jacob Thomsen, Lillebelt Academy, University of Applied Sciences

Birgitte Wraae, Technische Universität Berlin

Peer Learning and Non-Disposable Assignments in Entrepreneurship Education (#107)

Jennifer Capps, North Carolina State University

The Importance of Cultural Awareness and Values in an Innovative Social Enterprise in Sub-Saharan Africa (#141)

Darla Donaldson, California Baptist University

Joel Bigley, California Baptist University

Andrew Herrity, California Baptist University

Keanon Alderson, California Baptist University

Forming Teams Around Problems and Solutions: Immediate Peer Feedback (#158)

Michael Dominik, Rowan University

Online Learning Excellence (#238)

Katia Passerini, St. John's University

George Solomon, George Washington University

Dr. Ayman Tarabishy, George Washington University

SATURDAY 9:15 AM – 11:30 AM

MT. OLYMPUS

MARKETPLACE SIMULATIONS' ENTREPRENEURSHIP CHALLENGE

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Ernie Cadotte, Marketplace Live & University of Tennessee

SATURDAY 9:15 AM – 11:15 AM DOLBY BALLROOM – SALON 5

JSBM SPECIAL ISSUE TRACK #1

The Journal of Small Business Management (JSBM) is doing a special issue based on the new mission of USASBE. The special issue theme is Advancing Entrepreneurship Education Through Bold Teaching, Scholarship, and Practice. The call for papers focused on the domain of entrepreneurship education, with a strong interest in a variety of methodological approaches and spanning interests in teaching, research, and practice. The papers presented here have been selected to be revised and resubmitted for the special issue to be published in 2018.

The Improvisational Entrepreneur: A Behavioral Model of Improvisation for Entrepreneurial Opportunity Formation

Lakshmi Balachandra, Babson College

Starting a business has inherent ambiguity and uncertainty, particularly in fast moving environments. Unexpected and unanticipated situations could become overwhelming obstacles such that nascent entrepreneurs may not want to continue building their ventures. Learning to improvise offers a means to develop the ability to quickly adapt in unstructured or uncertain situations. I consider how the framework taught to improvisational performers in order

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to learn how to improvise on stage offers applicable concepts and valuable lessons for entrepreneurship students. Entrepreneurship educators can incorporate training based in the framework of performing improvisation to teach entrepreneurial self-efficacy.

Working With the Poor as a Way to Teach Entrepreneurship: An Empowerment-based Program

Susana C. Santos, University of Florida

Michael H. Morris, University of Florida

Xaver Neumeyer, University of North Dakota

We propose an empowerment-based entrepreneurship education approach that includes two sets of actors: students and low-income entrepreneurs. For the students, we suggest that entrepreneurship education can be best achieved through programs that focus on adverse contexts. For the low-income entrepreneurs, we posit that the creation and growth of their own business can be fostered through training programs and consulting with faculty and students. The interaction between the students and low-income entrepreneurs unleashes a mutual learning cycle that enhances individual's opportunity horizon, self-efficacy and the entrepreneurial competencies. This program also contributes to poverty alleviation through the creation of small businesses.

Understanding Students' Emotions in Action-based Entrepreneurship Education

Nicolas van de Sandt, ESCP Europe

Rene Mauer, ESCP Europe

Alexander Meister Jean-Baptiste, Say Institute for Entrepreneurship

In this study, we adopt a qualitative inductive approach based on interpretative phenomenological analysis to explore the role of emotional dynamics for the participants of an action-based Entrepreneurship Education program. Specifically, we explore how individual and social experience of emotions is translated into the development of an entrepreneurial mind-set. We find that individuals experience a variety of positive and negative emotions over the course of the program. Based on our findings we propose that contagiousness of emotions in action-based team assignments plays an important role for individual reflection and the development of elements of an entrepreneurial mind-set.

SATURDAY 9:15 AM – 11:15 AM DOLBY BALLROOM – SALON 6

 **TEACHING TRACK: COMPETITIVE EXPERIENTIAL EXERCISES**

THEME: Business Modeling

Yada, Yada, Yada... Successful Business! Using Seinfeld clips for business model evaluation (#121)

Jamey Darnell, University of South Florida – Sarasota-Manatee

Kurt Jacobs, University of Florida

We use video clips of the character Kramer from the TV show Seinfeld. We have assembled 12 YouTube video clips of Kramer business ideas that can be used as in class exercises to evaluate business ideas and models. This exercise is appropriate for any course on entrepreneurship and/or innovation and can be blended with readings to make it fitting for undergraduate and graduate courses. It can be used as an exercise to help teach business models, market research, trends analysis, ideation, creativity, foundations of entrepreneurship, customer feedback, etc. A handout will be provided for attendees that includes the topics, time length, and YouTube links for the videos, a list of potential readings to pair with the videos, and a list of discussion questions for classroom use.

Validating the 'What-A-Venture' On-line Tool (#128)

Randal Schober, Point Loma Nazarene University

Frank Marshall, Point Loma Nazarene University

What-A-Venture is an online innovation project management tool that incorporates a six-step process that guides a business idea through a validated business strategy. In addition, it provides a channel of continuous communication between team members and mentors. The process is designed to get the startup investment ready, as critical assumptions are validated and common mistakes avoided. It was founded in Vienna University and adopted into corporate environments in Europe over the past first years. We have used What-A-Venture in our undergraduate applied entrepreneurship class for the past three years and found it an invaluable guide for students.

Entrepreneurship Ice-Breaker: The 3-Minute Canvas and 30-Second Pitch (#274)

Michael Meeks, Louisiana State University

Students often report, when first exposed to the Lean Canvas, apprehension, reservation, and confusion. In this exercise, students are assigned to teams and provided the Lean Canvas, as well as a quick overview of the Lean philosophy and basics. At the start of the exercise, the instructor hands out a "brief" description of a simplistic proposed venture, and teams have three minutes to complete a Lean Canvas about this startup. Upon completion, each team, in turn, has a team representative stand and deliver a 30-second presentation/pitch about their canvas.

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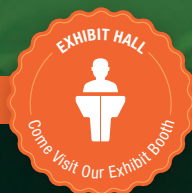
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The process is immediately repeated using a slightly more complex venture idea. The goal is for each team to complete a minimum of five Lean Canvases.

SATURDAY 11:15 AM – 11:45 AM

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DOLBY BALLROOM, SALON 3

Collide in the Sandbox

DOLBY BALLROOM, SALON 4

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SATURDAY 11:45 AM – 1:30 PM

Luncheon Plenary with Presenting Host Sponsor—David Nazarian, Nimes Capital. USASBE Fellows Induction Ceremony.

Over his 30-year career, David Nazarian has established a consistent track record of identifying opportunities ahead of the pack, actively managing those investments and executing effective monetization strategies across a diverse range of investment classes and underlying industries. Mr. Nazarian's history as a visionary investor and business builder began with his active involvement in his family's early identification of the potential for wireless communications technology that ultimately became part of Qualcomm, Inc., one of the most successful corporations in the history of the telecommunications industry.

SESSION 4

SATURDAY 1:15 PM – 3:15 PM

ELYSIAN PARK

PROGRAM TRACK: PROGRAMMING CHALLENGES & CHARRETTES

THEME: Are We Doing Things Correctly?

Attendees help presenters tackle programming challenges. Whether the problem is measuring outcomes of existing program or nurturing creativity to combat poor outcomes, engage in discussion about tackling that nagging questions surrounding effectiveness.

US Entrepreneurship Education....Missing the Mark for Greater Societal Impact (#52)

Roy Carriker, Drexel University

Measuring and Reporting Entrepreneurial Competencies (#223)

Dale Jasinski, Quinnipiac University

Steve Dunn, University of Wisconsin – Oshkosh

Bridging the Gap between Theory and Practice in Entrepreneurship Teaching (#243)

Tamiko Cuellar, Pursue Your Purpose LLC

Nurturing Rural Youth Entrepreneurs (#310)

Surin Kim, University of Nebraska – Lincoln

Navigating Effectiveness among Professors – Experienced and New: A Dean's Perspective (#501)

Najiba Benabess, Millikin University

SATURDAY 1:15 PM – 3:15 PM

TROUSDALE ESTATES

PROGRAM TRACK: PROGRAMMING EXPOSÉ

THEME: Externally-facing Entrepreneurship Programs

New Mexico Innovation Laboratory: Bringing Technical Concepts to Reality (#144)

Rod Sanchez, New Mexico Highlands University

Maximizing Impacts through the Centralization of Services (#151)

Dominique Halaby, Georgia Southern University

Community-Focused Entrepreneurial Centers Attached to Academic Institutions (#300)

Ebony Miller-Wesley, Rochester Institute of Technology

SATURDAY 1:15 PM – 3:15 PM

BEACHWOOD

TEACHING TRACK: EMERGING TEACHING EXERCISES

THEME: Teaching Tools

Attendees help presenters further develop their teaching ideas. This session of emerging teaching exercises focuses on tools that can be utilized in the classroom. Participants may enjoy thinking about new and unique ways to utilize the tools within their own context and share those with other participants.



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The EO Journey (#47)

Adam Jay Bock, University of Wisconsin – Madison

Growing & Measuring Students' Entrepreneurial Mindset (#111)

Jennifer Bradbury, Network for Teaching Entrepreneurship (NFTE)

Tom Gold, Network for Teaching Entrepreneurship (NFTE)

Incorporating the LivePlan Method in your Center (#247)

Peter Thorsson, Palo Alto Software

Josh Fegles, Palo Alto Software

The Capacity U: A Guide to Effective Experiential Learning Integration (#304)

Douglas Miller, Virginia Commonwealth University

Jay Markiewicz, Virginia Commonwealth University

SATURDAY 1:15 PM – 3:15 PM

NICHOLS

 **RESEARCH TRACK: COMPETITIVE PROVOCATIVE RESEARCH PANELS**

THEME: Future of Entrepreneurship Programs

From Here to Eternity—What is next for Entrepreneurship Programs? (#130)

Wil Clouse, Middle Tennessee State University

Joe Aniello, Francis Marion University

Terry Goodin, Middle Tennessee State University

Andy Burkemper, Coker College

Charles Stowe, Independent Consultant

Noel McDowell, Independent Consultant

Susan Peters, University of North Carolina, Pembroke

This session will raise some critical issues related to the current status of Entrepreneurship Education and will address some questions of “what is next” for the field of entrepreneurship education. Pioneers in the field will discuss some major issues related to the beginning of entrepreneurship and millennials will present their views for the future.

SATURDAY 1:15 PM – 3:15 PM

DOHENY

 **RESEARCH TRACK: COMPETITIVE RESEARCH PAPERS**

THEME: Financing & Cognitive Process

Science and Swagger to Overcome Uncertainty: Hypothesis Testing, Self-Efficacy, and Firm Performance (#50)

Ted Ladd, Hult International Business School

Patricia Hind, Hult International Business School

Joanne Lawrence, Hult International Business School

The Lean Startup Method asks entrepreneurs to create and test hypotheses using evidence from potential customers to reveal and resolve uncertainty, which could otherwise undermine entrepreneurial motivation, action, and performance. We collected data via survey on the actions and cognition of 1,727 participants in an international business pitch competition. We found that all four entrepreneurial actions – hypothesis creation, testing, confirmation, and rejection – drive venture performance, where more action is better. Conducting interviews with potential customers is not directly related to venture success. The two constructs of self-efficacy are somewhat consistent antecedents of these entrepreneurial actions.

Ownership Dynamics within Founder Teams: The Role of External Financing (#67)

Dan Vo, Hartwick College

Thomas Hellmann, Oxford University and National Bureau of Economic Research

Paul Schure, University of Victoria

Chloe Tergiman, Pennsylvania State University

The paper examines how founders within a start-up team dynamically re-adjust their relative ownership stakes. It identifies a trade-off between efficiency and fairness, both at the time of founding, and as the venture develops. The analysis shows that relative founder stakes are more likely to change in the presence of external investors. Larger rounds, and lower valuations are also associated with more founder ownership changes. Founder teams that emphasize fairness at the start, initially splitting their equity holdings equally, are subsequently less likely to modify their relative ownership arrangements.

You Seem Legit: How Social Business Models Affect Legitimacy Perceptions and Subsequent Consumer Responses (#239)

Jason Lortie, Florida Gulf Coast University

Kevin Cox, Florida Atlantic University

Lee Jarvis, Grenoble Ecole de Management

Research on social entrepreneurship has routinely investigated the individual social entrepreneur and their firm. However, little is known about how consumers react to social business models. This is problematic given the axiomatic understanding of



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social entrepreneurship as the support of social goals via revenue generating sales of products and/or services. We draw on legitimacy theory to answer the question of how consumers react to different social business models when compared to each other and for-profit models. Our empirical analysis, which utilizes a unique experiential design in which we manipulated the business model a consumer was exposed to via different pseudo e-commerce websites, supports our theory that social business models increase the legitimacy perceptions of the consumer that in turn alters consumers' reactions to the business.

Higher Likeability? Likely Funded! How Likability Matters in Achieving Entrepreneurial Success (#291)

Yuanqing Li, Dominican University

Sibin Wu, University of Texas Rio Grande Valley

Xi Yang, University of Texas Rio Grande Valley

In this study, we investigate the importance of likeability, investigate what factors that make entrepreneurs likeable and offer implications for the most influential likeability factors that entrepreneurs should be aware of. Our findings suggest that entrepreneurs should demonstrate their credibility (trustworthiness and expertise) as well as similarity in front of their target audiences. Most importantly, they should pay attention to delivering an informative, humorous and less storytelling message to their potential funders.

SATURDAY 1:15 PM – 3:15 PM DOLBY BALLROOM – SALON 5

JSBM SPECIAL ISSUE TRACK #2

The Journal of Small Business Management (JSBM) is doing a special issue based on the new mission of USASBE. The special issue theme is Advancing Entrepreneurship Education Through Bold Teaching, Scholarship, and Practice. The call for papers focused on the domain of entrepreneurship education, with a strong interest in a variety of methodological approaches and spanning interests in teaching, research, and practice. The papers presented here have been selected to be revised and resubmitted for the special issue to be published in 2018.

The Learning Process in Technology Entrepreneurship Education: Insights from an Engineering Degree

Kari Kleine, University of Southern Denmark

Ferran Giones, University of Southern Denmark

Silke Tegtmeier, University of Southern Denmark

The purpose of this paper is to uncover the contribution of different pedagogical approaches and learning paradigms to the achievement of intended learning outcomes in technology entrepreneurship education. We propose a model for the learning process in technology entrepreneurship and base this model on findings from an in-depth case study of an engineering degree that emphasizes technology entrepreneurship.

What's Gender Got to Do With It? The Experiences of U.S. Women Entrepreneurship Students

Sara Cochran, University of Missouri – Columbia

This paper seeks to advance our understanding of gendered experiences women students have while participating in a university entrepreneurship program. This qualitative study sought to shed light on some of the unanswered questions about women's experiences by interviewing women entrepreneurship students and their faculty members at a university site. The data were analyzed through the lens of Joan Acker's (1990, 1992) theory of gendered organizations. From these data, themes were identified that can in turn help enrich entrepreneurship programs in the future.

Assessing the Impact of Enterprise Education in Three Leading Swedish Compulsory Schools

Martin Lackéus, Chalmers University of Technology

Carin Sävetun, Me Analytics AB

This study represents a rare attempt to investigate the impact of enterprise education through studying a Swedish policy initiative. 83 students were followed longitudinally for one semester in three leading compulsory education schools. An innovative research design was used based on experience sampling and interviews. Findings show that instances of entrepreneurial teaching in the three schools were rare. Teaching was predominantly traditional, resulting in very few instances of students developing entrepreneurial competencies. Swedish policy pressure for enterprise education has thus had a rather weak impact. The study develops a methodological innovation capable of identifying and developing effective enterprise education.

SATURDAY 1:15 PM – 3:15 PM

LAUREL

RESEARCH TRACK: EMERGING RESEARCH PAPERS

THEME: Social Entrepreneurship

Attendees help presenters further develop their research concepts. This session of emerging research concepts focuses on issues and concerns of social



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entrepreneurship, corporate social responsibility, and the triple bottom line. There are some outlying, but VERY cool topics related to veterans issues and microloans, so anticipate some conversations on how these indirectly related topics can enhance discussion.

Corporate Social Responsibility and Sustainability in SMEs (#59)

Morgan Clevenger, Wilkes University

Is There A Social Entrepreneurship Archetype?: An Empirical Investigation With Millennials (#248)

Jill Kickul, University of Southern California

Mark Griffiths, University of Southern California

Urban Sustainable Value Creation: A Qualitative Study of the Value Proposition and Sustainability of Social Venture Enterprises in Inner-City Communities (#265)

Marcus Harris, Lawrence Technological University

It's Not Always About the Money: Veteran Entrepreneurs' Motivations for Engaging in Social Entrepreneurship (#298)

Nyasha Boldon, Syracuse University

Mirza Tihic, Syracuse University

Rosalinda Maury, Syracuse University

Purpose-premised or Profit Premised: Are Socially Responsible Venture's Idea Generation Processes Binary? (#309)

Michael Begelfer, University of Missouri – Kansas City

Do Web-based Microloan Recruitment Platforms Reach Mission-targeted Entrepreneurs in Need of Non-traditional Financing? (#342)

Jennifer Keysor, Grenoble School of Management –US Cohort (CSUN)

SATURDAY 1:15 PM – 3:15 PM

RUNYON

 **RESEARCH TRACK: EMERGING RESEARCH PAPERS**

THEME: Cross-disciplinary Engagement

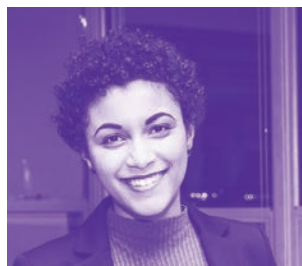
Attendees help presenters further develop their research concepts. This session of emerging research concepts focuses on cross-disciplinary discourse and collaboration. While the conversation is cross-disciplinary, the types of collaboration are broadly diverse. Participants will enjoy a lively discussion as they digest and develop these emerging paper topics.

Understanding Indigenous Entrepreneurship in Malaysia: The Perception and Experience (#241)

Kautsar Ramli, University of Leeds

Richard Tunstall, University of Leeds

Nick Williams, University of Leeds



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Family Business Preparation: Examining the Influence of Outside Work Experience on Family Employee Success (#175)

Raymond Jones, University of Minnesota – Duluth
Carol Wittmeyer, St. Bonaventure University
Sanjay Goel, University of Minnesota – Duluth
Joseph Astrachan, Kennesaw State University

Intertwining the Fields of Entrepreneurship and Industrial-Organizational Psychology (#101)

Craig Talmage, Hobart & William Smith Colleges
Kelsi Carr, Hobart & William Smith Colleges
Lauren Williams, Hobart & William Smith Colleges

Becoming an Entrepreneur: Understanding Student Motivation and Perception on Non-Business Entrepreneurship Minor Programs (#157)

Richard Tunstall, University of Leeds
Susan Whittle, University of Leeds
Karen Burland, University of Leeds
Carla Quesada-Pallarès, The University of Vic – Central University of Catalonia, Manresa

An Historian Finds the Market: A Student Experiment in Consulting, A Venture and Opportunities in the Humanities (#180)

Timothy Kovalcik, Millikin University

Interdisciplinary and Intergenerational Team Formation and Evolution During the Technology Commercialization Process (#245)

Roland Kidwell, Florida Atlantic University
Kathryn Kloepper, Florida Atlantic University
Kevin Cox, Florida Atlantic University

Crowdfunding: A Literature Review and Future Research & Teaching Agenda (#163)

Chen Liu, Trinity Western University

SATURDAY 1:15 PM – 3:15 PM

FRANKLIN HILLS

RESEARCH TRACK: ENTREPRENEURSHIP RESEARCH JOURNAL SPECIAL ISSUE DEVELOPMENTAL PAPER WORKSHOP

Thomas Lyons, Co-Editor ERJ, Michigan State University

This session is a workshop with a Co-Editor of the Entrepreneurship Research Journal and a Co-Editor of a planned Special Issue on university-based venture development organizations (VDOs) to be published in early 2019. Participants will have an opportunity to discuss their research in this area and its possible fit with the planned Special Issue. The goal of this ERJ Special Issue is to encourage theoretical and empirical understanding of VDOs, both accelerators and university based incubators. We are particularly interested in furthering the understanding of the contributions of these VDOs to entrepreneurship education, technology commercialization, and venture creation on campus. We invite interdisciplinary work as well as contributions from various individual disciplines, using multiple theoretical frameworks and methodologies to explore and clarify these topics.

SATURDAY 1:15 PM – 3:15 PM

ECHO PARK

TEACHING TRACK: COMPETITIVE EXPERIENTIAL EXERCISES

THEME: Mindset & Ideation

3 Steps to Better Idea Generation (#170)

Justin Wilcox, TeachingEntrepreneurship.org
Doan Winkel, John Carroll University

We walk attendees through three exercises we have developed for our experiential entrepreneurship curriculum (www.teachingentrepreneurship.org): 1) Emotionally intelligent innovation. Audience completes a survey illustrating that we all make emotional, not logical, decisions. We demonstrate why customer problems are more important to focus on than entrepreneurs' products. 2) Products vs Problems. Attendees complete an exercise they can use with students that leverages the principles above. 3) Idea generation. Attendees complete an exercise they can use with students to generate business ideas in a unique way.

Walking the Talk: Role Modeling an Entrepreneurial Mindset for Students (#326)

Elissa Grossman, University of Southern California

Doan Winkel, John Carroll University

We address the perils and promises of inertia in entrepreneurship education. We take as a starting point the view that not all entrepreneurship educators are entrepreneurial entrepreneurship educators – and, thus, that opportunities exist to improve existing practice. Attendees will be asked to evaluate their own teaching, consider ways to role model the entrepreneurial thinking supportive of enhanced student outcomes, and develop an entrepreneurial intervention that might “shake things up.”



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SATURDAY 1:15 PM – 3:15 PM

LOS FELIZ

 **TEACHING TRACK: COMPETITIVE EXPERIENTIAL EXERCISES**

THEME: Voice to Vision

Entrepreneurial Branding in the Classroom (#66)

Christina Tupper, North Carolina A&T State University

Entrepreneurial branding is a unique process where an entrepreneur has to do a lot with very little. This exercise is intended to help students understand what makes a good brand, the entrepreneurial branding process, and help them practice creating and evaluating brands. Participants are given an inexpensive food item and must rebrand the food item into something else besides food following the entrepreneurial branding process.

The Mirror: Rapidly Iterating a More Powerful Elevator Pitch (#119)

John Laurie, Baylor University

Kendall Artz, Baylor University

The Mirror exercise is designed to develop students' ability to create and deliver an effective elevator pitch. While students often believe their idea "sounds great in their head," listeners may understand less than half of what the student is trying to communicate. One frequent suggestion for developing an effective elevator pitch

is to practice as much as possible. However, practice is of little help when students are unclear as to exactly what the audience is getting out of the pitch. The Mirror exercise is designed to rapidly refine students' ability to powerfully communicate their business idea. The exercise utilizes a 4-step feedback loop process of pitch development, delivery, feedback, revision, and redelivery.


Have a Classmate Tell your Story (#266)

James Hart, Southern Methodist University

Stories are powerful in that they are often remembered, may entertain, craft an image of the storyteller or the information they are speaking about. Most people love stories. This is evidenced by the abundance of novels and nonfiction books that are read, television shows watched, movies and plays experienced. From childhood, people are intrigued by stories, an interest that, for many, lasts a lifetime.

SATURDAY 1:15 PM – 3:15 PM

DOLBY – SALON 6

 **3E COMPETITION: WINNERS DEMONSTRATIONS #1**

The 3E-Learning Project, a joint USASBE and Center for Entrepreneurial Excellence (CFEE) at the George Washington University (GWU), strives to establish more and better use of entrepreneurial experiential learning exercises and games used as teaching tools to assist educators in teaching entrepreneurship, small business, and new venture development. The 3E competition brings together the top 10 best entrepreneurial experiential exercises accepted to the USASBE conference to compete for 3E bragging rights as well as a small honoraria. The 3E-Learning Project is led by George Solomon of GWU.

SATURDAY 1:15 PM – 3:15 PM

MT. OLYMPUS

 **TEACHING TRACK: COMPETITIVE TEACHING CASES, MODULES & COURSES**

THEME: Innovative Entrepreneurship Courses

Practice of Entrepreneurship (#190)

Norbert Morawetz, Henley Business School

Practice of Entrepreneurship (PoE) is a highly experiential course that aims to introduce students to the practical challenges and dilemmas faced by first-time founders. How do you split the equity with co-founders to ensure long-term success of the company, and how do you select a good co-founder? How do you maintain control of the boardroom and what are the pitfalls to avoid when raising finance? How to manage growth and early stage employees? None of these questions are straightforward as founders navigate the startup process, but they all have long-term and often cumulative consequences. By exposing students to these dilemmas through a series of connected, experiential classes, this module aims to bring the practice of entrepreneurship to life and equip students with the right skills to successfully start a new venture.

Addressing Opportunities and Challenges for Retail Entrepreneurship in the US and India: Innovative Learning Modules for a Synchronous Online Graduate Course (#315)

Ann Marie Fiore, Iowa State University

Jessica Hurst, Iowa State University

Linda Niehm, Iowa State University

Doreen (Telin) Chung, Iowa State University

Amrut Sadchar, Auburn University

Sanjukta Pookulangara, University of North Texas

Cosette Armstrong, Oklahoma State University

Danielle Testa, Iowa State University

Practice of Entrepreneurship (PoE) is a highly experiential course that aims to introduce students to the practical challenges and dilemmas faced by first-time



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founders. How do you split the equity with co-founders to ensure long-term success of the company, and how do you select a good co-founder? How do you maintain control of the boardroom and what are the pitfalls to avoid when raising finance? How to manage growth and early stage employees? None of these questions are straightforward as founders navigate the startup process, but they all have long-term and often cumulative consequences. By exposing students to these dilemmas through a series of connected, experiential classes, this module aims to bring the practice of entrepreneurship to life and equip students with the right skills to successfully start a new venture.

SATURDAY 1:15 PM – 3:15 PM

SILVER LAKE

TEACHING TRACK: COMPETITIVE TEACHING CASES, MODULES, & COURSES

THEME: Course Modules

An Approach to Introducing University-based Researchers to Entrepreneurship (#78)

Chuck Sacco, Drexel University

The Commercialization Seminar for Academic Innovators is an educational program that was designed and launched for university-based researchers who want to learn about entrepreneurship and launching new ventures. Attendees are provided with information about the program's focus, design, implementation, impact and challenges.

Sunny Skies and Shipwrecks: Practical Guidance on Using Patent and Infrastructure Data to Support Entrepreneurship (#244)

Mark Pruett, Eagleblade

How can I teach students to find and use data on patents and other intellectual property? The objective of this hands-on workshop is to give faculty experience with online research tools to quickly gather patent and other intellectual property (IP) data needed to understand an industry's research and development (R&D) output and infrastructure. Information regarding R&D output and infrastructure is easy to access and use online, yet it appears less often than we would hope for in entrepreneurship curricula and syllabi, business plan projects, faculty research, or entrepreneurship center services and activities.

Guerilla Marketing Challenge: Bringing Home the Bacon (#301)

David Ochi, University of California–Irvine

Students are often taught general marketing concepts, but not frequently asked to apply those to sometimes uncomfortable guerilla marketing practices. This exercise is designed to be a one-week assignment that challenges students to reach out with guerilla marketing efforts to encourage the charity in others. In this exercise, students are challenged to find donors of canned goods. Students are challenged to gather the charity of their peers. The rules challenge students to contact many donors and to encourage donors to be generous while learning guerilla marketing skills. All cans are donated to the local food bank.

SATURDAY 1:15 PM – 3:15 PM

WHITLEY HEIGHTS

TEACHING TRACK: EMERGING TEACHING EXERCISES

THEME: Using Non-traditional Tools to Enhance Entrepreneurial Learning

Attendees help presenters further develop their teaching ideas. This session of emerging teaching exercises focuses on the use of elements such as podcasts, music, digital media, and technology for the purpose of engaging students in experiential learning. Special needs populations are also included in this session. Dynamic discourse can be anticipated in this session.

Achieving and Demonstrating International Entrepreneurship Learning Through the Creation of Digital Artifacts (#126)

Jane Boyland, Johnson & Wales University

Music Videos to Facilitate Entrepreneurship Topic Discussions: Engaging Students to Enhance the Experiential Learning Experience (#160)

Vernon Bachor, Winona State University

Circle-Learning: Special Entrepreneurs Moms of Special Needs Kids (#168)

Katherine Almeida, Catedra de Emprendedores, University of Salamanca / Kourage Life, Inc.

Brizeida Hernandez, Catedra de Emprendedores, University of Salamanca
Jose Carlos Sanchez, Catedra de Emprendedores, University of Salamanca

Electronic Business Models in Action: Experiential E-Commerce Activity in an Entrepreneurial Mindset Course (#297)

Sergio Palacios, St. Mary's University

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Learning in Motion (#334)

Drew Foley, California State University – Northridge

Silvina Paciencia Bamrungpong, California State University – Northridge

SATURDAY 3:15 PM – 4:15 PM

Visit Exhibitors, Explore the Visual Map Wall

DOLBY BALLROOM, SALON 3

Collide in the Sandbox

DOLBY BALLROOM, SALON 4

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SATURDAY 4:15 PM – 5:00 PM

Rest Break

SATURDAY 5:00 PM – 5:30 PM

LOBBY

Board buses to California State University Northridge for USASBE Excellence Awards Program and Gala

SATURDAY 6:00 PM – 10:30 PM

USASBE Excellence in Entrepreneurship Awards Program & Gala Reception at the Soraya

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2018 USASBE ANNUAL CONFERENCE

Los Angeles, California

January 10-14, 2018

SUNDAY, JANUARY 14, 2018 **CONFERENCE DAY 3**

TIME	EVENT	LOCATION
8:00 AM – 9:00 AM	Breakfast and all-conference USASBE business meeting	Dolby Ballroom
9:00 AM – 10:00 AM	2019 USASBE Conference Design Session	Echo Park
10:30 AM – 12:30 PM	USASBE Incoming Board Meeting <i>(by invitation only)</i>	Echo Park
9:15 AM – 11:15 AM		
	Programming Challenges & Charrettes THEME: Developing Campus Ecosystems	Elysian Park
	Program Track: Workshops THEME: Play and Learning	Franklin Hills
	Competitive Research Papers THEME: Women & Entrepreneurship	Doheny
	Emerging Research Papers THEME: Developmental Research	Laurel
	Emerging Research Papers THEME: Entrepreneurial Resources in Corporate Environments	Runyon
	JSBM Special Issue Track #3	Dolby Ballroom–Salon 5
	Teaching & Writing Workshop: Takeaways-driven Cases	Dolby Ballroom - Salon 6
	Competitive Experiential Exercises THEME: Business Modeling	Echo Park
	Competitive Experiential Exercises THEME: Team Dynamics	Los Feliz
  	All Conference Workshop: The Intersection of Research and Pedagogy THEME: Translating Entrepreneurship Education Research into Experiential Exercises	Mt. Olympus
	Emerging Teaching Exercises THEME: Teaching Tools	Whitley Heights

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SUNDAY 8:00 AM – 9:00 AM

Breakfast and USASBE Business Meeting

ALL are invited to the USASBE Business Meeting. It sounds boring (we know!) but it's not. President Heidi Neck will report on the state of USASBE, organization accomplishments, and address how the new mission has positioned the organization for growth. She will also be handing off the gavel and officially transitioning her presidency to incoming President, Mark Schenkel, who will set the stage for an exciting 2018.

SUNDAY 9:00 AM – 10:00 AM

2019 USASBE Conference Design Session (invite only)

SUNDAY 10:30 AM – 12:30 PM

USASBE Incoming Board Meeting (invite only)

SESSION 5

SUNDAY 9:15 AM – 11:15 AM

ELYSIAN PARK

PROGRAM TRACK: PROGRAMMING CHALLENGES & CHARRETTES

THEME: Developing Campus Ecosystems

Attendees help presenters tackle programming challenges. This session of challenges & charrettes is filled with broad ideas of expanding the entrepreneurial culture throughout the campus and community. The diversity of campus communities brings out some complicated and juicy challenges.

SUNDAY 9:15 AM – 11:15 AM

WHITLEY HEIGHTS

TEACHING EMERGING EXERCISES

THEME: Teaching Tools

New Packaging for E-Programs and Centers: Student Programs as Outreach and Marketing (#74)

Parker Van Hart, University of Florida



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Breaking Down Cross-Campus Barriers (#136)

Melissa Wright, University of Scranton
Geraldine Loveless, University of Scranton

Strategies to Create an Entrepreneurial Ecosystem on a College Campus: Slow and Steady or Full Speed Ahead? (#146)

Kevin James, St. John's University
George Solomon, George Washington University
Carmine Gibaldi, St. John's University
Katia Passerini, St. John's University

Creating an Engaged and Inclusive Multidisciplinary Entrepreneurship Club (#147)

Jennifer Gerometta, Iona College
Alison Munsch, Iona College
Christoph Winkler, Iona College

How to Effectively and Efficiently Manage an Interdisciplinary Entrepreneurship Initiative (#181)

Georgann Joufflas, Colorado Mesa University

SUNDAY 9:15 AM – 10:15 AM

MT. OLYMPUS



ALL CONFERENCE WORKSHOP: THE INTERSECTION OF RESEARCH AND PEDAGOGY

THEME: Translating Entrepreneurship Education Research into Experiential Exercises

Translation of Research into Teaching Workshop: Entrepreneurial Intentions Exercise Development and Design (#255)

Marco van Gelderen, Vrije Universiteit Amsterdam

Erik Noyes, Babson College

This session aims to develop educational exercises—and, if possible, experiential ones—directly leveraging research and findings about intentions (Ajzen, 1991). Participants will brainstorm about exercises, initially in teams of three, later with the entire group. Hopefully, this will result in useful practices that can then be taken to the classroom, piloted out, refined, and perhaps even published in the new journal, Entrepreneurship Education & Pedagogy (pending peer review and if it meets its criteria); the two moderators of this workshop are the editors of the Learning Innovations section.

SUNDAY 10:15 AM – 11:15 AM

MT. OLYMPUS



PROGRAM TRACK: WORKSHOPS

THEME: Play and Learning

#Gamified (#22)

Matt Callegari, Idea Jab

Alex Laughlin, Idea Jab

#Gamified events are an electrifying new take on traditional ideation competitions that immerses participants in an ultra-fun experiential learning experience. The action-packed gameplay keeps attendees engaged as they compete and collaborate to generate the best new ideas each round. From the 20 ft. tall LED lightning bolt decorations, the confetti cannons and the Disney inspired special effects our events will leave your members with an unforgettable experience that will inspire them to innovate in their own classrooms, energize them to try new and bold teaching methods, and empower them to believe in their own ideas and their own entrepreneurial powers!

SUNDAY 9:15 AM – 11:15 AM

DOHENY



RESEARCH TRACK: COMPETITIVE RESEARCH PAPERS

THEME: Women & Entrepreneurship

Direct Selling in South Africa: Empowering Women Entrepreneurs (#102)

Victoria Crittenden, Babson College

William Crittenden, Northeastern University

Haya Ajjan, Elon University

The current study attempted to capture cyberfeminism and the empowering benefits of ICT adoption by exploring the relationships among ICT use, self-efficacy, social capital, and multidimensional aspects of women empowerment. Results from a survey of women entrepreneurs engaged in the South African direct selling marketplace suggest that ICT use can expand and enhance network ties among women and, in turn, lead to greater empowerment. Thus, enabling and encouraging ICT use among women entrepreneurs in the direct selling channel will likely lead not only to greater financial security for these women but also positive change across various aspects of society.

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How Women's Leadership Roles Affect Their Leadership Styles in Family Firms (#122)

John Cater, University of Texas – Tyler

Marilyn Young, University of Texas – Tyler

Women now hold the position of CEO in 24 percent of family firms in the U.S. and this number is expected to rise as women increasingly occupy top management positions. In this study, we apply stewardship theory and challenge the theory of the invisible woman in family firms. We develop a model of evolving leadership roles and leadership styles, relating the leadership roles of Rising Stars, Team Players, Steel Magnolias, and Dominant CEOs to the corresponding leadership styles of developing, collaborative, nurturing, and directive.

The Mediating Role of Female Migration on Social Entrepreneurship Activity (#179)

Jacqueline Orr, University of Southern California

Jill Kickul, University of Southern California

Lisa Gundry, DePaul University

Mark Griffiths, University of Southern California

This study investigates several macro-level factors that stimulate or impede the emergence of social entrepreneurship. It reveals that several crucial macro-level variables appear to be related to social entrepreneurship. Unlike previous studies, we employ enhanced variables designed to capture local perceptions as well as secondary data inputs. Results reveal that a country's governance and female migration are related to the level of social entrepreneurial activity. Positive female migration serves as an important mediating role between governance and increased levels of social entrepreneurial activity. Implications for understanding the role of macro-level factors on social entrepreneurship and the study's limitations are discussed.

Women's Business Ownership and Women's Entrepreneurship through the Lens of U.S. Federal Policies (#201)

Sheela Pandey, Pennsylvania State University – Harrisburg

Alejandro Amezcua, Syracuse University

The two nations with the most intense policy efforts for promoting women's entrepreneurship are the U.S. and Canada. Yet, there has been little academic research reported on which policies influence women's business ownership and women's entrepreneurship in the U.S. and how. This study makes a start towards addressing this research gap by conducting a quantitative and qualitative examination of Federal Statutes from 1951-2011.

SUNDAY 9:15 AM – 11:15 AM

LAUREL

RESEARCH TRACK: EMERGING RESEARCH PAPERS

THEME: Developmental Research

Attendees help presenters further develop their research concepts. This session of emerging research concepts is broad and diverse. These papers are farther along than other paper topics in the emerging research paper track, so participants may anticipate deeper discussions and more in depth examination of methodology.

The Impact of Community Involvement on Environmentally Friendly Behavior in Small Business (#69)

Jeremy Alan Woods, California State University – Bakersfield

David Olson, California State University – Bakersfield

John Stark, California State University – Bakersfield

Derek Stotler, California State University – Bakersfield

Mexican-American Founder Narratives at High-Growth Firms on the South Texas – Mexican Border (#98)

John Sargent, University of Texas Rio Grande Valley

Teaching a Sense of Initiative and Entrepreneurship with Constructive Alignment in Tertiary Non-business Contexts (#113)

Daniele Morselli, University of Ohio

Entrepreneurial Education and Competencies: What Needles Are We Moving? (#193)

Rodney D'Souza, Northern Kentucky University

Mark Schenkel, Belmont University

Moral Organizations and Immoral Entrepreneurs (#198)

Yongseok Jang, California State University – San Bernardino

Jing Zhang, California State University – San Bernardino

Exploring the Entrepreneurship Ecosystem of Marginalized Direct Sellers: Needs of Military Spouses (#282)

Tracey Mays, Minot State University

Art Sherwood, Western Washington University

Lyzona Marshall, Seton Hill University

Entrepreneurial Environment and Culture in Direct Selling Entry Decisions of Hispanic Entrepreneurs: an Acculturation Approach (#337)

SherRhonda Gibbs, University of Southern Mississippi

Caroline Glackin, Fayetteville State University

SUNDAY 9:15 AM – 11:15 AM

RUNYON

RESEARCH TRACK: EMERGING RESEARCH PAPERS

THEME: Entrepreneurial Resources in Corporate Environments

Attendees help presenters further develop their research concepts. This session of emerging research concepts focuses on corporations as they strive to integrate entrepreneurial thinking and practices into their organizations to grow and compete.

Sustainability and Entrepreneurship: Intent Meets Opportunity (#203)

Steve Dunn, University of Wisconsin – Oshkosh

Dale Jasinski, Quinnipiac University

Corporate Governance of Entrepreneurial Firms: A Systematic Review and Research Agenda (#234)

Hezun Li, American University, Central University of Finance and Economics

Timurs Umans, Kristianstad University

Siri Terjesen, American University

More than Your Standard Operating Procedure: Implementation of Managerial Control Systems (MCS) in Nascent Firms and Impact on Growth Strategy (#256)

Kurt Jacobs, University of Florida

Jennifer Caines, University of South Florida

Formalize This! The Speed and Transition of Informal to Formal Managerial Control Systems (MCS) in Nascent Firms (#257)

Kurt Jacobs, University of Florida

Jennifer Caines, University of Florida

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Entrepreneurial Network Development: Across Entrepreneurs and Across Borders (#283)

Mujtaba Ahsan, San Diego State University

Alex DeNoble, San Diego State University

Congcong Zheng, San Diego State University

Ricardo Alvarez, CETYS Universidad

SUNDAY 9:15 AM – 11:15 AM DOLBY BALLROOM – SALON 5



JSBM SPECIAL ISSUE TRACK #3

The Journal of Small Business Management (JSBM) is doing a special issue based on the new mission of USASBE. The special issue theme is Advancing Entrepreneurship Education Through Bold Teaching, Scholarship, and Practice. The call for papers focused on the domain of entrepreneurship education, with a strong interest in a variety of methodological approaches and spanning interests in teaching, research, and practice. The papers presented here have been selected to be revised and resubmitted for the special issue to be published in 2018.



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Want More Tech Entrepreneurs? Get out of the Classroom! The Empirical Importance of Local E-Ecosystems to Entrepreneurship Education

Elaine Rideout, North Carolina State University

Millions are spent on Entrepreneurship education (E-ed) but does E-ed really work to create economic growth and jobs? This study reviewed the E-ed literature for empirical evidence of economic impacts (new products, services, and businesses created) then attempted to redress research deficiencies in a methodologically robust longitudinal study of 4,000 alumni. Controlling for personal, contextual and educational antecedents, the study found that entrepreneurship education doesn't always work to create real-world entrepreneurs. Alumni entrepreneurship happened only when E-ed involved cultivating skillsets and mindsets embedded within local entrepreneurial ecosystem contexts. Significantly, student self-selection into E-ed courses did not change the results.

The Role of Entrepreneurship Education on Entrepreneurial Intention: A Longitudinal Study

Abdul Ali, Babson College

Caroline Daniels, Babson College

Drawing on Theory of Planned Behavior and model of the Entrepreneurial Event, we investigate the impact of entrepreneurship education on entrepreneurial intention. Using data from two longitudinal studies involving two cohorts of students, we consistently show that entrepreneurial intention changes over time, indicating that single cross sectional studies may draw a biased conclusion in this regard. Further, we found that student business goals influence the relationship between entrepreneurship education and entrepreneurial intent, suggesting that educators need to pay special attention to students with social goals to manage their expectations. We draw implications for research scholars and for entrepreneurship educators.

The Causes and Consequences of Student Retention in a MOOC on Entrepreneurial Ecosystems

Ted Ladd, Hult International Business School & Case Western Reserve University

Michael Goldberg, Case Western Reserve University

Lori Kendall, Case Western Reserve University

Student retention in a massive open online course (MOOC) about entrepreneurial ecosystems improves post-course outcomes. Based on data from 37,000 students, this paper prioritizes the methods of interaction in the MOOC that drove retention and quantifies the impact of retention on post-course career activities, including founding new businesses, raising investment, growing personal networks, and impacting local communities. This study also reveals the influences of entrepreneurial orientation (EO) and intention (EI) on retention and student outcomes, independently and in comparison to course completion. The results are useful to students, teachers, and researchers who explore the impact of MOOCs.

Entrepreneurship Education: When Less Is More

Niklas Elert, Institutet for Näringslivsforskning

Karolin Sjö, Growth Analysis

Karl Wennberg, Linköpings Universitet

We examine the effects of a large government-sponsored entrepreneurship education program aimed at university students. Results suggest a weak positive effect of the program's limited training interventions (e.g., workshops, inspirational lectures, etc.) on entrepreneurial entry and income but no similar effect can be discerned for the more all-encompassing university courses.



Longer university courses seemed to only modestly increase self-efficacy and entrepreneurial intentions but not entrepreneurial entry. Our interpretation is that less may be more when it comes to entrepreneurship education: small interventions can be more beneficial than large interventions in promoting entrepreneurship. Implications for theory, education, and policy are discussed.

SUNDAY 9:15 AM – 10:45 AM DOLBY BALLROOM - SALON 6

TEACHING & WRITING WORKSHOP: TAKEAWAYS-DRIVEN CASES

Noam Wasserman, University of Southern California

Done well, classes that use case-study discussions and other student-centric learning approaches are able to put students in the shoes of the entrepreneurs they aspire to become. This enables students to develop pattern recognition, strengthen decision-making capabilities, craft action plans, and build skills in having difficult conversations. Too often, though, we fall far short of this potential impact. Sometimes it's because the case studies we use are interesting stories but lack important, new lessons, or because we don't create teaching plans that drive home the important, new lessons that are there. In this session, we will delve into a Takeaways-Driven Process for crafting case studies with strong takeaways (when it makes sense for us to write our own cases) and to developing takeaways-driven teaching plans (whether for our own cases or for ones written by others).

SUNDAY 9:15 AM – 11:15 AM

LOS FELIZ

TEACHING TRACK: COMPETITIVE EXPERIENTIAL EXERCISES
THEME: Team Dynamics

Overcoming Interdisciplinary Entrepreneurial Team Challenges (#94)

Jennifer Capps, North Carolina State University

Homogenous teams struggle with communication and leadership, but mix them up into interdisciplinary teams and they seem to speak completely different languages. This activity, designed to showcase differences in leadership and communication styles, works especially well at getting newly formed entrepreneurial teams to work through communication challenges early in their process, thus creating a smoother team environment. Through the use of multi-colored, interconnecting elements, interdisciplinary entrepreneurial teams must test their leadership, listening, following, feedback, observation and interactive communication skills while completing the task at hand. This lively and vibrant hands on opportunity allows entrepreneurial thinkers and their teams to make mistakes and learn while having fun.

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Not in My Team! How to Confront Team Dysfunctionality (#156)

Pauline Assenza, Western Connecticut State University

College students are used to being put in “teams” to accomplish class projects, but, when asked, many will volunteer that these experiences are usually less than pleasant. There always seems to be a “free rider” or “social loafer” who affects team performance in a negative way. This can be even more stressful to students when the stakes are high, as in a class where a team or group of students are encouraged to come up with innovative solutions to problems that they care about, and where there is a requirement to “pitch” this solution in front of those who will judge the overall feasibility or effectiveness of their efforts. Students usually approach this challenge with enthusiasm, but also with trepidation based on their likely prior experience with dysfunctional teams. “Teaching” about team development concepts, assigning leadership or facilitator roles, encouraging accountability among team members can help, but students are most often reluctant to address dysfunctionality when it actually occurs. Faculty or team facilitators can lessen this concern, if they learn to employ tools and a process that actually helps teams perform under pressure.

Superhero Powers & Kryptonite (#271)

James Hart, Southern Methodist University

Some entrepreneurs will try to be all things to all people. However, this way lies burnout. Burnout must be avoided, as all stakeholders are impacted when an entrepreneur can no longer go forward. Simultaneously, many would-be entrepreneurs do not create their entrepreneurial visions as they feel they do not have the requisite talents, skills or knowledge necessary for success. However, both of these matters can be addressed and overcome by amassing a team of people who do have the necessary skills to build a potentially viable and sustainable business. Generally speaking, people like to do what they do well. Super Hero Powers and Kryptonite teaches students how to do just this.



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For entrepreneurs and aspiring entrepreneurs, UNC Center for Entrepreneurship at Kenan-Flagler delivers the most comprehensive, hands-on and lifelong entrepreneurial education anywhere through its unique **Learn, Launch, Lead (L3) framework**, which consistently produces successful impact-oriented serial entrepreneurs.



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- ▶ More than 80% of business undergrads and 90% of MBAs enrolled in our classes
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- ▶ 13,000 ft² of co-working space available to students and community members
- ▶ Top 5 ranked business accelerator program by UBI Global
- ▶ Over \$20 million raised by recent ventures
- ▶ Connects local startups to Chapel Hill's community of entrepreneurs & experts

- ▶ The Adams Apprenticeship is a first-of-its-kind mentor program for high potential entrepreneurs
- ▶ The Adams Apprenticeship has a growing network of more than 250 successful entrepreneurial alumni
- ▶ Entrepreneurs Lab course examines strategies of national and international thought leaders in entrepreneurship

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