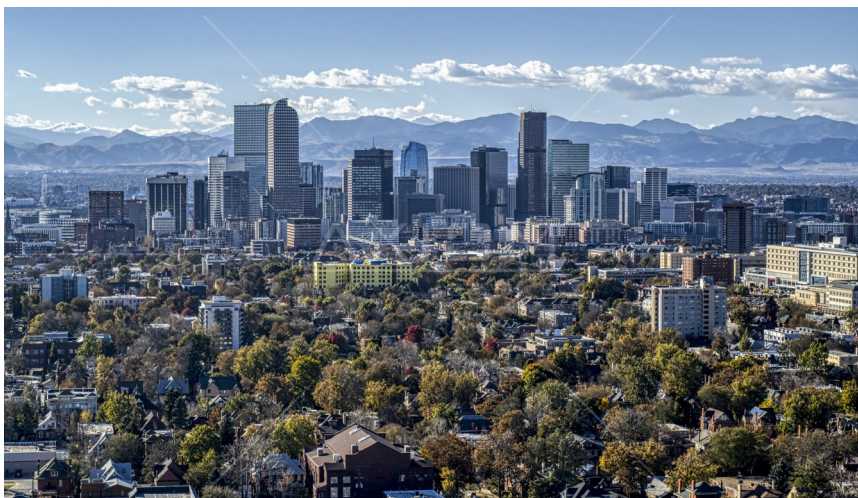

**Small
Business
Institute®**



47th Annual Academic Conference
Denver, CO



High on Small Business

OFFICIAL CONFERENCE PROGRAM





TIVOLI STUDENT UNION DIRECTORY

Information Restrooms ATM Elevators Stairs

EVENT SPACES

- 250 Turnhalle
- 317 Solomon Room
- 320 Baerman Ballrooms (A,B,C)
- 322 Endlich Room
- 329 Barb Weiss
- 329 Sonelle Chambers
- 346 Sigh's Hub
- 440/540 Adronacks Room
- 442 John Good Room
- 444 Lorraine Good Room
- 640 Zanith Room
- 642 Burghardt Room
- 740 Executive Center

FOOD

- 201 Starbucks
- 229 IFE
- 240 Tivoli Brewing Co.

Food Court

- A Los Molinos at the Tivoli
- B Subway
- C Surp's
- D Surp's/ONO
- E s'ONO

GENERAL

- 120 US Marine Corps
- 130 US Army
- 211 Credit Union of Denver
- 228 Auraria Campus
- 228 Police Department
- 228 Campus ID Station
- 228 Lost & Found
- 228 RTD Resources
- 319 Lactation Room
- 325 Tivoli Student Union
- 325 Administration
- 325 Auraria Campus
- 325 Event Services
- 325 Tenant Relations
- 348/349 Reflection Rooms

RETAIL

- 205 Barnes & Noble College
- Tivoli Station Bookstore

STUDENT LOUNGES

- 257 Garage Lounge
- 261 Roger Braun
- Multicultural Lounge
- 305 Tavern Lounge

STUDENT SERVICES

- 100B Book Buyback
- 213 LGBTQ Student
- Resource Center
- 227 Phoenix Center at Auraria
- 267 Auraria Sustainable
- Campus Program
- 269 Campus ID Station
- 314 Student Advisory Committee
- to the Auraria Board (SACAB)

CCD

- 243 CCD Care and Conduct
- 245 CCD Counseling Center
- 250 CCD Student Government
- 260 CCD Student Programming,
- Activities & Resource Center
- (SPARC)

CU DENVER

- 124 CU Denver Veterans &
- Military Student Services
- 127 CU Denver Events
- and Partnerships
- 127 CU Denver Student Advocacy
- & Leadership
- 241 CU Denver Computing Lab
- 301 CU Denver Student Government
- 303 CU Denver Student Life
- & Campus Community
- 309 CU Denver Dean of Students
- 309 CU Denver Office of
- Case Management
- 309 CU Denver Office of
- Student Conduct &
- Community Standards
- 310 CU Denver Women
- & Gender Center
- 345 CU Denver Santry
- 454 CU Denver Student and
- Community Counseling Center

Tivoli Annex

- 139 CU Denver Comcast Media
- and Technology Center
- 139 A-H CU Denver Classrooms
- 439 CU Denver LynxConnect
- Center
- Experiential Learning Center
- Study Abroad
- Undergraduate Research

MSU DENVER

- 129 MSU Denver Center for
- Urban Education
- 129 MSU Denver Excel
- Pre-Collegiate Program
- 140 MSU Denver Beer Industry
- Program Lab
- 219 MSU Denver Veterans
- & Military Services
- 221 MSU Denver CAMP
- 223 MSU Denver Peer Mentoring
- 223 MSU Denver Transfer
- Student Success
- 225 MSU Denver Computer Lab
- 262 MSU Denver Food Pantry
- 305 MSU Denver Center for
- Multicultural Engagement
- and Inclusion
- 307 MSU Denver Student
- Government
- 311 MSU Denver Dean of Students
- 311 MSU Denver Student
- Engagement and Wellness
- 315 MSU Denver Athletics
- 343 MSU Denver Student
- CARE Center
- 347 MSU Denver Assessment
- & Testing
- 651 MSU Denver Counseling Center

Schedule at a Glance

WEDNESDAY, APRIL 12

5:00 - 7:00 pm SBI Board Meeting *Tivoli Burghardt (#642)*

7:00 - 9:00 pm PhD Consortium Welcome Networking
SpringHill Suites

THURSDAY, APRIL 13

8:00 am - 5:00 pm Registration *Tivoli Turnhalle (#250)*

9:00 - 11:30 am PhD Consortium Panel *SpringHill Suites*

12:00 - 1:30 pm Luncheon *Tivoli Turnhalle (#250)*
Dr. Janine Davidson, President Metropolitan State
University of Denver;
Mr. Zach Martinucci, Entrepreneur and Founder of Rebel
Bread

1:45 - 3:15 pm Session 1 *Tivoli (A-#442; B-#444; C-#640)*

3:15 - 5:00 pm Networking Break *Tivoli 640*

6:00 - 6:30 pm New Members Networking Event
SpringHill Suites Reception Hall (2nd Floor)

6:30 - 8:00 pm Cocktail Reception
SpringHill Suites Reception Hall (2nd Floor)

FRIDAY, APRIL 14

8:00 am - 5:00 pm Registration *Tivoli Turnhalle (#250)*

7:30 - 8:30 am Breakfast & Roundtable 1 *Tivoli Turnhalle
(#250)*

7:30 - 8:30 am Joint Editorial Board Breakfast *SpringHill
Suites*

8:30 - 10:00 am Session 2 *Tivoli (A-#442; B-#444; C-#640)*

Schedule at a Glance Continued

FRIDAY, APRIL 14 CONTINUED

10:00 - 10:15 am Break *Tivoli 640*

10:15 - 11:45 am Session 3 *Tivoli (A-#442; B-#444; C-#640)*

12:00 - 1:30 pm Keynote Luncheon *Tivoli Turnhalle (#250)*
Teri Karjala, Transformational Lifestyle Strategist and
Founder of Talking with Teri

1:45 - 3:15 pm Session 4 *Tivoli (A-#442; B-#444; C-#640)*

3:15 - 3:30 pm Break *Tivoli 640*

3:30 - 5:00 pm Session 5 *Tivoli (A-#442; B-#444; C-#640)*

5:00 - 6:00 pm Fellows Reception *SpringHill Suites (2nd Floor)*

6:00 – 8:00 pm Friday Night Social *Tivoli Brewing Company*

SATURDAY, APRIL 15

8:00 am - 10:00 am Registration *Tivoli Turnhalle (#250)*

8:30 - 9:30 am Breakfast & Roundtable 2 *Tivoli Turnhalle
(#250)*

8:30 - 9:30 am Past Presidents and Fellows Breakfast
SpringHill Suites

9:30 - 10:15 am SBI Business Meeting (All Are Welcome)
Tivoli Turnhalle (#250)

10:15 - 11:45 am Session 6 *Tivoli (A-#442; B-#444; C-#640)*

11:45 am - 1:15 pm Awards Luncheon *Tivoli Turnhalle (#250)*

1:45 - 3:45 pm SBI Board Meeting *Tivoli Burghardt (#642)*

6:00 - 8:00 pm Get High in Downtown Denver

Luncheon Schedule

THURSDAY, APRIL 13TH

Tivoli Turnhalle (Room 250)

12:00 pm – 1:30 pm

Welcome: Joe Felan

Metropolitan State University of Denver President's

Introduction: LeAnne Coder

President of MSU-D: Dr. Janine Davidson

Fellow Recognition: Ron Cook

Speaker Introduction: Adam Melnick

Keynote Address: Zach Martinucci

FRIDAY, APRIL 14TH

Tivoli Turnhalle (Room 250)

12:00 pm – 1:30 pm

Welcome: Joe Felan

President's Update: LeAnne Coder

SBI & Creating Value for Members: LeAnne Coder

Mentor/Showcase Award Winners: Dennis Barber

Speaker Introduction: Lynn Hoffman

Keynote Address: Teri Karjala

SATURDAY, APRIL 15TH

Tivoli Turnhalle (Room 250)

11:45 am – 1:15 pm

Welcome: Joe Felan

Best Practice Winners

Innovative Pedagogy Winners: LeAnne Coder

SBI Best Practice: LeAnne Coder

Student Project of the Year Winners: Jana Minifie

Best Papers Awards: LeAnne Coder





Dear Friends and Colleagues,

Welcome to the Small Business Institute's® (SBI) 47th Annual Conference and to Denver, Colorado! For the next few days, I am looking forward to being "High on Small Business" with all of you in the Mile High City at the base of the beautiful Rocky Mountains.

The success of the SBI and its annual conference is due to the hard work, dedication, and contributions of its entire membership. I would like to personally thank all of you who are part of the SBI. You make SBI the truly amazing organization that it is.

This year's conference is the result of the amazing hard work and commitment of our VP of Programs, Joe Felan, who has worked tirelessly on every aspect of this conference. This year's venue is a departure from previous locations in that we are being hosted by one of our sponsoring institutions, Metropolitan State University of Denver. A very special thank you to Andrew Holt and Lynn Hoffman for their coordination efforts with the campus entities. We could not have done this without you! Additionally, I am grateful for the enthusiastic devotion of the entire volunteer board, Dennis Barber III, Raj Mahto, Jana Minifie, Timothy Dunne, Ron Cook, and Josh Aaron, our treasurer and go-to person for just about everything. If you get the chance, please thank all these individuals for their commitment and service to SBI.

The friendships I have through SBI go well beyond the board and extend to everyone I have met at the annual conferences. To me, this is the best bunch of people and the best setting for developing a professional and personal network that will last a career. This year, we are offering a Ph.D. consortium so that new PhDs and ABDs will be able to make those connections early in their academic journey. In addition, I encourage anyone new to SBI to engage in a way so that you can experience the same benefits. You will not find an organization more committed to your success as an academic.

I would also like to take a moment to thank the editors of our two journals, Bill McDowell, Dennis Barber III, and Andrew Holt. Over the years, Bill McDowell's work on the Journal of Small Business Strategy (JSBS) was truly inspiring. Last summer, Bill decided to step down as the editor of JSBS to pursue other interests. Dennis Barber III has admirably stepped in as editor and we have not missed a beat. Additionally, over the last two years, Andrew Holt has worked hard to resurrect the Small Business Institute Journal. The work of all three of you is greatly appreciated by me and all of SBI.

Last, and certainly not least, I would like to thank our sponsoring institutions – Metropolitan State University of Denver, East Carolina University, Middle Tennessee State University, University of Arkansas at Little Rock, Rider University, University of Louisville, and Robert Lussier. Without them, this conference and SBI would not be possible.

I hope you have a wonderful time in Denver. Please take some time to explore this beautiful city and have a wonderful time at our conference!

Sincerely,

A handwritten signature in blue ink that reads "LeAnne Coder". The signature is fluid and cursive, with the first name "LeAnne" and the last name "Coder" clearly distinguishable.

LeAnne Coder, President

The Small Business Institute
Professor of Management
Western Kentucky University



Dear Colleagues and Friends,

Welcome to beautiful downtown Denver for the Small Business Institute's "High on Small Business" conference. I hope you enjoy the conference and thank you for making our annual gathering such a wonderful, vibrant, and educational experience. The teaching, research and service activities discussed in this conference help us discover more about the small business and entrepreneurship sector. These undertakings also help encourage the next generation of small business owners, entrepreneurs, and consultants.

This conference would be impossible without you, the SBI membership. Thank you for submitting and reviewing the many papers, abstracts, projects, and other submissions received this year. Your thoughtful feedback and insightful comments are highly valued by the conference participants. You continue to exhibit the supportive and friendly culture that has been created by this organization over the years. Thank you to Raj Mahto and his graduate assistant, Mansi Nagin, for their help with the competitive papers and conference proceedings.

I want to thank our Past President, Andrew Holt, for suggesting that we have the conference in Denver and that Metropolitan State University of Denver could host. This is the first time that we have had the SBI conference in Denver. Without the help of Andrew Holt and David (Lynn) Hoffman, this conference would not have come together.

Over the years, the list of SBI members who have offered me guidance and mentoring is quite long. I came into this organization from an operations management background and I had little exposure to scholarship in the area of small business and entrepreneurship. Joseph Bell and John Hendon (both past presidents of the organization) are two colleagues from the University of Arkansas at Little Rock that encouraged me to become involved in SBI. Joe Bell and I have collaborated on several research projects over the years and I have learned a great deal from working with him. I would also like to mention Joshua Aaron, Dennis Barber, LeAnne Coder, Ron Cook, and Timothy Dunne for their assistance and advice while being a part of this organization and while coordinating the conference.

Thank you to Dr. Janine Davidson, president of Metropolitan State University of Denver, for her hospitality and welcoming us to campus. In addition, thank you to Dr. Ann Murphy, dean of the College of Business, for her assistance with coordinating activities on the Metropolitan State University of Denver campus. Also, thank you to our keynote speakers, Zach Martinucci and Teri Karjala, for taking time out of their busy schedules to share their entrepreneurial experiences with us.

I would also like to thank Mary Lea Nations and Lindsay Fox for helping me stay on task and not miss the small details. Your management of the facilities, menus and moral support are greatly appreciated. This conference would not be taking place without your support.

Last, but certainly not least, I would like to thank Pritika Chakraverty, my wonderful graduate assistant from the University of Arkansas at Little Rock. This is the second year I have had the opportunity to work with Pritika and she has been an invaluable asset in preparation for the conference.

Enjoy the conference, Metropolitan State University of Denver and downtown Denver!

Sincerely,

Joe T. Felan

Joe T. Felan, Vice President of Programs
Department of Management, Marketing and Technology
School of Business
University of Arkansas at Little Rock

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Jana Minifie, Texas State University

Immediate Past President

Andrew Holt, Metropolitan State University of Denver



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 L. Harris, East Carolina University
2013-2014 Dianne H.B. Welsh, The University of North Carolina at Greensboro
2014-2015 John Hendon, University of Arkansas at Little Rock
2015-2016 William McDowell, Middle Tennessee State University
2016-2017 Patrick Walker, Lindenwood University
2017-2018 John Batchelor, University of West Florida
2018-2019 Deborah Cours, California State University, Northridge
2019-2020 Timothy Dunne, Boise State University
2020-2021 Whitney Peake, Western Kentucky University
2020-2021 Andrew Holt, Metropolitan State University of Denver

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	Robert J. Kerber*
David M. Ambrose	John Kerr*
Michael Ames	Fred Kiesner
Stephanie Bardwell*	Chris Kobler
John Batchelor	Chyi-lyi (Kathleen) Liang
Joe Bell	Richard D. Lorentz*
Don B. Bradley III	Robert Lussier
Robert Brockhaus	Charles H. Matthews
Jack E. Brothers	William C. McDowell
Sam Bruno*	Raj Mahto
Roosevelt Butler	Eugene L. O’Conner*
Shawn Carraher	Stephen Osborne
Donald M. Clause	Neal Pruchansky
Ronald Cook	Ronald Rubin*
Joel Corman*	Howard F. Rudd, Jr.
Dale Dickson	Lowell M. Salter
Paul Dunn*	Homer L. Saunders*
Lloyd W. Fernald	Pamela Schindler
Gwen Fontenot	Jeff Shields
Geralyn McClure Franklin	Lincoln Simon
Doug Frazer	Leo Simpson
Fred Fry	Joseph Singer
Oliver Galbraith III*	Ricardo L. Singson*
Frederick Greene	Harriet Soll
Michael Harris	George T. Solomon
John Hendon	Matt Sonfield
Kirk Heriot	Winston D. Stahlecker
Lynn Hoffman	Harriet Stephenson
David S. Hovey	Sherrill R. Taylor
Dewey Johnson*	Lyle R. Trueblood*
Robert Justis	Dianne H.B. Welsh
Rudolph Kagerer	Mark K. Weaver
Bruce Kemelgor	Craig Zamzow*
Robert Kemp	

BEST PRACTICES AWARD

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** – Sigfredo Hernandez, Rider University
- 2010** – William A. Andrews, Stetson University
- 2011** – Dianne H.B. Welsh, The University of North Carolina at Greensboro
- 2012** – Shawn M. Carraher, Indiana Wesleyan University
- 2013** – Shawn M. Carraher, Indiana Wesleyan University
- 2014** – Kathleen Liang, University of Vermont
- 2015** – Kathleen Liang, University of Vermont
- 2016** – Dawn Bolton, Western Kentucky University
Patrick Walker, Lindenwood University
- 2017** – Kathleen Liang, North Carolina A&T State University
Whitney Peake, Western Kentucky University
- 2018** – Ken Klotz, Bradley University
- 2019** – Kathleen Liang, North Carolina A&T State University
- 2020** – Dennis Barber III & Michael Harris, East Carolina University
- 2021** – Dennis Barber III & Michael Harris, East Carolina University
- 2022** – Maria Yates, Aquesha Daniels & Whitney Peake, Western Kentucky University

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
Geraldyn 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
- 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
- 2016** – William McDowell, Middle Tennessee State University
- 2017** – Whitney Peake, Western Kentucky University
- 2018** – Joshua Aaron, Middle Tennessee State University
- 2019** – Dennis Barber III, East Carolina University
Blake Escudier, University of Fredericton
- 2020** – Chyi-Lyi (Kathleen) Liang, North Carolina Agricultural and Technical State University
- 2021** – Sharon Kerrick, University of Louisville

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 H. Welsh, University of Tampa
- 2009** — Paul Belliveau, Rutgers University
- 2010** — Michael Harris, East Carolina University
- 2011** — Shawn Carraher, Indiana Wesleyan University
- 2013** — Lloyd Fernald, University of Central Florida
Jill Kaufman, University of Central Florida
- 2014** — Raj Mahto, University of New Mexico
- 2015** — John Buzza, Monmouth University
Deborah Cours, California State University, Northridge
- 2016** — Dennis Barber III, Armstrong State University
David Snow, University of Pikeville
- 2017** — Joe Bell, University of Arkansas at Little Rock
John Hendon, University of Arkansas at Little Rock
- 2018** — Blake Escudier, University of Fredericton
Whitney Peake, Western Kentucky University
- 2019** — Bill McDowell, Bradley University
- 2020** — John H. Batchelor and Gerald R. Goldstein, University of West Florida
- 2021** — Lynn Hoffman, Metropolitan State University of Denver
- 2022** — Joshua Aaron, Middle Tennessee State University

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JONES COLLEGE OF BUSINESS

Entrepreneurship



JOURNAL OF SMALL BUSINESS STRATEGY

Small Business Institute® Journal



SBI 2023 Annual Conference

Session Descriptions

Pre-Conference Activities

Wednesday

5:00 – 7:00 pm: Board Meeting

Location: Tivoli Burghardt (#642)

7:00 – 9:00 pm PhD Consortium Welcome Event

Location: SpringHill Suites

Thursday

9:00 – 11:30 am PhD Consortium Panel

Includes discussion of potential research topics.

Location: SpringHill Suites

Thursday

Regular Conference Program

Opening Keynote Luncheon: 12:00 – 1:30 pm

Location: Tivoli Turnhalle (#250)

Welcome—Dr. Janine Davidson, President of Metropolitan State University at Denver: Janine Davidson, Ph.D., has served as president of Metropolitan State University of Denver since 2017. She is a national thought leader in higher education and on topics such as public service, U.S. foreign policy and national security.

As president of Colorado’s third-largest public university, Davidson is a fierce advocate for MSU Denver’s 17,000 students. From her first days on campus, she has championed the role public universities play in “holding the line on the American dream.” She has staunchly advocated for legal status for Deferred Action for Childhood Arrivals recipients and supported MSU Denver’s undocumented students, underrepresented students, and military and veteran students. Prior to her time at MSU Denver, Davidson served as the 32nd undersecretary of the U.S. Navy. Her appointment by then-President Barack Obama as Navy “under” followed nearly 30 years of academic, civilian and military service.

Keynote Address—Mr. Zach Marinucci: Zach loves telling stories about food, over food, and even through food. He studied Culinary Anthropology at UCLA, where he spent months in Italy cooking, eating, learning, and talking about food, before completing a Professional Bread and Viennoiserie program at the San Francisco Baking Institute.

Zach founded Rebel Bread in 2018 – a community bakery and bread school in Denver, CO that bakes artisan bread and pastries daily for local coffee shops, restaurants, farmers markets, and home delivery.

Thursday continued

Zach is passionate about entrepreneurship, education, and culinary traditions. He has presented at UCLA Undergraduate Research Week, TEDxMileHigh, Metropolitan State University Center for Entrepreneurship, and the Denver Metro Chamber of Commerce.

Session 1: 1:45-3:15 pm

Session 1A Competitive Abstracts

Location: Tivoli - John Good (#442)

Session Chair and Moderator: Jana Minifie

Innovation Curriculum and Program Initiatives: Reaching Out Beyond Colleges of Businesses and into Our Communities

Jana Minifie (Texas State University)

Derek Abrams (Univ of TX - RGV)

Michael Ryan (Texas Tech University)

Kathryn Davis (Utah Tech University)

High on Small Business: Healthcare Delivery Reimagined

Knight, Matt Knight (University of Phoenix)

Louise Underdahl (University of Phoenix)

Session 1B Innovative Pedagogy

Location: LoRaine Good (#444)

Session Chair and Moderator: Lynn Hoffman

Self-Disclosure about Mental Health Issues: Storytelling as a Form of Advocacy

Teresa Lao (Colorado State University Global)

Eva Fisher (Colorado State University)

Cross Campus Entrepreneurship and Innovation: Is It for Your Campus?

Dianne Welsh (University of North Carolina at Greensboro)

Nicole Predki (MSU Denver)

Lynn Hoffman (MSU Denver)

Thursday continued

The Innovation Challenge

Georgann Jouflas (Colorado Mesa University)

Emma Fleck (Susquehanna University)

Session 1C **Workshop**

Location: Zenith (#640)

Session Chair and Moderator: John Hendon

Human Resource Update for Small Business and Entrepreneurs

John Hendon (University of Arkansas Little Rock)

LeAnne Coder (Western Kentucky University)

Timothy Dunne (Small Business Institute)

Networking Break 3:15—5:00 pm Tivoli Zenith (#640)

6:00-6:30 pm New Members Networking Event

Location: SpringHill Suites Reception Hall (2nd Floor)

6:30-8:00 pm Cocktail Reception

Location: SpringHill Suites Reception Hall(2nd Floor)



Friday

7:30-8:30 am Breakfast & Roundtable 1

Location: Tivoli Turnhalle (#250)

7:30-8:30 am Joint Editorial Board Breakfast

Location: SpringHill Suites (2nd Floor)

Roundtable 1A

Location: Tivoli Turnhalle (#250)

High on Small Business: Replacing Silos with Entrepreneurial Ecosystems

Louise Underdahl (University of Phoenix)

Roundtable 1B

Location: Tivoli Turnhalle (#250)

Life Beyond Teaching: Perspectives from Higher Ed Faculty

Teresa Lao (Colorado State University Global)

Eva Fisher (Colorado State University Global)

Roundtable 1C

Location: Tivoli Turnhalle (#250)

Attracting Generation Z to your Small Business

Cynthia Thompson (University of the Virgin Islands)

Friday continued

Session 2: 8:30 – 10:00 am

Session 2A **Abstracts and Papers**

Location: John Good (#442)

Session Chair and Moderator: Lynn Hoffman

Innovative Therapy Counseling Valuation

Michael Jennings (Metropolitan State University of Denver)

Lynn Hoffman (Metropolitan State University of Denver)

David Bechtold (Metropolitan State University of Denver)

Adam Melnick (Metropolitan State University of Denver)

Rebecca L Prater (Metropolitan State University of Denver)

Collective Protests as Instigators of Entrepreneurship: Towards a Conceptual Model

Kirsten Bullock (University of Illinois - Chicago)

Exploring BDA Adoption Differences Between Small and Large Organizations

Tor Guimaraes (Tennessee Tech University)

Curtis Armstrong (Tennessee Tech University)

Edwin Baidoo (Tennessee Tech University)

Session 2B **Competitive Abstracts**

Location: LoRaine Good (#444)

Session Chair and Moderator: Andrew Holt

SMEs, Sustainability, and Capital Budgeting

Jeff Shields (UNC Asheville)

Brad Bilsky (UNC Asheville)

Joyce Shelleman (University of Maryland Global Campus)

Financial, governance, and taxation reporting by U.S. small non-profit entities: assessing the quality of Form 990 and voluntary disclosures

Andrew D Holt (Metropolitan State University of Denver)

Friday continued

Session 2C **Workshop**

Location: Zenith (#640)

Session Chair and Moderator: Robert Lussier

Publish Don't Perish: Methods That Improve Your Ability to get Published

Robert Lussier (Springfield College)

Break 10:00-10:15 am Tivoli Zenith (#640)

Session 3: 10:15 – 11:45 am

Session 3A **SBI Best Practices**

Location: John Good (#442)

Session Chair and Moderator: Dianne Welsh

Teaching Family Business: An Entrepreneurial Perspective

Dianne Welsh (University of North Carolina at Greensboro)

Family and Family Business Intersections, Failure modes and Recommendations: Notes from the Field

William M Donaldson (Christopher Newport University)

When Theory and Reality Collide – Understanding the Dynamics of Stakeholder Engagement in Supporting Small-Medium Food Businesses

ChyiLyi Liang (North Carolina A&T State University)

Session 3B **Workshop**

Location: LoRaine Good (#444)

Session Chair and Moderator: Joy Griffin

SBI Learning Online

Joy Griffin (Arizona State University)

Friday continued

Session 3C **Competitive Abstracts**

Location: Zenith (#640)

Session Chair and Moderator: Dennis Barber

What Triggers Entrepreneurial Activity in the Comparable States:

A Look at Arkansas Comparable States

Pritika Chakraverty (University of Arkansas at Little Rock)

Joe T Felan (University of Arkansas at Little Rock)

Joe Bell (University of Arkansas at Little Rock)

Contextualizing Rurality in Entrepreneurship Research: A Qualitative Study

Dennis Barber III (East Carolina University)

Theresa Burriss (Radford University)

John S Childers, Jr. (Radford University)

Sham, Satisfaction, and Organizational Commitment in Small Businesses

Paula W Burt (Western Kentucky University)

Mariah Yates (Western Kentucky University)

Whitney Peake (Western Kentucky University)

Keynote Luncheon: 12:00-1:30 pm

Location: Tivoli Turnhalle (#250)

Keynote Address—Ms. Teri Karjala: Teri Karjala, is a Transformational Life Strategist, the founder of Creative Counseling Center and Talking With Teri, best-selling author of *Be The Magic of You: Tools to Transform Your Life* with a foreword written by Jack Canfield. She has been featured a many television, podcasts, radio shows, and is a regular guest on Channel 7 and Fox 21 stations. She is Coach with Forbes, host of a top 100 podcast, and Host of Talking With Teri-TV featuring various local and national celebrities.

Friday continued

Teri is a thought leader in female empowerment and entrepreneurship. She has combined her 26 years of counseling background with energy psychology and applied the principles of quantum physics to transform people's lives by clearing the unconscious blocks that hold us back.

In the real world, Teri is an adrenaline junkie, self-taught doodler, master fort builder, and she is pretty sure she was a mermaid in a past life!

Session 4: 1:45 – 3:15 pm

Session 4A **Competitive Abstracts**

Location: John Good (#442)

Session Chair and Moderator: Richard Russell

Do States' SALT Workarounds Benefit the Micro-sized Business Owner

Amy Cardillo (Metropolitan State University of Denver)

Greg Clifton (Metropolitan State University of Denver)

Untangling the Inherited IRA Rules, Part III – IRS & Taxpayers Conflict Over the Appropriate Interpretation of the 10 Year Rule

Richard Russell (Metropolitan State University of Denver)

Payroll Internal Controls: Ignoring Payroll Controls May Lead to Bankruptcy or “Worse”

Sheri Betzer (Metropolitan State University of Denver)

Amy Cardillo (Metropolitan State University of Denver)

Session 4B **Workshop**

Location: LoRaine Good (#444)

Session Chair and Moderator: Ron Cook

SBI Training Workshop

Ron Cook (Rider University)

Michael Harris (East Carolina University)

Friday continued

Session 4C **Competitive Abstracts**

Location: Zenith (#640)

Session Chair and Moderator: Scott Cox

Innovative Therapy Counseling

Lynn Hoffman (Metropolitan State University of Denver)
David Bechtold (Metropolitan State University of Denver)
Rebecca L Prater (Metropolitan State University of Denver)
Adam Melnick (Metropolitan State University of Denver)
Michael Jennings (Metropolitan State University of Denver)

Impacts of Trauma on Entrepreneurial Effectiveness

Adam Melnick (Metropolitan State University of Denver)
David Bechtold (Metropolitan State University of Denver)
Rebecca L Prater (Metropolitan State University of Denver)

How Can SMEs Leverage Blockchain Technology?

Naeem Bajwa (University of Arkansas at Little Rock)
Joe T Felan (University of Arkansas at Little Rock)
Joe Bell (University of Arkansas at Little Rock)

How Can We Stay Open? SMEs, Technology and Coping with Supply Chain Disruptions

Scott R Cox (Georgia College & State University)

Break 3:15 – 3:30 pm Tivoli Zenith (#640)

Session 5: 3:30 – 5:00 pm

Session 5A: **Competitive Abstracts**

Location: John Good (#442)

Session Chair and Moderator: Denise Cumberland

Immigrant Entrepreneurship: Two perspectives

John Batchelor (University of West Florida)
Tyler Fezzey (University of Alabama)
Sadaf Qeshmi (University of West Florida)
Andrea Gornall (University of West Florida)
Melissa A Brode (University of West Florida)



Friday continued

Assessment of A Culturally Tailored Nutrition Course on Dietary and

Weight Outcomes of Asian Americans

Danhong Chen (Sam Houston State University)

Furjen Deng (Sam Houston State University)

Helen Sun (Light and Salt Association)

Uncovering the Motives and Essentials of Nascent Women Entrepreneurs

Melissa A Schreck (University of Louisville)

Denise M Cumberland (University of Louisville)

Sharon Kerrick (University of Louisville)

Christopher Flores (University of Louisville)

Session 5B Competitive Abstracts and Cases

Location: LoRaine Good (#444)

Session Chair and Moderator: Mariah Yates

“Buy Local”: Examining consumers’ perceptions of local versus non-local businesses

Kip Kiefer (Rollins College)

KC Raghavendra (Rollins College)

Do Generational Differences Impact Corporate Social Responsibility in Small Businesses?

Mariah Yates (Western Kentucky University)

Caden Lucas (Western Kentucky University)

Whitney Peake (Western Kentucky University)

Moonlighting Madness. Mixing Paid Consulting with Student Learning.

Kristy C Grayson (Utah Tech University)

Kathryn Davis (Utah Tech University)

Philip Garner (Utah Tech University)

Friday continued

Session 5C **Competitive Abstracts**

Location: Zenith (#640)

Session Chair and Moderator: David Bechtold

Interdisciplinary Methods for Teaching an Entrepreneurial Mindset

Nicole Predki (Metropolitan State University of Denver)

David Bechtold (Metropolitan State University of Denver)

Forecasting, Scenarios, Risk Taking, and Decision Making Under Uncertainty

Lynn Hoffman (Metropolitan State University of Denver)

David Bechtold (Metropolitan State University of Denver)

Adam Melnick (Metropolitan State University of Denver)

Rebecca L Prater (Metropolitan State University of Denver)

Michael Jennings (Metropolitan State University of Denver)

Passion or purpose: What drives Entrepreneurial Success

David Bechtold (Metropolitan State University of Denver)

Adam Melnick (Metropolitan State University of Denver)

Nicole Predki (Metropolitan State University of Denver)

Rebecca L Prater (Metropolitan State University of Denver)

5:00-6:00 pm Fellows Reception

Location: SpringHill Suites (2nd Floor)

6:00-8:00 pm Friday Night Social - Tivoli Brewing Company

Location: Tivoli

Saturday

***The Yum! Center for Global Franchise Excellence
University of Louisville
Is Sponsoring the SBIJ Special Session on
Franchising
Session 6C 10:15 – 11:45 am***

BREAKFAST ROUNDTABLE DISCUSSIONS: 8:30 - 9:30 am
Roundtable 2A
Location: Tivoli Turnhalle (#250)

***Wholistic Data Collection from Student-Consulting
Projects:***

Providing an example from a rural program

Dennis Barber III (East Carolina University)
Emily Yeager (East Carolina University)
Tristyn Daughtry (East Carolina University)
Michael Harris (East Carolina University)
Sharon Paynter (East Carolina University)

Roundtable 2B
Location: Tivoli Turnhalle (#250)

Franchising Insights

Denise M Cumberland (University of Louisville)
Christos Kelepouris (Palm Beach Atlantic University)
Dianne Welsh (University of North Carolina at Greensboro)

Roundtable 2C
Location: Tivoli Turnhalle (#250)

SBI Student Competition

Jana Minifie (Texas State University)

Saturday continued

Roundtable 2D

Location: Tivoli Turnhalle (#250)

Role of Supply Chain Management in SMEs

Joe T Felan (University of Arkansas at Little Rock)

Scott R Cox (Georgia College & State University)

SBI Business Meeting 9:30 -10:15 am Tivoli
Turnhalle (#250)

Session 6: 10:15 – 11:45 am

Session 6A **Project of the Year (POY)**

Location: John Good (#442)

Session Chair and Moderator: Jana Minifie

Project of the Year (POY)

Session 6B **Competitive Abstracts**

Location: LoRaine Good (#444)

Session Chair and Moderator: Robert Lussier

***The University's Role in Helping Connect SMEs with
Funding in Indonesia***

Rebecca L Prater (Metropolitan State University of Denver)

David Bechtold (Metropolitan State University of Denver)

Lynn Hoffman (Metropolitan State University of Denver)

***Advancing the performance of small businesses: An
investigation of the value and challenges of
accounting information in strategic decision-
making in a developing economy?***

Prince Gyimah (Akonten Appiah-Menka University of Skills
Training and Entrepreneurial Development)

Robert Lussier (Springfield College)

Saturday continued

The value of social entrepreneurs and social and solidarity economy businesses: An empirical investigation of critical success factors that result in profits

while benefiting society in developing economies

Mohamed Elmehdi Farsad (Ibn Zohr University, The Faculty of Legal, Economic and Social Sciences of Agadir)

Robert Lussier (Springfield College)

Session 6C **SBIJ Special Issue on Franchising**

Location: Zenith (#640)

Session Chair and Moderator: Denise Cumberland

Exploring Inter-institutional Collaboration: The Case of a Franchise Accelerator Program

Denise M Cumberland (University of Louisville)

Andrea Ellinger (University of Texas at Tyler)

Hey, Emerging Franchisor! How Does Franchising Get Its Sexy Back?

Christos Kelepouris (Palm Beach Atlantic University)

11:45 am – 1:15 pm Awards Luncheon

Location: Tivoli Turnhalle (#250)

1:45 – 3:45 pm SBI Board Meeting

Location: Tivoli Burghardt (#642)

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Thank you
for being here.
See you next year!

OFFICIAL CONFERENCE PROGRAM

April 13—15, 2023