

**THE 27<sup>TH</sup>  
GLOBAL RESEARCH SYMPOSIUM ON  
MARKETING AND ENTREPRENEURSHIP**

**EWING MARION KAUFFMAN FOUNDATION  
DOCTORAL CONSORTIUM**

**American Marketing Association  
Entrepreneurial Marketing SIG**



**Santa Cruz Dream Inn  
175 West Cliff Drive  
Santa Cruz, CA**

**July 29 - 31, 2014**

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



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## ADVISORY BOARD

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**GLOBAL RESEARCH SYMPOSIUM ON  
MARKETING AND ENTREPRENEURSHIP**

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**"Wouldn't it be nice ... To Find Innovativeness in Entrepreneurial  
Marketing?"**

***Santa Cruz Dream Inn  
175 West Cliff Drive, Santa Cruz, CA***

**July 29 – 31, 2014**

**CO-CHAIRS**

**Glenn Omura, Michigan State University**

**Fabian Eggers, Menlo College**

**Gerald E. Hills, Bradley University**

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

This Consortium is supported by the Ewing Marion Kauffman Foundation

**TUESDAY, JULY 29**

- 11:30 - 12:00 PM     **Doctoral Consortium Lunch**  
Location: Room "Sand View"
- 12:00 - 1:00 PM
- \* *Finding Partners in Other Disciplines*  
Location: Room "Sand View"
- Frank Hoy, Worcester Polytechnic Institute
- 1:00 - 1:30 PM     **DISCUSSION BREAK**
- 1:30 - 2:30 PM
- \* *Make Yourself a More Valuable Faculty Member*  
Location: Room "Sand View"
- Danny Arnold, Rollins College
- 2:30 - 4:30 PM
- Teaching Session: Teaching Challenges at the M/E interface**  
**Chair: Morgan P. Miles, University of Tasmania**  
**Location: Room "Sand View"**
- \* *Using WPI's Project Teams as a Real World Teaching Experience?*  
Chickery J. Kasouf, Worcester Polytechnic Institute
- \* *Working with PhD Students in EM and how you supervise*  
Audrey Gilmore, University of Ulster
- \* *How to renew your teaching after an administrative career?*  
Danny Arnold, Rollins College

***SYMPOSIUM WELCOME RECEPTION***

**TUESDAY, JULY 29**

- 6:00 - 8:00 PM     **Welcome Reception**  
Location: Room "Surf View"  
*Dinner on your own!*

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# ***PROGRAM***

## **WEDNESDAY, JULY 30**

- 7:45 - 8:15 AM      **REGISTRATION**  
Location: Dream Inn (in front of “Surf View” room)  
**Breakfast**
- 8:15 - 9:00 AM      **OFFICIAL SYMPOSIUM OPENING**  
**EWING MARION KAUFFMAN DOCTORAL CONSORTIUM**  
**WELCOME**  
**AMA ENTREPRENEURIAL MARKETING SIG WELCOME**  
Location: Room “Surf View”  
  
Glenn Omura, Michigan State University  
Gerald E. Hills, Bradley University  
Vincent J. Pascal, Eastern Washington University  
Morgan P. Miles, University of Tasmania  
Fabian Eggers, Menlo College
- SESSION I**            **Session Topic: "Wouldn't it be nice ... To Find Innovativeness in Entrepreneurial Marketing?"**  
**Chair: Fabian Eggers, Menlo College**  
Location: Room “Surf View”
- 9:00 - 10:30 AM      \* *Sleeping with the Enemy: Competitor Orientation and Innovation in SMEs*  
  
Michele O’Dwyer, University of Limerick  
Audrey Gilmore, University of Ulster
- \* *Scarcity, Resource Allocation, and Decision Making Under Entrepreneurial Pressure: Implications From Behavioral Economics*  
  
Chickery J. Kasouf, Worcester Polytechnic Institute
- \* *Family Functionality and Socio-Emotional Wealth as Determinants of Innovativeness in Family Businesses*  
  
Matthias Filser, University of Liechtenstein  
Melanie Ganter, University of St. Gallen  
Sascha Kraus, University of Liechtenstein  
Michael Gasda, University of St. Gallen
- 10:30 - 11:00 AM      **DISCUSSION BREAK**  
**Refreshments**

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**CONCURRENT  
SESSION II**

**Session Topic: Entrepreneurial Marketing – Research Implications**

**Chair: Claes Hultman, Örebro University**

Location: Room “Surf View”

11:00 - 12:00 PM

- \* *Developing a Research Framework for Entrepreneurial Marketing – A Bibliometric Analysis*

Fabian Most, Ludwig-Maximilians-University Munich

- \* *A Neo-Schumpeterian Perspective of Innovation, Entrepreneurship and Entrepreneurial Marketing in the Digital Economy Era*

Hugh M. Pattinson, University of Western Sydney

**CONCURRENT  
SESSION III**

**Session Topic: Entrepreneurship**

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

Location: Room “Beach View”

11:00 - 12:00 PM

- \* *Beyond Decriminalization: An Entrepreneurial Look at the Business of Sex Work in New Zealand*

Sussie C. Morrish, University of Canterbury

Annick Masselot, University of Canterbury

Laura Meriluoto, University of Canterbury

- \* *Social Venture Beneficiaries: A Typology and Research Implications*

Karla Mendoza-Abarca, Worcester Polytechnic Institute

Joohyung Park, University of South Carolina

Adrienne Hall-Phillips, Worcester Polytechnic Institute

Hillary Mellema, Kent State University

12:00 - 1:30 PM

**LUNCHEON**

**“Research Opportunities in Social Entrepreneurship”**

Location: Dream Inn Pool Area

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**CONCURRENT  
SESSION IV**

**Session Topic: Selling at the Marketing/Entrepreneurship Interface**  
**Chair: Chickery J. Kasouf, Worcester Polytechnic Institute**  
Location: Location: Room “Surf View”

1:30 - 3:00 PM

- \* *An Entrepreneurial Perspective of the Seven Steps of Selling*  
  
Stan Dibben, University of Tasmania  
Mark Dibben, University of Tasmania  
Morgan P. Miles, University of Tasmania  
Jenny Darroch, Claremont Graduate University
- \* *Using the Implant Model for Retail Transition: from Local SME to Large National Retailer*  
  
Lisa Donnell, University of Ulster  
Audrey Gilmore, University of Ulster  
Karise Hutchinson, University of Ulster  
Andrea Reid, University of Ulster
- \* *Sales as Entrepreneurship at Ewing Kauffman’s Marion Laboratories: A Case of Entrepreneurial-Selling*  
  
Linden Dalecki, Pittsburg State University

**CONCURRENT  
SESSION V**

**Session Topic: Entrepreneurial Marketing – Tools and Application**  
**Chair: Joe Giglierano, San Jose State University**  
Location: Room “Beach View”

1:30 - 3:00 PM

- \* *Warfare Marketing Strategies and the Consumer: An Integrative Framework*  
  
Peter Van der Meer, Utrecht University  
Vasiliki Gargalianou, Utrecht University
- \* *Small Business Intentions to Participate in Ad-hoc Coordinated Marketing Programs*  
  
Ian Clark Sinapuelas, San Francisco State University  
Connie-Marie Gaglio, San Francisco State University
- \* *Customer Relationships and Networks: An Entrepreneurial Marketing Perspective*  
  
Rosalind Jones, University of Birmingham  
Mari Suoranta, University of Jyväskylä

3:00 - 3:30 PM

**DISCUSSION BREAK**  
**Refreshments**

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**CONCURRENT  
SESSION VI**

**Session Topic: Next Level Incubator for Entrepreneurial Marketing  
– Session 1 “Human Capital and High Tech Orientation at the  
Marketing/Entrepreneurship Interface”**

**Chair: Glenn Omura, Michigan State University**

Location: Room “Surf View”

3:30 - 5:00 PM

- \* *“We Can Work It Out”: Entrepreneurial Marketing and the Need For  
Developing Creative Problem Solving Skills*

Kathi J. Lovelace, Menlo College

Fabian Eggers, Menlo College

- \* *Understanding the Influence of Founder Characteristics on Business  
Model Design*

Sven M. Laudien, Otto von Guericke University Magdeburg

Birgit Daxböck, Otto von Guericke University Magdeburg

- \* *What is Design Orientation? How Design Orientation and  
Entrepreneurial Proclivity May Produce New Product Success?*

Gürsel Ilipinar, Rutgers University

- \* *Predicting the Long Term Survival of High Technology New Ventures:  
Founding Team Human Capital*

Rod Shrader, University of Illinois-Chicago

Abigail McWilliams, University of Illinois-Chicago

**CONCURRENT  
SESSION VII**

**Session Topic: Next Level Incubator for Entrepreneurial Marketing  
– Session 2 “Resource Acquisition and Usage”**

**Chair: Can Usley, Rutgers University**

Location: Room “Beach View”

3:30 - 5:00 PM

- \* *Market Reentry and Evaluation of Intangible Resources*

Serdar Yayla, Rutgers University

- \* *Understanding the Marketing Networking in SMEs Through a  
Simulation of Agent-Based Modeling with Complex Networks*

Sebastian Robledo, Universidad Nacional de Colombia

- \* *Pitching With a Communication Canvas - A New Template for  
Education in Entrepreneurial Marketing or Business Communication*

Katja Puteanus-Birkenbach, University of Potsdam

7:00 PM

**SYMPOSIUM DINNER**

The Crow's Nest Restaurant, 2218 East Cliff Dr., Santa Cruz, CA 95062

– Attendees responsible for own transportation



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## THURSDAY, JULY 31

- 8:00 - 9:00 AM      **BREAKFAST**  
Location: Room “Surf View”
- SESSION VIII**      **Panel: The Business Model Canvas and the M/E Interface**  
**Co-Chairs: Joe Giglierano, San Jose State University**  
**David J. Hansen, College of Charleston**  
**Peter S. Whalen, University of Denver**  
Location: Room “Surf View”
- 9:00 - 10:30 AM  
\* *Panel presentations and discussion*
- 10:30 - 11:00 AM      **DISCUSSION BREAK**  
**Refreshments**
- SESSION IX**      **Session Topic: Customer Development**  
**Moderator: Joe Giglierano, San Jose State University**  
Location: Room “Surf View”
- 11:00 - 12:00 PM  
\* *A Discussion with Steve Blank about Customer Development*  
  
Steve Blank, K&S Ranch
- 12:00 - 1:30 PM      **LUNCHEON**  
**Gerald E. Hills Award Ceremony - Marc Gruber, Ian C. MacMillan**  
**and James D. Thompson: Look Before You Leap: Market**  
**Opportunity Identification in Emerging Technology Firms**  
Location: Room “Beach View”
- CONCURRENT**      **Session Topic: Entrepreneurial Marketing**  
**SESSION X**      **Chair: Audrey Gilmore, University of Ulster**  
Location: Room “Surf View”
- 1:30 - 3:00 PM  
\* *Entrepreneurs at the Marketing Interface: Is Entrepreneurial Orientation Enough?*  
  
Vincent J. Pascal, Eastern Washington University  
Sohyoun Shin, Eastern Washington University
- \* *Dark and Bright Side of Entrepreneurial Marketing: Is Your Campaign Incognito, Exposed, or Unveiled?*  
  
Can Usley, Rutgers University  
Jagdish N. Sheth, Emory University
- \* *New Dimensions of Entrepreneurial Marketing in Brazilian Small and Medium Business*  
  
Elzo Alves Aranha, Universidade Federal de Itajuba
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**CONCURRENT  
SESSION XI**

**Session Topic: Internationalization**  
**Chair: Peter Whalen, University of Denver**  
Location: Room “Beach View”

1:30 - 3:00 PM

- \* *Internationalization Success of Family vs. Non-Family Businesses: A Conjoint Choice Experiment*

Felix Eggers, University of Groningen  
Sascha Kraus, University of Liechtenstein

- \* *Regional Headquarters as Facilitator of International Service Solutions: An SME Perspective*

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

- \* *Market Orientation and Marketing Capabilities in the International New Ventures: The Case of the Clothing Industry in Argentina*

Sergio Postigo, Universidad de San Andrés  
Maria Fernanda Tamborini, Universidad de San Andrés

3:00 - 3:30 PM

**DISCUSSION BREAK**  
**Refreshments**

**SESSION XII**

**Session Topic: Opportunity Recognition and Exploitation**  
**Chair: Fabian Eggers, Menlo College**  
Location: Room “Surf View”

3:30 - 5:00 PM

- \* *Advancing Research on Entrepreneurial Opportunities*

David J. Hansen, College of Charleston  
Javier A. Monllor, DePaul University  
Rodney C. Shrader, University of Illinois-Chicago

- \* *Discovering Opportunities in Necessity: An Examination of the Inverse Creative Destruction Effect*

Javier A. Monllor, DePaul University  
Nezih Altay, DePaul University

- \* *The Customer’s Role in the Co-creation of Opportunities*

Peter S. Whalen, University of Denver  
Melissa Archpru Akaka, University of Denver

5:00 PM

**CLOSING COMMENTS, Symposium Commentators**  
Location: Room “Surf View”

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