40th Annual Academic Conference
New Orleans, Louisiana
February 11-13, 2016
“Celebrating Business in the Big Easy”
OFFICIAL CONFERENCE PROGRAM
From the President

Welcome to the 40th Anniversary Conference of the Small Business Institute®! This tremendous organization was formed in 1976, and 2016 represents four decades of service to small business and entrepreneurial education and research. The Small Business Institute® continues to be a leader in experiential learning through student consulting, internships, and other field-based student outreach activities. It is great to be a member of this organization and to be a part of the dynamic impact that this method of education can have on our leaders of tomorrow!

This year’s 40th celebration at the Annual Conference is certain to be memorable. John Batchelor, our Vice-President of Programs, and Debi Cours, our Vice-President of Programs – Elect, have worked diligently all year long to put together a program that is both academically stimulating and enjoyable for all participants. The program is full of thought provoking research papers, workshops for further education and ideas for research and the classroom, social functions that are designed to allow you to network with other researchers and educators, and keynote speakers that will challenge us to continue to strive for success in all of our endeavors.

One of the hallmarks of our organization is the opportunity to grow our careers through the relationships that we make at our Annual Conference. If you are new to the Small Business Institute®, let me encourage you to join in on conversations at the receptions, sit and make new friends at our meals, and engage others during the paper sessions and workshops. Many careers have been built over the years through the relationships, mentorships, and ideas that have been shared through this conference. Our opening reception on Thursday night is designed with the purpose of getting this type of networking started.

It has been a privilege to serve you as the President of the Small Business Institute® this past year. Your SBI board members are a true joy to work with. We have moved forward with some new initiatives, and my hope is that the direction we are heading will drive us to continued success as an organization. Let me encourage you to get involved, not only at this conference, but with the organization this coming year. It takes all of us working together to continue to make the Small Business Institute® successful for another 40 years!

Enjoy New Orleans, enjoy your new found friends, and enjoy the 40th Anniversary Conference of the Small Business Institute®!

William C. McDowell, Ph.D.
President, Small Business Institute®
Welcome to the 40th anniversary conference and celebration of the Small Business Institute in the “Big Easy.”

It is a remarkable achievement to reach our “ruby anniversary” during a time when many academic travel budgets have been slashed. The real benefits of collegiality, mentoring, and knowledge that SBI offers are validated through the continued participation of our members and contributors. Witness the sessions, contributions and competitive submissions as evidence that the Small Business Institute remains relevant, engaged and impactful.

And while we’re celebrating our anniversary in New Orleans, it’s no “big easy” feat to put together a conference, and relies upon the contributions of many. It has been an honor to join the SBI Board of Directors and to work together to create this Conference Proceedings. I want to first recognize the support of Vice President of Programs, John Batchelor. His kindness, support, and guidance are invaluable, and we should all thank him for organizing such a fabulous conference venue. I benefitted greatly from support of the other Board members, including Josh Aaron, Blake Escudier, Joy Griffin, Michael Harris, John Hendon, William McDowell, Whitney Peake, and Patrick Walker. This passionate group is hard working and dedicated – all done with a great sense of humor and fun. I want to recognize the support of my Dean, the Department of Marketing, and the Wells Fargo Center for Small Business and Entrepreneurship at the David Nazarian College of Business and Economics at California State University, Northridge, and of also of my colleagues in the Office of Community Engagement. I want to call out to SBI Fellow and Past President, Sherrie Taylor, who first welcomed me to SBI, and to Bill McDowell and Dianne Welsh who encouraged me to run for this office.

I hope share my excitement about this program, and find so many interesting choices that it is difficult to choose among sessions. As conference goals, I hope you learn something new, share an idea (or many), enjoy time with “old” friends, and make new connections. The successes of these proceedings are a tribute to the contributors; any mistakes are mine.

All the best,

Deborah Cours, Ph.D.
Vice-President of Programs, Elect

February 2016
2015-2016 Small Business Institute® Officers and Board

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Vice President of Research and Publications
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Denise Cumberland, University of Louisville

Vice President of Development:
Joy Griffin, California State University Northridge

Immediate Past President
William McDowell, Middle Tennessee State University
Past Presidents

The following individuals have served as presidents of SBI. Affiliations listed are those at the time of their presidencies.

1976-1977 Rudolph Kagerer, University of Georgia
1977-1978 Lowell M. Salter, University of North Florida
1978-1979 Winston D. Stahlecker, West Texas State University
1979-1980 K. Mark Weaver, University of Alabama
1980-1981 David H. Hovey, Jr., West Georgia State College
1981-1982 Richard D. Lorentz, University of Wisconsin – Eau Claire
1982-1983 Robert Brockhaus, Saint Louis University
1983-1984 Eugene L. O’Conner, California Poly State University
1984-1985 Paul Dunn, Northeast Louisiana University
1985-1986 Robert J. Kerber, Illinois State University
1986-1987 Jack E. Brothers, Calvin College
1987-1988 Harriet Stephenson, Seattle University
1988-1989 Joseph F. Singer, University of Missouri – Kansas City
1989-1990 Dewey E. Johnson, California State University, Fresno
1990-1991 Don B. Bradley III, University of Central Arkansas
1991-1992 Gwen F. Fontenot, Texas Woman’s University
1992-1993 Lynn Hoffman, University of Northern Colorado
1993-1994 Robert A. Kemp, Drake University
1994-1995 Joseph C. Latona, University of Akron/ Ashland University
1995-1996 John R. Kerr, Florida State University
1996-1997 Geralyn McClure Franklin, Stephen F. Austin State University
1997-1998 Charles H. Matthews, University of Cincinnati
1998-1999 Lloyd W. Fernald, Jr., University of Central Florida
1999-2000 J. Douglas Frazer, Millersville University
2000-2001 Joseph J. Geiger, University of Idaho
2001-2002 Roosevelt D. Butler, College of New Jersey
2002-2003 Sherrill R. Taylor, Texas Woman’s University
2003-2004 Abbas Nadim, University of New Haven
2004-2005 James N. Bradley, Central Washington University
2005-2006 Joseph R. Bell, University of Arkansas at Little Rock
2006-2007 Shawn Carraher, Cameron University
2007-2008 Kirk Heriot, Columbus State University
2008-2009 Bruce Kemelgor, University of Louisville
2009-2010 Ron Cook, Rider University
2010-2011 Patti Wilber, Northwestern Oklahoma State University
2011-2012 Stephanie Bardwell, Christopher Newport University
2012-2013 Michael Harris, East Carolina University
2013-2014 Dianne H.B. Welsh, The University of North Carolina at Greensboro
2014-2015 John Hendon, University of Arkansas – Little Rock
SBI Fellows

The Small Business Institute® recognizes members whose accomplishments are particularly noteworthy by conferring the honorary title “Fellow”. This is the highest honor that the Small Business Institute® bestows upon a member. The individuals listed alphabetically below constitute those named as Fellows throughout our history (an asterisk * denotes Fellows now deceased).

Don Altman
David M. Ambrose
Michael Ames
Stephanie Bardwell
Joe Bell
Don B. Bradley III
Robert Brockhaus
Jack E. Brothers
Sam Bruno
Roosevelt Butler
Donald M. Clause
Ronald Cook
Joel Corman
Dale Dickson
Paul Dunn
Lloyd W. Fernald
Gwen Fontenot
Geralyn McClure Franklin
Doug Frazer
Fred Fry
Oliver Galbraith III*
Frederick Greene
Kirk Heriot
Lynn Hoffman
David S. Hovey
Dewey Johnson
Robert Justis
Rudolph Kagerer
Bruce Kemelgor

Robert Kemp
Robert J. Kerber
John Kerr*
Fred Kiesner
Chris Kobler
Richard D. Lorentz*
Robert Lussier
Charles H. Matthews
Eugene L. O’Conner*
Stephen Osborne
Neal Pruchansky
Ronald Rubin
Howard F. Rudd, Jr.
Lowell M. Salter
Homer L. Saunders*
Pamela Schindler
Lincoln Simon
Leo Simpson
Joseph Singer
Ricardo L. Singson
Harriet Soll
George T. Solomon
Matt Sonfield
Winston D. Stahlecker
Harriet Stephenson
Sherrill R. Taylor
Lyle R. Trueblood*
Mark K. Weaver
Craig Zamzow
Homer L. Saunders Mentor Award

The Mentor Award identifies a SBI member who is deserving of recognition for outstanding contribution as SBI Director or for Case Supervisor training and development. In 1994, the award was named in honor of Homer L. Saunders, longtime SBI member. Mentor Award winners, with school affiliation at the time of the award, include:

1993 - Sam J. Bruno, University of Houston – Clear Lake
Paul Dunn, Northeast Louisiana University
Homer L. Saunders, University of Central Arkansas

1994 - Dale Dickson, Mesa State College
Gwen F. Fontenot, Syndics Research
Lynn Hoffman, University of Northern Colorado

1995 - John R. Kerr, Florida State University
Neal R. Pruchansky, Keene State University

1997 - Ronald S. Rubin, University of Central Florida

1998 - Lowell S. Salter, University of Central Florida
Leo Simpson, Eastern Washington University
Harriet Stephenson, Seattle University

1999 - Richard Dailey, University of Montana
Geralyn McClure Franklin, University of Texas of the Permian Basin
Joseph Singer, University of Missouri – Kansas City

2000 - Robert Brockhaus, Saint Louis University

2001 - Charles H. Matthews, University of Cincinnati

2002 - Joseph Geiger, University of Idaho

2003 - Don Bradley III, University of Central Arkansas

2004 - Dewey Johnson, California State University, Fresno

2005 - Bruce Kemelgor, University of Louisville
Dianne H.B. Welsh, John Carroll University

2009 - Kirk Heriot, Columbus State University
Bert Scott, Indiana University Northwest
Sherrie Taylor, Texas Woman’s University

2010 - Stephanie Bardwell, Christopher Newport University
Ron Cook, Rider University

2012 - Joe Bell, University of Arkansas at Little Rock

2013 - Shawn M. Carraher, Indiana Wesleyan University
Michael L. Harris, East Carolina University

2014 - John Hendon, University of Arkansas - Little Rock

2015 - Don Lester, Middle Tennessee State University
Showcase Award

The Showcase Award identifies the SBI Program and its Director that is deserving of recognition for innovative development or management, or because their SBI efforts contributed to a true small business client success story. Showcase Award winners, with school affiliation at the time of the award, include:

1993 - Charles H. Matthews, University of Cincinnati
Frederick H. Rice, Kansas State University
William Shulte, George Mason University
Jacki Staudt-Netzel, California State University, Fullerton

1994 - Sally A. Charles, Kennesaw State University

1995 - Harlan Bruha, Angelo State University
Randall Ewing, Northern University
Lewis Paul, Jr., Wichita State University

1996 - Lisa Borstadt, Northern Arizona University
John R. Kerr (dec), Florida State University
Margaret Shipley, University of Houston – Downtown

1997 - Pamela S. Schindler, Wittenberg University
Harriet Stephenson, Seattle University

1998 - Ronald Cook, Rider University
Sherrill Taylor, Texas Woman’s University
Chandra Schorg, Texas Woman’s University

1999 - Stephen Osborne, Indiana University of Pennsylvania

2001 - Bruce Kemelgor, University of Louisville

2002 - Joseph Geiger, University of Idaho

2004 - Craig Zamzow, Plymouth State College

2005 - Stephanie Bardwell, Christopher Newport University

2006 - Don Bradley III, University of Central Arkansas and SBANC

2007 - Leo Simpson, Western Kentucky University

2008 - Neal Pruchansky, Keene College
Dianne Welsh, University of Tampa

2009 - Paul Belliveau, Rutgers University

2010 - Michael Harris, East Carolina University

2011 - Shawn Carraher, Indiana Wesleyan University

2013 - Lloyd Fernald and Jill Kaufman, University of Central Florida

2014 - Raj Mahto, University of New Mexico

2015 - John Buzza, Monmouth University
Deborah Cours, California State University Northridge
Best Practices Award

A new award for Best Practices began at the 2009 annual meeting. Best Practices may include—but are not limited to: New entrepreneurial curriculum; New or innovative classroom delivery; Innovations in attracting and maintaining clients; Promoting entrepreneurship across the curriculum; Superior outcomes from existing programs, etc.

Best Practices Award winners, with school affiliation at the time of the award, include:

**2009**
Minding Our Business: An Effective Summer Program for Urban Preadolescents
Sigfredo Hernandez, Rider University

**2010**
Masters of Science in Strategic Business Transitions
William A. Andrews, Stetson University

**2011**
Creative Cross-Disciplinary Entrepreneurship
Dianne H.B. Welsh, The University of North Carolina at Greensboro

**2012**
McConn Coffee Company
Shawn Carraher, Indiana Wesleyan University

**2013**
Programmatic Research with Students
Shawn M. Carraher, Indiana Wesleyan University

**2014**
Dollar Enterprise Program
Kathleen Liang, University of Vermont

**2015**
Training and Educating Grass-Root Leaders in Food System and Rural Development for the 22nd Century Utilizing the Teen Reaching Youth (TRY) Model: TRY for Farm, Food, and Energy
Kathleen Liang, University of Vermont
The Small Business Institute® would like to thank the following sponsors and vendors:

FRIDAY NIGHT’S FELLOWS RECEPTION COURTESY OF DEAN DAVID URBAN, JONES COLLEGE OF BUSINESS, MIDDLE TENNESSEE STATE UNIVERSITY (7:00 P.M. at Bon Ton Café 401 Magazine, New Orleans, LA 70130)
CENTER FOR
ENTREPRENEURSHIP
UNIVERSITY of WEST FLORIDA
College of Business

MISSION
The University of West Florida Center for Entrepreneurship is dedicated to seeding economic growth. The Center encourages and supports educational initiatives related to entrepreneurship and entrepreneurial thinking and serves as a comprehensive resource for economic innovation for students, industry and community partners. The Center for Entrepreneurship seeks to serve as a source of support for the complete life cycle of an entrepreneur.

The Center will be housed in the College of Business and host numerous activities and initiatives related to creating a culture of entrepreneurial thinking. Additionally, affiliate units and organizations will create a synergistic support for entrepreneurial efforts and innovation. Quint Studer will serve as the Entrepreneur-in-Residence to mobilize a professional network of entrepreneurs that will positively impact the Center through contributions to advisement, seminars, classes, workshops and a host of other initiatives.

The UWF College of Business is actively developing degree and certificate programs in entrepreneurship. The College of Business recently launched a MBA program with an emphasis on entrepreneurship and the College provides an undergraduate certificate in small business management/entrepreneurship and graduate certificate in entrepreneurship.

uwf.edu/cfe
E-Verify Workshop will be held from 1:45 to 3:15 on Friday, February 12, 2016 in the Vieux Carré Foyer.
Keynote Speaker: Gerry Goldstein
Owner, Goldstein Properties, LLC

Gerry's educational background includes a BSBA in Finance from the University of Florida and an MBA from the University of West Florida. He spent more than a decade on Wall Street in various roles within the investment banking community. In his early years, he was a short-term money trader specializing in BA’s, CD’s, Treasury Bills, and using the Euro Dollar futures market to hedge cash positions.

Gerry has collaborated with team members to build two government-trading operations. His last position was with Merrill Lynch at their headquarters in New York on the institutional sales desk specializing in short-term money instruments.

After returning to Pensacola in the early 80’s, he started multiple businesses including owning one of the largest printing businesses in the southeast that supplied print to the US Government Printing Office. During this same time, Gerry also designed an online system to delivery printing contracts from the US Government and State agencies to printers throughout the country.

Currently he owns two companies, Salomon-Goldstein Properties LLC which specializes in commercial real estate brokerage and Goldstein Properties that owns and manages commercial buildings.

Gerry has been active in promoting economic development in both Santa Rosa and Escambia counties for over ten years and sits on multiple boards, including the Center for Innovation and Entrepreneurship, Board of Governors at Pensacola State College, Santa Rosa Medical Center, as well as Rebuild Northwest Florida.
Schedule for Wednesday, February 10, 2016

**SBI Board Meeting**
Satchmo, 3rd Floor
5:00 pm - 9:00 pm

**SBI Board Dinner**
Mannings, 1st Floor, Archie’s Room
6:00 pm - 7:00 pm
Schedule for Thursday, February 11, 2016

**Conference Check-in & Silent Auction**
Second Floor Conference Desk  
8:00 am - 5:00 pm

**Pre-Conference Workshop**
“Regulatory and Ethical Issues Facing SBI”  
Fuller Street 1  
10:00 am - 11:15 am

Neal Pruchansky, Barbara Charkey, and Robin Lubberoff  
Keene State College

**Opening Luncheon**
Vieux Carré Foyer  
12:00 pm - 1:30 pm
Thursday, February 11, 2016

Opening Luncheon: Celebrating Business in the Big Easy
Second Floor Conference Desk
12:00 pm-1:30 pm

Welcome: John H. Batchelor, University of West Florida
SBI Vice President of Programs

Silent Auction: Joy Griffin, California State University Northridge
SBI Vice President of Development

President’s Address: William McDowell, Middle Tennessee State University
SBI President

Fellow Recognition: Matthew Sonfield, Hofstra University SBI Fellowship Coordinator

Speaker Introduction: John H. Batchelor, University of West Florida
SBI Vice President of Programs

Keynote Address: Ben Johnson
President & CEO New Orleans Chamber of Commerce

Session 1
1:45 pm -3:15 pm

BREAK
Second Floor Conference Area
3:15 pm -3:30 pm

Session 2
3:30 pm – 5:00 pm

SBI COCKTAIL RECEPTION – Welcome to New Members
Mannings, 2nd Floor
5:30 pm -7:00 pm *Drink ticket provided
Schedule for Friday, February 12, 2016

Conference Check-in & Silent Auction
Second Floor Conference Desk
8:00 am-5:00 pm

Breakfast Buffet
Vieux Carré Foyer
7:30 am -8:30 am

Joint Editorial Board Breakfast
Vieux Carré Foyer
7:30 am -8:30 am

Journal of Small Business Strategy
Editor William McDowell
Middle Tennessee State University

Small Business Institute® Journal
Editors Michael Harris & Shanan Gibson
East Carolina University

Session 3
8:30 am -10:00 am

Break
Second Floor Conference Desk
10:00 am -10:15 am

Session 4
10:15 am -11:45 am
Friday, February 12, 2016

Luncheon: The Soul of Small Business
Fuller Street 2
12:00 pm - 1:30 pm

Welcome: John H. Batchelor, University of West Florida
SBI Vice President of Programs

Silent Auction: Joy Griffin, California State University Northridge
SBI Vice President of Development

President’s Update: William C. McDowell, Middle Tennessee State University
SBI President

Mentor/Showcase Award Winners: John Henderson, University of Arkansas – Little Rock
SBI President-Elect

Speaker Introduction: John H. Batchelor, University of West Florida
SBI Vice President of Programs

Keynote Address: Gerry Goldstein
Goldstein Properties, LLC

Session 5
1:45 pm - 3:15 pm

Break
Second Floor Conference Desk
3:15 pm - 3:30 pm

Session 6
3:30 pm - 5:00 pm

Dinner on your own
Schedule for Saturday, February 13, 2016

**Conference Check-in & Silent Auction**
Second Floor Conference Desk
8:00 am - 5:00 pm

**Breakfast Buffet**
Vieux Carré Foyer
7:30 am - 8:30 am

**Past Presidents & Fellows Breakfast**
Vieux Carré Foyer
7:30 am - 9:00 am

*William McDowell, SBI President*
*Middle Tennessee State University*

*Matthew Sonfield - Presiding*
*Hofstra University*

**SBI Annual Members Meeting**
Vieux Carré Foyer
8:30 am - 10:00 am

**Break**
Second Floor Conference Desk
10:00 am - 10:15 am

**Session 7**
10:15 am - 11:45 am
Saturday, February 13, 2016

**Awards Luncheon: Celebrating Business in the Big Easy**

King Palm, 2nd Floor
12:00 pm - 1:30 pm

Welcome: John H. Batchelor, University of West Florida  
SBI Vice President of Programs

Silent Auction: Joy Griffin, California State University Northridge  
SBI Vice President of Development

Best Practice Winners: Stephanie Bardwell, Christopher Newport University

Student Project of the Year Winners: Blake Escudier, University of Fredericton  
SBI Vice President of Research & Publications

Best Papers Award: Deborah Cours, University of California - Northridge  
SBI Vice President of Programs-Elect

2016 Conference Announcement: Deborah Cours, University of California - Northridge  
SBI Vice President of Programs-Elect

**SBI Board Meeting**

Satchmo, 3rd Floor
1:45 pm - 3:45 pm

Patrick Walker – Presiding  
Lindenwood University

**Creole Queen Paddle Wheeler**

7:00 pm - 9:00 pm *Drink ticket provided  
Boarding begins at 6:00 pm  
Board on at river across from 1 Poydras St.
2016 CONFERENCE SESSION DESCRIPTIONS
Thursday, February 11, 2016

Session 1
1:45 pm - 3:15 pm

Fuller Street 1 – Best Practices
Session Chair & Moderator: Stephanie Bardwell

Paper Titles:

Developing and Embedding Student Skills for the Management of a Small Tax Firm: Evidence from a University-Level Experiential Learning Program

Andrew Holt (MSU Denver)
Christine Kuglin (MSU Denver)
Michael Montoya (MSU Denver)

How to Create High Impact Community Outreach Through A Veteran Entrepreneurship Training Program

Ron Cook (Rider University)
Lee Zane (Rider University)
Diane Campbell (Rider University)

The Intersection of High Impact Practices and 21st Century Skills in a Graduate Online Business Course

Melissa Brode (University of West Florida)
John H. Batchelor (University of West Florida)
Thursday, February 11, 2016

Session 1
1:45 pm - 3:15 pm

Fuller Street 2 – Small Business
Session Chair & Moderator: Jeff Shields

Paper Titles:

Examining Linkage Between Resource Constraints & Multifunctional Ag-Entrepreneurs’ Decisions

Kathleen Liang (University of Vermont)
Paul Dunn (University of Louisiana at Monroe)

Website Quality for SME Wineries: Measurement Insights

Bonnie Canziani (University of NC Greensboro)
Dianne Welsh (University of NC Greensboro)

An SME Approach to Sustainability Reporting: The B Corporation’s Impact Assessment

Jeff Shields (University of North Carolina at Asheville)
Joyce Shellman (University of Maryland University College)

Factors Impacting Entrepreneurship in the Deaf Community

Richard Demartino (Rochester Institute of Technology)
Robert Barbato (Rochester Institute of Technology)
Thursday, February 11, 2016

Session 1
1:45 pm - 3:15 pm

Fuller Street 3

Workshop
Session Chair: Robert Lussier

The Heritage and Horizon of the Small Business Institute: Where Should We Go From Here?

John Hendon (University of Arkansas at Little Rock)

Publish Don’t Perish: 100 Tips that Improve Your Ability to Get Published

Robert Lussier (Springfield College)
Thursday, February 11, 2016

Session 2
3:30 pm - 5:00 pm

Fuller Street 1 – Best Practices
Session Chair & Moderator: Stephanie Bardwell

People Process Culture May Be a Key Competitive Advantage for Small Business

Kelly La Venture (Bemidji State University)
Jeanette Kersten (UW-Stout)

Student Research and the Small Business Institute

Shawn Carraher (University of Texas Dallas)

STELLAR: Student Entrepreneur Learning Lab and Research

Dawn Bolton (Western Kentucky University)
Thursday, February 11, 2016

Session 2
3:30 pm - 5:00 pm

Fuller Street 2 – Accounting
Session Chair & Moderator: Andrew Holt

An Analysis of the Duties of Auditors to Detect Fraud Through Interviewing

Doug Laufer (Metropolitan State University)
Travis Boyd (Arrow Electronics & Metropolitan State University)

The Accounting and Financial Management Capabilities of SMEs and Non-Profit Organizations: The Role of Third Party Professional Accounting Expertise

Andrew Holt (MSU Denver)
Shannon Williams (MSU Denver)
Elizabeth Self (MSU Denver)

Can the Level of Financial Literacy Within U.S. Small Businesses and Non-Profit Organizations be Improved Through Student-led Advisory Programs

Andrew Holt (MSU Denver)
Shannon Williams (MSU Denver)
Elizabeth Self (MSU Denver)
Thursday, February 11, 2016

Session 2
3:30 pm - 5:00 pm

Fuller Street 3 – Small Business
Session Chair & Moderator: Robert Lussier

Small Business Employees’ Intention to Learn: Establishing Research Directions

Jeffrey Young (Mount Saint Vincent University)
Paulette Cormier-MacBurnie (Mount Saint Vincent University)
Ned Kelleher (Mount Saint Vincent University)
Peter Mombourquette (Mount Saint Vincent University)
Gary Sneddon (Mount Saint Vincent University)

Success Factors for Small Businesses in Guanajuato, Mexico

Judith Banda (Universidad de Guanajuato)
Robert Lussier (Springfield College)

An Examination of the Transition from Informal to Formal Entrepreneur in a Developing Country Context

Chris Achua (UVA – College at Wise)
Robert Lussier (Springfield College)

Entrepreneurial Negotiations: Are We Getting Carried Away About Win-Win?

Timothy Dunne (Middle Tennessee State University)
Joshua Aaron (Middle Tennessee State University)

Small Business Employees: Recognize Their Hidden Potential

Kristie Abston (University of West Florida)
Friday, February 12, 2016

Session 3
8:30 am - 10:00 am

Fuller Street 1 – Small Business Development Center
Session Chair & Moderator: Jana Minifie

Capturing Potential SBDC Clients Using University Students

*Jana Minifie (Texas State University)*
*Joe Harper (SBDC Texas State University)*

Idea Talk – Ideas Make a Difference

*Maithreya Chakravarthula (University of Texas at Dallas)*

Developing a Double-Loop Learning Approach for Growing Rural Businesses

*Timothy Pett (Rollins College)*
*Wendy Veatch (Wichita State University)*

Best Priced Digital lenses, Inc.: A Small-Scale Supplier to a Big-Scale Industry

*Gerry Goldstein (University of West Florida)*
*Blaine Lawlor (University of West Florida)*
*Laura Jansen (University of West Florida)*
*Michael Newsom (University of West Florida)*
*Stelios Peterson (University of West Florida)*
Friday, February 12, 2016

Session 3
8:30 am - 10:00 am

Fuller Street 2

Workshop
Session Chair: Dianne Welsh

A Practical Guide to a Campus-Wide Program: Part 1

Dianne Welsh, Steven Cramer, Bonnie Canziani, Bonnie Yarborough, Stoel Burrowes, Janice Wassel, and Bill Johnson (University of NC Greensboro)
Debra Sea (Bemidji State University)
Friday, February 12, 2016

Session 3
8:30 am - 10:00 am

Fuller Street 3 – Best Practices
Session Chair & Moderator: Stephanie Bardwell

Breaking Bad News: The SPIKE Method

John Lipinski (Indiana University of PA)
Joette Wisneski (Indiana University of PA)

High Impact Practices in an MBA Strategy Class: The Use and Application of Live Cases

Blaine Lawlor (University of West Florida)

Best Practices in Incubator Formation

John H. Batchelor (University of West Florida)
Christian P. Garabedian (University of West Florida)

The Nonprofit Bootcamp

Patrick Walker (Lindenwood University)
Friday, February 12, 2016

Session 4
10:15 am - 11:45 am

Fuller Street 1

Workshop
Session Chair: Dianne Welsh

A Practical Guide to a Campus-Wide Program: Part 2

Dianne Welsh, Steven Cramer, Bonnie Canziani, Bonnie Yarborough, Stoel Burrowes, Janice Wassel, and Bill Johnson (University of NC Greensboro)
Debra Sea (Bemidji State University)
Friday, February 12, 2016

Session 4
10:15 am - 11:45 am

Fuller Street 2 – Small Business
Session Chair & Moderator: Joe Felan

The Role of Confidence in the New Venturing Process

*James Weinhardt (University of Calgary)*
*Justin Davis (University of West Florida)*
*Olga Petricevic (University of Calgary)*

Military Veterans and Civilians Response to Entrepreneurship Training

*Shannon Kerrick (University of Louisville)*
*Denise Cumberland (University of Louisville)*
*Namok Choi (University of Louisville)*

Training and Educational Development for “Vetrepreneurs”

*Denise Cumberland (University of Louisville)*
*Sharon Kerrick (University of Louisville)*

Internet Presence as a Small Business Capability: The Case of Mobile Optimization

*Troy Voelker (University of Houston Clear Lake)*
*Doug Steel (University of Houston Clear Lake)*
*Elsa Shervin (University of Houston Clear Lake)*
Friday, February 12, 2016

Session 4
10:15 am - 11:45 am

Fuller Street 3

Workshops
Session Chair: Blake Escudier

How to Start a Small Business Institute Program

Ron Cook (Rider University)
Michael Harris (East Carolina University)

Experiential Learning: Students as Small Business Consultants

Mike Myhre (Director, Florida SBDC)
John Jackson (California State University Fullerton)
Ron Cook (Rider University)
Michael Harris (East Carolina University)
Friday, February 12, 2016

Session 5
1:45 pm - 3:15 pm

Fuller Street 1 – Marketing/Small Business
Session Chair & Moderator: Matthew Sonfield

New and Ongoing Retail Venture Strategy: Utilizing Regional Consumer Expenditure Data

Matthew Sonfield (Hofstra University)

High-Impact Activities May Improve Student Learning in the Marketing Discipline

Kelly La Venture (Bemidji State University)

Are There More or Fewer Opportunities for SMEs in the Supply Chain

Joe Felan (University of Arkansas Little Rock)
Naeem Bajwa (University of Arkansas Little Rock)

The Relationship of TMT Background Characteristics with Entrepreneurial Orientation

J. Ruben Boling (University of North Georgia)
Friday, February 12, 2016

Session 5
1:45 pm - 3:15 pm

Fuller Street 2 – Global Entrepreneurship
Session Chair & Moderator: Dennis Barber III

Entrepreneurial Attitudes of Czech Students

Dennis Barber III (Armstrong State University)
Shanan Gibson (East Carolina University)
Rolinek Ladislav (University of South Bohemia)
Michael Harris (East Carolina University)

Fostering Silver Entrepreneurship in South Korea

Jan Wassel (University of NC Greensboro)
Hanjo Cho (University of NC Greensboro)
Joo Han (Future Mosaic Institute)
Friday, February 12, 2016

Session 5
1:45 pm - 3:15 pm

Fuller Street 3 – Family Business
Session Chair & Moderator: Whitney Peake

Family Business Governance in Young Family Firms: A Review of the First Experiences of Polish Family Firms

Izabela Koladkiewicz (Kozminski University)

Do Family Businesses See CSR as a “Win” More Than Nonfamily Businesses? An Exploration of Self-Regulation in Promoting Small Business CSR

Whitney Peake (Western Kentucky University)
Leanne Coder (Western Kentucky University)
Mariah Yates (Western Kentucky University)

Family Business and Small Business: Are They the Same?

Raj Mahto (University of New Mexico)
Saurabh Ahluwalia (University of New Mexico)

Small Business Learning and Performance

Timothy Pett (Rollins College)
James Wolff (Wichita State University)
Friday, February 12, 2016

Session 6
3:30 pm - 5:00 pm

Fuller Street 1

Workshops
Session Chair: John Hendon

Human Resource Management Updates for Small Business

John Hendon (University of Arkansas at Little Rock)
Robert Lussier (Springfield College)
LeAnne Coder (Western Kentucky University)
Carl Blencke (Central Florida University)
Friday, February 12, 2016

Session 6
3:30 pm - 5:00 pm

Fuller Street 2 – Experiential Learning
Session Chair & Moderator: Josh Bendickson

Teaching Entrepreneurship Research Skills to Students: Best Practices from Three Entrepreneurship Librarians

Steven Cramer (University of North Carolina Greensboro)
Mary Scalon (Wake Forest University)
Diane Campbell (Rider University)

Improv Pitch: Using Shark Tank for Business Pitches and Comparison Discussion

Josh Bendickson (East Carolina University)
Philip Davis (East Carolina University)
Chelsea Midgett (East Carolina University)

Academic Case Study Publications at Your Finger Tips

Joseph Bell (University of Arkansas at Little Rock)
Friday, February 12, 2016

Session 6
3:30 pm - 5:00 pm

Fuller Street 3

Workshop
Session Chair: Kathleen Liang

Using Network Analysis to Evaluate Team Performance and Individual Growth

Kathleen Liang (University of Vermont)
Saturday, February 13, 2016

Session 7
10:15 am - 11:45 am

Fuller Street 1

Workshop
Session Chair: Shanan Gibson

Leveraging Strategic Collaborations to Build Innovative and Impactful Engagement Opportunities

William McDowell (Middle Tennessee State University)
Michael Harris (East Carolina University)
Shanan Gibson (East Carolina University)
Pat Geho (Middle Tennessee State University)
David Mayo (East Carolina University)
Scott Senatore (East Carolina University)

Advocacy and Engagement: Tools to Activate Nonprofit and Small Business Leadership

Patrick Walker (Lindenwood University)
Nicole Roach Walker (Webster University)
Saturday, February 13, 2016

Session 7
10:15 am - 11:45 am

Fuller Street 2 – Women, Minority, Social, Ethics, and Environmental Responsibility
Session Chair & Moderator: Patrick Walker

Are Professors Entrepreneurs?

Raj Mahto (University of New Mexico)
Saurabh Ahluwalia (University of New Mexico)

A Business Model to Mitigate Financial, Legal, and Managerial Risk for Nonprofit Organizations and Small Businesses

Patrick Walker (Lindenwood University)

The Effects of Ethical Behavior on Family Firm Performance

Jerry Kudlats (Middle Tennessee State University)
William McDowell (Middle Tennessee State University)
Michael Harris (East Carolina University)
Saturday, February 13, 2016

Session 7
10:15 am - 11:45 am

Fuller Street 3 – Experiential Learning
Session Chair & Moderator: Lynn Hoffman

Strategic Planning and Field Based Consulting

D. Lynn Hoffman (Metropolitan State University of Denver)
Johannes Snyman (Metropolitan State University of Denver)
David Bechtold (Metropolitan State University of Denver)
Ann Murphy (Metropolitan State University of Denver)

Developing and Embedding Student Skills for the Management of a Small Tax Firm: Evidence from a University-Level Experiential Learning Program

Christine Kuglin (Metropolitan State University of Denver)
Andrew Holt (Metropolitan State University of Denver)
Michael Montoya (Metropolitan State University of Denver)

You Can Teach Entrepreneurship but Can You Teach Risk Tolerance?

John Lipinski (Indiana University of PA)
Donald Lester (Middle Tennessee State University)
Steve Osbourne (Indiana University of PA)
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San Diego