SMALL BUSINESS INSTITUTE© ANNUAL CONFERENCE 2021
VIRTUAL EVENT
FEBRUARY 25-26, 2021

All times are EST

Wednesday, February 24th
5:00 – 9:00 pm SBI Board Meeting

Thursday, February 25th
8 am – 5 pm Registration
9:00 – 9:30 am – Welcome Session
9:30 – 9:45 - BREAK
9:45 – 11:00 am Session 1
11:00 – 11:15 am BREAK
11:15 – 12:30 pm Session 2
12:30 – 1:30 pm Lunch Break/Round Table Discussions
1:30 – 2:45 pm Session 3
2:45 – 3:00 pm BREAK
3:15 – 4:15 pm Session 4
4:30 – 5:30 – Fellows/Past President Meeting

Friday, February 26th
8:00-9:15 am Joint Editorial Board Breakfast (tentative)
9:30 – 9:45 am Welcome Back
9:45 – 11:00 a.m. Session 5
11:00 – 11:15 a.m. BREAK
11:15 – 12:15 pm POY Presentations
12:30 – 1:30 pm Awards Luncheon
1:30? – 3:00 p.m. Business Meeting (will start 15 minutes after the Awards Luncheon concludes)
3:30 – 5:00 SBI Board Meeting
SBI 2021 Annual Conference
Detailed Session Descriptions

THURSDAY, FEBRUARY 25

Session 1: 9:45 -11:00 am

Session 1A Workshop

Developing and Running an SBI Program
Ron Cook, Rider University
Michael Harris, East Carolina University

Session 1B Competitive Abstracts
Session Chair and Moderator:

The Effect of COVID-19 on African American and Minority Firms in Entrepreneurial Ecosystems: A Socio-Economic Pilot Survey of Lexington/Fayette County Kentucky
Patrick Walker, University of Kentucky
Sherrie Lewis

Stakeholder Networking
Adam Melnick, Metropolitan State University of Denver

Linking a Written Business Plan and Social Media to CRM and SME Performance
Tim Pett, Rollins College
Laurent Sie, ESC Pau Business School
Kip Kiefer, Rollins College
Frederic Dosquet, ESC Pau Business School

Session 1C Innovative Pedagogy
Session Chair and Moderator:

Innovative High School Summer Academy
Corey Pulido, East Carolina University

E-Portfolios for Graduate Programs: One Tool for High-Impact Practices, Student Self-Reflection, Instructional Scaffolding and Program Assessment
Melissa Brode, University of West Florida
Amy Brewer, University of West Florida
Amy Miller, University of West Florida
Amy Sinkus, University of West Florida
Session 2: 11:15 am – 12:30 pm

Session 2A Competitive Abstracts
Session Chair and Moderator: TBD

**Reframing Start-Up Success: Action Learning and Beyond**  
Wendy van Schalkwyk, CEO of MI Ashanti International  
Herman van Niekerk, University of Phoenix Online  
Louise Underdahl, University of Phoenix

**The Influence of Industry Selection on Successful Franchise Ownership and Satisfaction**  
Martin McDermott, Purdue University Global

**Rural Entrepreneurship Success Factors: An Empirical Investigation in an Emerging Market**  
Prince Gyimah, Akenten Appiah-Menka University of Skills Training and Entrepreneurial Development  
Robert Lussier, Springfield College

**Business Identities in Online Spaces: A Nigerian Woman Entrepreneur Perspective**  
Joy Enyinnaya, Colorado State University

Session 2B Innovative Pedagogy
Session Chair and Moderator: TBD

**Add Some Zip, Zest, and Zing to your Zoom**  
Veronica Veaux, Bemidji State University  
Angie Kovarik, Bemidji State University  
Debra Sea, Bemidji State University

**Connect the Dots: A Card Game for Teaching Cognitive Frameworks and Uncertainty in Opportunity Recognition**  
Craig Armstrong, University of Alabama

Session 2C Competitive Papers
Session Chair and Moderator: TBD

**Sometimes a Little is More than a Lot: The Role of the Dark Triad Personality Traits in Creativity, Problem Solving, and Innovation in SMEs**  
Christine Kelley, Embry-Riddle Aeronautical University  
John Batchelor, University of West Florida

**The Impact of COVID-19 on US Passenger-Belly Air Cargo**  
Scott Peters, ERAU

**Corporate Social Responsibility and Small- and Medium-Sized Enterprise Debt Covenants**  
Andrew Weinberger, Central Connecticut State University  
Rebekah Austin, Missouri State University  
JD Mohundro, Creighton University
Lunch: 12:30 – 1:30 pm

Roundtable Discussions

**Career and Technical Education in COVID-19: A New Beginning?**
Louise Underdahl, University of Phoenix
Irene Chen, University of Phoenix
Elizabeth Isele, Global Institute for Experienced Entrepreneurship
Matt Knight, Walden University
Norris Krueger, University of Phoenix
Ronald Leach, University of Phoenix
Jean Perlman, University of Phoenix

**JSBS Rural Entrepreneurship Special Issue (by invitation only)**
Dennis Barber III, East Carolina University

**Creative Assignments to Engage your Students (Part II)**
Veronica Veaux, Bemidji State University
Angie Kovarik, Bemidji State University
Debra Sea, Bemidji State University

Session 3: 1:30 -2:45 pm

Session 3A Workshop

**Small Business and Entrepreneurship Publishing: Tips and Tricks for Getting Your Work Published**
William McDowell, Bradley University
Raj Mahto, University of New Mexico
Jerry Kudlats, Jacksonville State University
Eden Blair, Bradley University

Session 3B SBI Best Practices

**Student Start-Ups as an SBI Pipeline**
Dennis Barber III, East Carolina University
Michael Harris, East Carolina University
Session 3C **Competitive Abstracts**  
Session Chair and Moderator: TBD

**Are Face Coverings Emotional Dampers: The Effects of Face Coverings on Organizational Display Rule Enforcement and Compliance**  
John Batchelor, University of West Florida  
Gerald Burch, Texas A&M Commerce  
Tyler Fezzey, University of West Florida

**Understanding Everyday Entrepreneurs: A Qualitative Study of Their Human Capital**  
Corey Fox, Texas State University  
Steven Rayburn, Texas State University

**Employer’s Perceived Value of Technology Credentials Infused within a College Degree**  
Sharon Kerrick, University of Louisville  
Denise Cumberland, University of Louisville

**History, Race, and Performance**  
Sandra Sydnor, Purdue University

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Session 4: 3:00 – 4:15 pm  
Session 4A **Innovative Pedagogy**  
Session Chair and Moderator: TBD

**Empowering Growth Through Innovation and Entrepreneurship in Rural Businesses**  
David Mayo, Crisp Small Business Resource Center at East Carolina University

**Awakening the S.O.U.L. of African American Entrepreneurship through Innovative Teaching, Scholarship, and Service at the University of Kentucky Lewis Honors College**  
Patrick Walker, University of Kentucky  
Sherrie Lewis

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Session 4B **Workshop**

**Entrepreneurial Training Materials**  
Jana Minifie, University of West Texas  
Gordon Daugherty, Shockwave Innovation  
Phillip Davis, Texas State University  
Peg Richmond, Texas State University
Session 4C Competitive Papers
Session Chair and Moderator: TBD

Breckenridge Survey
Lynn Hoffman, Metropolitan State University of Denver
David Bechtold, Metropolitan State University of Denver
Adam Melnick, Metropolitan State University of Denver
Rebecca Prater, Metropolitan State University of Denver

Emergence and Scaling of Incubators with Government Support in India
Muralidharan Loganathan, Indian Institute of Science
MH Bala Subrahmanya, Indian Institute of Science

What Attributes Determine the Speed of Startup Failure of its Life Cycle? An Empirical Inquiry in India
Ganesaraman Kalyanasundaram, Indian Institute of Science
MH Bala Subrahmanya, Indian Institute of Science

Military Veterans “Sign Up” for Franchising: Another Route to Entrepreneurship
Denise M. Cumberland, University of Louisville

FRIDAY, FEBRUARY 26

Session 5: 9:45 – 11:00 am

Session 5A Workshop

Human Resource Updates for 2021
John Hendon, University of Arkansas Little Rock
Timothy Dunne, Boise State University
LeAnne Coder, Western Kentucky University

Session 5B Competitive Submissions
Session Chair and Moderator: TBD

How Would you Solve This Problem? A New Approach to Teaching Future Generations
Rebecca Prater, Metropolitan State University of Denver
Nicole Predki, Metropolitan State University of Denver

Academic Burnout in Bachelor’s Students in Mexico: An Exploratory Study
Judith Bando, Universidad de Guanajuato

Modeling Factors Affecting Students’ Entrepreneurial Intentions: An Integrated ISM-MICMAC Approach
Dianne Welsh, University of North Carolina at Greensboro
Sucheta Agarwal, GLA University
Veland Ramadani, South-East European University
Vivek Agrawal, GLA University
Jitendra Kumar Dixit, GLA University
Session 5C Competitive Abstracts
Session Chair and Moderator: TBD

REI Revisited: Socioemotional Wealth Among Small Family and Non-Family Businesses
Maria Marshall, Purdue University

Applying a Craft Stakeholder Approach to Cannabis Legalization
Pete Nelson, Bemidji State University

Toxic Leadership and Employee Outcomes in SMEs: The Unique Impact of Employee Personality
Maggie Davis, University of South Alabama

The Exploration of PsyCap Constructs of Positive Leadership with Students from US and Mexico
Sharon Kerrick, University of Louisville
Lisa Kahle-Piasecki, University of Louisville

Session 6 – 11:15 am – 12:15 pm
Project of the Year (POY) Presentations

Session 7 – 12:30 – 1:30 pm
Awards Luncheon

Session 8 – 1:30? – 3:00 pm
Business Meeting
(will start 15 minutes after the conclusion of the Awards Luncheon)