

**THE 26<sup>TH</sup>  
GLOBAL RESEARCH SYMPOSIUM ON  
MARKETING AND ENTREPRENEURSHIP  
KAUFFMAN FOUNDATION DOCTORAL CONSORTIUM**

**American Marketing Association  
Entrepreneurial Marketing SIG**



**Boston Marriott Copley Place  
110 Huntington Avenue  
Boston, MA**

**August 7 - 9, 2013**

**[www.marketing-entrepreneurship.org](http://www.marketing-entrepreneurship.org)**

---

## ADVISORY BOARD

- **Jonathan Deacon**, University of South Wales
- **Fabian Eggers**, Menlo College
- **Audrey Gilmore**, University of Ulster
- **Claes Hultman**, Örebro University
- **David J. Hansen**, College of Charleston
- **Gerald E. Hills**, Bradley University
- **Rosalind Jones**, Bangor University
- **Chickery J. Kasouf**, Worcester Polytechnic Institute
- **Andrew McAuley**, University of Southern Cross
- **Morgan P. Miles**, University of Tasmania
- **Sussie Morrish**, University of Canterbury
- **Glenn Omura**, Michigan State University
- **Vincent J. Pascal**, Eastern Washington University
- **Can Uslay**, Rutgers University

---

**GLOBAL RESEARCH SYMPOSIUM ON  
MARKETING AND ENTREPRENEURSHIP**

**KAUFFMAN FOUNDATION DOCTORAL CONSORTIUM**

**"[Money] Can't Buy Me Love - the Role of the Customer at the  
Marketing/Entrepreneurship Interface"**

***Boston Marriott Copley Place  
110 Huntington Avenue, Boston, MA***

**August 7 - 9, 2013**

**CO-CHAIRS**

**Glenn Omura, Michigan State University**

**Fabian Eggers, Menlo College**

**Gerald E. Hills, Bradley University**

---

**Platinum Sponsors**

Bradley University

Kauffman Foundation

Michigan State University

Edward Lowe Foundation

American Marketing Association  
Entrepreneurial Marketing SIG

University of Tasmania

Worcester Polytechnic Institute

Menlo College

*The printing of this program was sponsored by WPI (Worcester Polytechnic Institute)*

***Thank You!***

---

***DOCTORAL CONSORTIUM LUNCH***  
**(Only for invited PhD Students/Junior Faculty)**

**WEDNESDAY, AUGUST 7**

11:30 - 1:30 PM     **Doctoral Consortium**  
Location: Room “St. Botolph”  
Nicole Coviello, Wilfrid Laurier University  
Gerald E. Hills, Bradley University  
Morgan P. Miles, University of Tasmania  
Michael H. Morris, Oklahoma State University

***PROGRAM***

**WEDNESDAY, AUGUST 7**

12:30 - 1:15 PM     **REGISTRATION**  
Location: Marriott 2<sup>nd</sup> floor (in front of “St. Botolph”)  
**Refreshments**

1:30 - 2:15 PM     **OFFICIAL SYMPOSIUM OPENING**  
**KAUFFMAN DOCTORAL CONSORTIUM WELCOME**  
**AMA ENTREPRENEURIAL MARKETING SIG WELCOME**  
Location: Room “St. Botolph”

Glenn Omura, Michigan State University  
Gerald E. Hills, Bradley University  
Vincent J. Pascal, Eastern Washington University

**KEYNOTE ADDRESS BY**  
**Michael H. Morris, Oklahoma State University**

**SESSION I**     **Session Topic: The Role of the Customer at the**  
**Marketing/Entrepreneurship Interface**  
**Chair: Fabian Eggers, Menlo College**  
Location: Room “St. Botolph”

2:15 - 3:45PM

\* *Informing Co-Creation in Marketing by Integrating Network Processes and the Dynamics of Effectuation*

Jon Kerr, Wilfrid Laurier University  
Nicole Coviello, Wilfrid Laurier University

- 
- \* *All you need is love? How to involve individual customers in value co-creation processes*

Sven M. Laudien, Otto von Guericke University Magdeburg  
Birgit Daxböck, Otto von Guericke University Magdeburg

- \* *The Mediating Role of Mindful Entrepreneurial Marketing (MEM) Between Producers and Consumers*

Can Uslay, Rutgers University  
Emine Erdogan, Rutgers University

3:45 - 4:15 PM

**DISCUSSION BREAK**  
**Refreshments**

**SESSION II**

**Panel: Teaching at the Marketing/Entrepreneurship Interface:  
Emerging Teaching Challenges - The classroom of 2020**

**Chair: Chickery J. Kasouf, Worcester Polytechnic Institute**

Location: Room "St. Botolph"

4:15 - 5:15 PM

- \* *Panel presentations and discussion*

Audrey Gilmore, University of Ulster  
Chickery J. Kasouf, Worcester Polytechnic Institute  
Morgan P. Miles, University of Tasmania  
Glenn Omura, Michigan State University

7:00 PM

**SYMPOSIUM DINNER**

Dinner Cruise Reception: Odyssey, Boston, 60 Rowes Wharf on Atlantic Ave (directly behind Harbor Hotel) – Attendees responsible for own transportation

---

## THURSDAY, AUGUST 8

7:00 - 8:00 AM

### **BREAKFAST**

Location: Room "St. Botolph"

**SESSION III**

**Session Topic: The Interface - Scales and Definitions**

**Chair: Morgan P. Miles, University of Tasmania**

Location: Room "St. Botolph"

8:00 - 9:30 AM

- \* *Entrepreneurial Marketing Dimensions: Further Analyses*

Pitsamorn Kilenthong, University of the Thai Chamber of Commerce

Gerald E. Hills, Bradley University

Claes M. Hultman, Örebro University

- \* *Measuring Entrepreneurial Marketing – Entrepreneurial Marketing Orientation Scale Development*

Mari Suoranta, University of Jyväskylä

Rosalind Jones, Bangor University

Jennifer Rowley, Bangor University

- \* *SME/Entrepreneurial Research: A study of how SMEs are defined and methods used in leading SME Marketing & Entrepreneurship journals*

Audrey Gilmore, University of Ulster

Andrew McAuley, University of Southern Cross

Damian Gallagher, University of Ulster

Philippe Massiera, EDC-Paris

9:30 - 10:00 AM

### **DISCUSSION BREAK**

**Refreshments**

**CONCURRENT  
SESSION IV**

**Session Topic: Networking and the M/E Interface**

**Chair: Mari Suoranta, University of Jyväskylä**

Location: Room "St. Botolph"

10:00 - 11:30 PM

- \* *Looting the Network? Power, Reputation, and Opportunism*

Todd Morgan, Kent State University

Sergey Anokhin, Kent State University

Joakim Wincent, Lulea University of Technology

- \* *Does Management Really Matter? The Influence of Employee Networks on Managerial Instrument Effectiveness in Market Orientation Implementation*

Tao Zhu, University of Groningen

Roger Leenders, University of Groningen

Wilfred Dolfsma, University of Groningen

- 
- \* *Assessing the Changing Retailer Consumer Relationship: The Case of SMEs*

Lisa Donnell, University of Ulster  
Karise Hutchinson, University of Ulster  
Andrea Reid, University of Ulster  
Audrey Gilmore, University of Ulster

**CONCURRENT  
SESSION V**

**Session Topic: Entrepreneurship**  
**Chair: David Hansen, College of Charleston**  
Location: Room "Columbus"

10:00 - 11:30 PM

- \* *A Netnographic Study of Entrepreneurial Traits: Evaluating classic typologies using the crowdsourcing algorithm of an online community*

Marcos Lima, EMLV  
Laila Namaci, EMLV  
Thierry Fabiani, EMLV

- \* *An intersection of the factors of loyalty and entrepreneurship*

Jefrey R. Woodall, York College of Pennsylvania  
Jay Azriel, York College of Pennsylvania

- \* *Exploring Supporter - Social Entrepreneurial Firm Identification through Social Media*

Adrienne Hall-Phillips, Worcester Polytechnic Institute  
Te-Lin (Doreen) Chung, Iowa State University  
Joohyung Park, University of South Carolina  
Nwamaka A. Anaza, Francis Marion University  
Sandra Rathod, University of St. Thomas

11:30 - 12:00 PM

**The Untapped Franchise Opportunity**  
Frank Hoy, Worcester Polytechnic Institute  
Location: Room "St. Botolph"

12:00 - 1:30 PM

**LUNCHEON**  
**Gerald E. Hills Award Ceremony**  
**Nicole E. Coviello: "Network Dynamics in the International New Venture"**  
Location: Room "St. Botolph"

---

**CONCURRENT  
SESSION VI**

**Session Topic: Entrepreneurial Marketing**  
**Chair: Glenn Omura, Michigan State University**  
Location: Room "St. Botolph"

1:30 - 3:00 PM

- \* *Art and Entrepreneurial Market Creation*  
  
Kim Lehman, University of Tasmania  
Ian Fillis, University of Stirling  
Morgan P. Miles, University of Tasmania
- \* *Comparison of Marketing Strategies of Two Cooperative Cheese Producers: Fromagerie Cabot in Vermont (USA) and Fromagerie Saint-Guillaume in Québec (Canada)*  
  
Jocelyn D. Perreault, University of Quebec
- \* *Applying an Entrepreneurial Marketing Perspective to Agricultural Value Chains*  
  
Gemma Lewis, University of Tasmania  
Stuart Crispin, University of Tasmania  
Morgan P. Miles, University of Tasmania

**CONCURRENT  
SESSION VII**

**Session Topic: Creating Competitive Advantages**  
**Chair: Audrey Gilmore, University of Ulster**  
Location: Room "Columbus"

1:30 - 3:00 PM

- \* *The value of intangible features for new products: An examination of pricing, framing and product category*  
  
Marlene Jensen, Lock Haven University  
Ronald Drozdenko, Western Connecticut State University  
Donna Coelho, Western Connecticut State University
- \* *Viability of Small Firms in Professional Services: An Analysis in Select Western Nations*  
  
Andrew Gross, Cleveland State University  
Jozsef Poor, Szent Istvan Egyetem (Hungary)  
Emeric Solymossy, Western Illinois University
- \* *Resource Management and Exploitation: An Independent Grocery Sector Analysis*  
  
Donna McGuinness, Manchester Metropolitan University  
Karise Hutchinson, University of Ulster

3:00 - 3:30 PM

**DISCUSSION BREAK**  
**Refreshments**



---

**CONCURRENT  
SESSION VIII**

**Session Topic: Business Model Canvas**  
**Chair: Gerald E. Hills, Bradley University**  
Location: Room “St. Botolph”

3:30 - 4:30 PM

- \* *An Exploratory Inquiry into the Usefulness of Osterwalder’s Business Model Canvas in Entrepreneurship and New Venture Marketing Courses*

Anu Basu, San Jose State University  
Joe Giglierano, San Jose State University

- \* *Entrepreneurial SPOTS (Strategic Plan On The Shelf) and how to avoid them: an empirical study of the Business Model Canvas in entrepreneurial use*

Jonathan H. Deacon, University of South Wales  
Prith Biant, The Creative Thinking Company Cardiff

**CONCURRENT  
SESSION IX**

**Session Topic: Culture at the Interface**  
**Chair: Vincent J. Pascal, Eastern Washington University**  
Location: Room “Columbus”

3:30 - 4:30 PM

- \* *Deep Soul Maté on the Market: A Case Study of Indigenous and Corporate Entrepreneurship, Family Enterprise and the Origins of Globalization*

Richard Kane, Illinois State University

- \* *Indigenous Entrepreneurship: Danza de los Diablitos - The Boruca of Costa Rica Respond to the Voice of the Tourism-Consumer*

Cecilia McInnis-Bowers, Rollins College

**SESSION X**

**Panel: Research Opportunities at the M/E Interface**  
**Chair: Claes Hultman, Örebro University**  
Location: Room “St. Botolph”

4:30 - 5:30 PM

- \* *Panel presentations and discussion*

Nicole Coviello, Wilfrid Laurier University  
Jonathan H. Deacon, University of South Wales  
Fabian Eggers, Menlo College  
Gerald E. Hills, Bradley University  
Claes Hultman, Örebro University  
Can Uslay, Rutgers University

5:30 PM

**WORCESTER POLYTECHNIC INSTITUTE RECEPTION**  
Location: Room “St. Botolph”  
(Dinner on your own)

---

## FRIDAY, AUGUST 9

7:00 - 8:00 AM

**BREAKFAST**

Location: Room "St. Botolph"

**SESSION XI**

**Session Topic: Entrepreneurial and Innovation Marketing**

**Chair: Claes Hultman, Örebro University**

Location: Room "St. Botolph"

8:00 - 9:30 AM

- \* *An investigation of the advertising-operations interface in new product development*

Lei Shi, North Carolina Central University

- \* *Does the combination of Intelligence, Innovation and Interfacing help high technology based small firms go to market? A case study*

Jonathan H. Deacon, University of South Wales

Juli James, University of South Wales

- \* *Entrepreneurial marketing: Learning from failure*

Tony Hines, Manchester Metropolitan University

9:30 - 10:00 AM

**DISCUSSION BREAK**

**Refreshments**

**SESSION XII**

**Session Topic: SME Marketing**

**Chair: Chickery J. Kasouf, Worcester Polytechnic Institute**

Location: Room "St. Botolph"

10:00 - 11:30 AM

- \* *Does the possession of core marketing assets and capabilities differ among SMEs according to their size and age?*

Philippe Massiera, EDC-Paris

Mohamed Sellami, EDC-Paris

- \* *The Importance of Social Capital for Small Business Owners: An Entrepreneurial Marketing Approach for Decision Making*

Cristiano Tossulino Machado, SEBRAE/PR

Sunu Widianto, Universitas Padjadjaran

- \* *Predictors of the Use of Family Members for Marketing Expertise in New Ventures*

Jeremy Woods, University of Cincinnati

11:30 AM

**CLOSING COMMENTS, Symposium Commentators**

Location: Room "St. Botolph"

---

## ***SYMPOSIUM PARTICIPANT CONTACT INFO***

<b>Name</b>		<b>Institution</b>	<b>Email</b>
Adrienne	Hall-Phillips	Worcester Polytechnic Institute	ahphillips@wpi.edu
Andrea	Reid	University of Ulster	a.reid@ulster.ac.uk
Andrew	Gross	Cleveland State University	a.gross@csuohio.edu
Andrew	McAuley	University of Southern Cross	andrew.mcauley@scu.edu.au
Anu	Basu	San Jose State University	anu.basu@sjsu.edu
Audrey	Gilmore	University of Ulster	aj.gilmore@ulster.ac.uk
Birgit	Daxböck	Otto von Guericke University Magdeburg	birgit.daxboeck@ovgu.de
Can	Uslay	Rutgers University	can.uslay@business.rutgers.edu
Cecilia	McInnis-Bowers	Rollins College	cmcinnisbowe@rollins.edu
Chickery J.	Kasouf	Worcester Polytechnic Institute	chick@WPI.EDU
Claes M.	Hultman	Örebro University	claes.hultman@oru.se
Cristiano T.	Machado	SEBRAE/PR	cmachado@pr.sebrae.com.br
Damian	Gallagher	University of Ulster	dm.gallagher@ulster.ac.uk
David J.	Hansen	College of Charleston	HansenD@cofc.edu
Donna	Coelho	Western Connecticut State University	-
Donna	McGuinness	Manchester Metropolitan University	D.McGuinness@mmu.ac.uk
Emeric	Solymossy	Western Illinois University	E-Solymossy@wiu.edu
Emine	Erdogan	Rutgers University	emine.erdogan@rutgers.edu
Fabian	Eggers	Menlo College	fabian.eggers@menlo.edu
Frank	Hoy	Worcester Polytechnic Institute	fhoy@wpi.edu
Gemma	Lewis	University of Tasmania	Gemma.Lewis@utas.edu.au
Gerald E.	Hills	Bradley University	ghills@fsmail.bradley.edu
Glenn	Omura	Michigan State University	Omura@broad.msu.edu
Ian	Fillis	University of Stirling	i.r.fillis@stir.ac.uk
Jay	Azriel	York College of Pennsylvania	jazriel@ycp.edu
Jefrey R.	Woodall	York College of Pennsylvania	jwoodall@ycp.edu
Jennifer	Rowley	Bangor University	j.e.rowley@bangor.ac.uk
Jeremy	Woods	University of Cincinnati	woods9@mail.uc.edu
Joakim	Wincent	Lulea University of Technology	Joakim.wincent@ltu.se
Jocelyn D.	Perreault	University of Quebec	Jocelyn.Perreault@uqtr.ca
Joe	Gigliero	San Jose State University	joseph.gigliero@sjsu.edu
Jon	Kerr	Wilfrid Laurier University	kerr4150@mylaurier.ca
Jonathan H.	Deacon	University of South Wales	jonathan.deacon@newport.ac.uk
Joohyung	Park	University of South Carolina	jpark@hrsm.sc.edu
Jozsef	Poor	Szent Istvan Egyetem (Hungary)	poorjf@t-online.hu
Juli	James	University of South Wales	juli.james@sky.com
Karise	Hutchinson	University of Ulster	kc.hutchinson@ulster.ac.uk
Karla	Mendoza-Abarca	Worcester Polytechnic Institute	kmendozaabarca@wpi.edu
Kim	Lehman	University of Tasmania	Kim.lehman@utas.edu.au
Laila	Namaci	EMLV	laila.namaci@devinci.fr
Lei	Shi	North Carolina Central University	lshi@NCCU.EDU
Lisa	Donnell	University of Ulster	Donnell-L1@email.ulster.ac.uk
Marcos	Lima	EMLV	marcos.cerqueira_lima@devinci.fr
Mari	Suoranta	University of Jyväskylä	mari.suoranta@jyu.fi
Marlene	Jensen	Lock Haven University	mjensen1@lhup.edu

---

---

Michael H.	Morris	Oklahoma State University	mhm@okstate.edu
Mohamed	Sellami	EDC-Paris	mohamed.sellami@edcparis.edu
Morgan P.	Miles	University of Tasmania	Morgan.miles@utas.edu.au
Nicole	Coviello	Wilfrid Laurier University	ncoviello@wlu.ca
Nwamaka A.	Anaza	Francis Marion University	nanaza@fmarion.edu
Philippe	Massiera	EDC-Paris	philippe.massiera@edcparis.edu
Pitsamorn	Kilenthong	University of the Thai Chamber of Commerce	pitsamornk@riped.utcc.ac.th
Prith	Biant	The Creative Thinking Company Cardiff	-
Richard	Kane	Illinois State University	rfkane@ilstu.edu
Roger	Leenders	University of Groningen	r.t.a.j.leenders@rug.nl
Ronald	Drozdenko	Western Connecticut State University	drozdenkor@wcsu.edu
Rosalind	Jones	Bangor University	abs822@bangor.ac.uk
Sandra	Rathod	University of St. Thomas	srathod@stthomas.edu
Sergey	Anokhin	Kent State University	sanokhin@kent.edu
Stuart	Crispin	University of Tasmania	Stuart.Crispin@utas.edu.au
Sunu	Widianto	Universitas Padjadjaran	sunuwd@gmail.com
Sven M.	Laudien	Otto von Guericke University Magdeburg	sven.laudien@ovgu.de
Tao	Zhu	University of Groningen	t.zhu@rug.nl
Te-Lin (Doreen)	Chung	Iowa State University	tdchung@iastate.edu
Thierry	Fabiani	EMLV	thierry.fabiani@devinci.fr
Todd	Morgan	Kent State University	tmorga14@kent.edu
Tony	Hines	Manchester Metropolitan University	a.hines@mmu.ac.uk
Vincent J.	Pascal	Eastern Washington University	vpascal@ewu.edu
Wilfred	Dolfsma	University of Groningen	w.a.dolfsma@rug.nl