

**THE 32nd
GLOBAL RESEARCH SYMPOSIUM ON
MARKETING AND ENTREPRENEURSHIP**

**American Marketing Association
Entrepreneurial Marketing SIG**



**Regent's University
Inner Circle, Regent's Park
London, NW1 4NS
United Kingdom**

June 27 - 29, 2019

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**CO-CHAIRS
Fabian Eggers, Menlo College
Zubin Sethna, Regent's University**

Sponsors

Regent's University

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Entrepreneurial Marketing SIG

Menlo College

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Thank You!

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

THURSDAY, JUNE 27

1:00 - 5:00 PM

Doctoral Consortium

Location: Regent's University TBD

Rajesh Chandy, London Business School

Fabian Eggers, Menlo College

Rosalind Jones, University of Birmingham

Javier Monllor, Universidad del Desarrollo

Sussie Morrish, University of Canterbury

Hugh Pattinson, Western Sydney University

Zubin Sethna, Regent's University

Can Uslay, Rutgers University

PROGRAM

THURSDAY, JUNE 27

5:00 - 7:00 PM **SYMPOSIUM RECEPTION**
Location: Regent's University, TBD
(Dinner on your own)

FRIDAY, JUNE 28

8:00 - 9:00 AM **BREAKFAST AND REGISTRATION**
Location: Regent's University, TBD

9:00 - 10:00 AM **OFFICIAL SYMPOSIUM OPENING**
AMA ENTREPRENEURIAL MARKETING SIG WELCOME
Location: Regent's University, TBD
Fabian Eggers, Menlo College
Zubin Sethna, Regent's University
Can Uslay, Rutgers University

10:00 - 10:30 AM **DISCUSSION BREAK**
Refreshments

CONCURRENT **Session Topic: Strategy**
SESSION I **Chair: Zubin Sethna, Regent's University**
Location: Regent's University, TBD

10:30 - 12:00 PM

* *Effects of Arbitrage Orientation on Firm Performance and the Moderating Roles of Entrepreneurial Orientation and Market Orientation*

Todd Morgan, Western Michigan University
Sergey Alexander Anokhin, St. Cloud State University
Tatiana Stettler, Kent State University

* *From Product-Centric to Customer-Centric: Applying Entrepreneurial Marketing to a Family Entertainment Business (NEXT)*

Dotty McIlroy, Ulster University
Andrea Reid, Ulster University
Sandra Moffett, Ulster University
Audrey Gilmore, Ulster University

-
- * *Performance Implications of Effectual, Causal and No Strategy Decision Making (NEXT)*

Fabian Eggers, Menlo College
Kathi Lovelace, Menlo College

**CONCURRENT
SESSION II**

Session Topic: Environment and Internationalization

Chair: Sussie Morrish, University of Canterbury

Location: Regent's University, TBD

10:30 - 12:00 PM

- * *Entrepreneurial Marketing Practices in 'Re-Internationalising' Firms*

James Crick, Loughborough University
David Crick, University of Ottawa

- * *Entrepreneurial Marketing as a Way for Chinese SMEs to Operate Effectively in a Transition Economy*

Mengyang Chen, Liverpool Business School

- * *Marketing Challenges Faced by South African Small Fresh Produce Farmers*

Lucrecia Valentine, Cape Peninsula University of Technology
Des Jaftha, Cape Peninsula University of Technology

12:00 - 1:30 PM

LUNCH

Location: Regent's University, TBD

**CONCURRENT
SESSION III**

Session Topic: Coopetition and Collaboration

Chair: Javier Monllor, Universidad del Desarrollo

Location: Regent's University, TBD

1:30 - 3:00 PM

- * *Rising up to the Challenge of Our Rivals: Coopetition and Market Performance in the New Zealand Wine Industry*

James Crick, Loughborough University
David Crick, University of Ottawa

- * *Understanding SME Collaborative Marketing Innovation from a Dynamic Capabilities Perspective (NEXT)*

Philip Alford, University of Southampton

- * *Implementing a Coopetition-Oriented Mind-Set and Its Relationship with Sales Performance Among Sports Clubs*

James Crick, Loughborough University
David Crick, University of Ottawa

**CONCURRENT
SESSION IV**

Session Topic: The Entrepreneur (1)
Chair: Fabian Eggers, Menlo College
Location: Regent's University, TBD

1:30 - 3:00 PM

- * *The Impact of Gender on Marketing Decision-Making in SMEs: A Conceptual Model and Some Empirical Evidence*

Jimmy Hill, National College of Ireland
Colette Darcy, National College of Ireland
- * *Female Social Entrepreneurship in a Post Conflict Society: The Case of Northern Ireland and Croatia (NEXT)*

Lisa Harkness, Ulster University
Audrey Gilmore, Ulster University
- * *Entrepreneurial Marketing Authenticity: Enactment and Practice – Profit or Passion?*

Jacqueline Harris, University of South Wales
Jonathan Deacon, University of South Wales

3:00 - 3:30 PM

DISCUSSION BREAK
Refreshments

**CONCURRENT
SESSION V**

Session Topic: Referral Marketing
Chair: Can Uslay, Rutgers University
Location: Regent's University, TBD

3:30 - 5:00 PM

- * *Networking as a Word of Mouth Marketing Strategy in Entrepreneurial Contexts*

Sebastian Robledo, Universidad Católica Luis Amigó
Jimena Echeverry, Universidad Nacional de Colombia
Nestor Duque, Universidad Nacional de Colombia
- * *Referral Marketing: The Effects of Monetary Incentives on the Recommendation Process*

Carolina Gil, Universidad Nacional de Colombia
Sebastian Robledo, Universidad Católica Luis Amigó
Eduardo Villegas, Universidad Nacional de Colombia
Carlos Osorio, Universidad de Manizales

-
- * *The Mediating Role of Networking, Word of Mouth, and Egocentric Customer Network Between Entrepreneurial Marketing and Firm Performance (NEXT)*

Gersson Torres, Universidad Nacional de Colombia
Sebastian Robbledo, Universidad Católica Luis Amigó
Sandra Rojas, Universidad Nacional de Colombia

**CONCURRENT
SESSION VI**

**Special Session: Marketing Academic Research Strategies,
Directions and “Theory Development” for Entrepreneurial
Marketing**

Chair: Rosalind Jones, University of Birmingham

Location: Regent’s University, TBD

3:30 - 5:00 PM

- * *Panelists*

6:30 PM

SYMPOSIUM DINNER

The Refinery at Regent's Place, 5 Brock St, Kings Cross, London NW1
3FG, UK

SATURDAY, JUNE 29

8:00 - 8:30 AM

BREAKFAST

Location: Regent's University, TBD

CONCURRENT SESSION VII

Session Topic: Social and Non-Profit Entrepreneurship

Chair: David Crick, University of Ottawa

Location: Regent's University, TBD

8:30 - 10:00 AM

- * *Cash Is King, Profit Is Sanity, but Social Is the Future*

Verena Batt, Leuphana University Lüneburg

Mareike Falter, University of Hohenheim

- * *The Effects of Stewardship on the Entrepreneurial Marketing Activities of Non-Profit Small Sport Clubs: An Empirical Study*

Richard Oddy, Birmingham City University

Rosalind Jones, University of Birmingham

Sarah Forbes, University of Birmingham

- * *Social Entrepreneurship and the Semi Professional Sports Club in Northern Ireland: A Predication or Paradox? (NEXT)*

Audrey Gilmore, Ulster University

Damian Gallagher, Ulster University

Ryan Bell, Ulster University

CONCURRENT SESSION VIII

Session Topic: Innovation and Growth

Chair: Hugh M. Pattinson, Western Sydney University

Location: Regent's University, TBD

8:30 - 10:00 AM

- * *The Evolution of Business Model Innovation in the Context of Entrepreneurial Ventures*

Shari Worthington, Worcester Polytechnic Institute

- * *Scale or Fail? An Empirical Examination of the Market Share - Financial Performance Relationship*

Can Uslay, Rutgers University

Ekaterina V. Karniouchina, Mills College

Z. Ayca Altintig, Claremont Graduate University

- * *Antecedents of Sustainability Orientation and Its Impact on New Product Performance*

Michael Obal, University of Massachusetts Lowell

Todd Morgan, Western Michigan University

George Joseph, University of Massachusetts Lowell

10:00 - 10:30 AM

DISCUSSION BREAK
Refreshments

**CONCURRENT
SESSION IX**

Session Topic: Crowdsourcing
Chair: Stern Neill, California Polytechnic State University
Location: Regent's University, TBD

10:30 - 12:00 PM

- * *The Role of New/Returning Backers in Crowdfunding Success (NEXT)*

Mohammad Tajvarpour, McMaster University
Ashish Pujari, McMaster University

- * *Consumer Protection on Kickstarter*

Daniel Blaseg, Goethe University Frankfurt
Christian Schulze, Frankfurt School of Finance and Management
Bernd Skiera, Goethe University Frankfurt

- * *B2B Content Marketing Strategy: How to Use the Crowd to Tell Your Story (NEXT)*

Terrence E. Brown, The Royal Institute of Technology

**CONCURRENT
SESSION X**

Session Topic: Digital Marketing and Technologies
Chair: Todd Morgan, Western Michigan University
Location: Regent's University, TBD

10:30 - 12:00 PM

- * *A Strategic Approach to Value Co-Creation on Social Media at the Sport Marketing / Entrepreneurship Interface (NEXT)*

Ryan Bell, Ulster University
Audrey Gilmore, Ulster University
Damian Gallagher, Ulster University

- * *Perceptions About Digital Marketing of Early Stage Entrepreneurs (NEXT)*

Ricardo Londoño, Universidad de Manizales
Isabella Botero, Universidad de Manizales
Carlos Osorio, Universidad de Manizales

- * *Is It Worth for Entrepreneurial Programs to Invest in That Fancy 3D Printer? A Study of Digital Fabrication Technologies and Entrepreneurial Intentions*

Javier Monllor, Universidad del Desarrollo
Aracely Soto-Simeone, Universidad del Desarrollo

12:00 - 1:30 PM

LUNCH

Location: Regent's University, TBD

Gerald E. Hills Best Paper Award Ceremony

**CONCURRENT
SESSION XI**

Session Topic: The Entrepreneur (2)

Chair: Jonathan Deacon, University of South Wales

Location: Regent's University, TBD

1:30 - 3:00 PM

- * *Entrepreneurial Motivation and Growth Intention: An Australasian Study*

Abayomi K. Akinboye, University of Canterbury

Sussie Morrish, University of Canterbury

Jamie D. Collins, University of Canterbury

- * *Eureka Moments: A Study of Nascent Entrepreneur Idea Generation (NEXT)*

Stern Neill, California Polytechnic State University

Mark Bieraugel, California Polytechnic State University

- * *Prospect-Feedback in an Entrepreneurial-Selling Frame*

Linden Dalecki, Pittsburg State University

**CONCURRENT
SESSION XII**

Special Session: Entrepreneurial Martech: The Rise of Entrepreneurial Marketing Technology

Chair: Hugh Pattinson, Western Sydney University

Location: Regent's University, TBD

1:30 - 3:00 PM

- * *Panelists*

3:00 - 3:30 PM

DISCUSSION BREAK

Refreshments

**CONCURRENT
SESSION XIII**

Session Topic: Customer Experience and Co-Creation

Chair: Audrey Gilmore, Ulster University

Location: Regent's University, TBD

3:30 - 5:00 PM

- * *The Use of Experience Marketing and Co-Creation as a Competitive Tool: The Case of Specialty Coffee Shops (NEXT)*

Stefania Pareti Petruccelli, Universidad del Desarrollo

Javier Monllor, Universidad del Desarrollo

- * *Entrepreneurial Marketing, Service Dominant Logic and Customer Development*

Hugh M. Pattinson, Western Sydney University

-
- * *Lone Consumption, Space and Place: The Impact of Coffee Shops on Emotional Well-Being*

Claire McCamley, University of Huddersfield
Leigh Morland, University of Huddersfield

**CONCURRENT
SESSION XIV**

Session Topic: Youth Entrepreneurship and Academia

Chair: Linden Dalecki, Pittsburg State University

Location: Regent's University, TBD

3:30 - 5:00 PM

- * *Using a Signaling Approach to Analyze the Role of Founder Diversity in the Process of Startup Brand Identity Construction: The Case of Student Founders at Historically Black Colleges and Universities (Hbcu) in the USA Advertising Industry (NEXT)*

Lei Shi, North Carolina Central University

- * *Stakeholders and Networks in Academic Entrepreneurship: An Interview-Study with Scientists (NEXT)*

Mari Suoranta, University of Jyväskylä
Rosalind Jones, University of Birmingham
Päivi Patja, University of Jyväskylä
Marke Kivijärvi, University of Jyväskylä

- * *Understanding the Heterogeneity of Youth's Entrepreneurial Motivations*

Irene R.R. Lu, Carleton University
Louise A. Heslop, Carleton University
Francois Brouard, Carleton University
Ernest Kwan, Carleton University
Diane Isabelle, Carleton University

5:00 PM

CLOSING COMMENTS, Symposium Commentators

Location: Regent's University, TBD

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