**SMALL BUSINESS INSTITUTE© ANNUAL CONFERENCE 2020**

**New Orleans, LA FEBRUARY 27-29, 2020**

**Wednesday, February 26TH**

5:00 – 9:00 pm SBI Board Meeting

**Thursday, February 27TH**

8 am – 5 pm Registration

9.00 – 11.30 am Doctoral and Early Career Academic Consortium

12:00 - 1:30 pm Opening Luncheon

“Global Trade: are small businesses ready for the challenge? – Ed Webb, World Trade Center, New Orleans”

1:45 - 3:15 Session 1

3:15 - 3:30 BREAK

3:30 - 5:00 Session 2

5:00 – 5:30 New Members Networking Event

5:30 - 7:00 Cocktail Reception

**Friday, February 28TH**

8 am – 5 pm Registration

7:00 - 8:30 am Breakfast

7:00 - 8:30 Roundtable Discussions

7:00 - 8:30 am Joint Editorial Board Breakfast

8:30 - 10:00 Session 3

10:00 - 10:15 BREAK

10:15 - 11:45 Session 4

12:00 - 1:30 pm Luncheon “Character Based Lending – Mike O’Donnell, Colorado Lending Source”

1:45 - 3:15 Session 5

3:15- 3:30 BREAK

3:30 - 5:00 Session 6

5:00 - 6:00 Fellows Reception

6:00 – 8:00 **Friday night social:** *Madi Grad World Tour (6.00-7.00 and Food and bar 7.00-8.00 pm)*

**Saturday, February 29TH**

8 am - 10 am Registration

7:00 - 8:30 am Breakfast

7:00 - 8:30 Roundtable Discussions

7:00 - 8:30 am Rider University Past Presidents and Fellows Breakfast

8:30 - 10:00 SBI Business Meeting

10:00 - 11:00 POY Poster Session and BREAK

10:15 - 11:45 Session 7

12:00 - 1:30 pm Awards Luncheon

1:45 - 3:45 SBI Board Meeting

Dining Around Town – Special Interest Groups

SBI 2020 Annual Conference

Detailed Session Descriptions

**Thursday, February 27**

**Doctoral and Early Career Academic Consortium: 9.00 – 11.30 am**

Location: Fulton Street I

**Opening Luncheon: 12.00 – 1.30**

Location: Vieux Carre Ballroom

Session 1: 1:45 - 3:15 pm

Session 1A **Workshop**

Location: Fulton Street I

***Expert Journal Reviewing***

William C McDowell, Bradley University

Raj Mahto (University of New Mexico)

Session 1B **Competitive Abstracts**

Location: Fulton Street II

Session Chair and Moderator:

**Entrepreneurship**

***An Investigation of Omani Student Entrepreneurial Attitudes***

Dennis Barber III, East Carolina University

Suhail Ghouse, Dhofar University

Kruti Lehenbauer, University of the Incarnate Word

Michael Harris, East Carolina University

***Bridging the gap: How a university venture capital course can bring private equity firms and under-represented students together***

Michael Jennings, Metro State University

Adam Schor, Metro State University

Paul Camp, Metro State University

***Investor Relations and Social Entrepreneurship: Implications from Agency Theory***

Phillip Davis, Texas State University

Joshua S. Bendickson, University of Louisiana Lafayette

Session 1C **Competitive Abstracts**

Location: Fulton Street III

Session Chair and Moderator:

***Planning for success: Do business plan projects and competition participation contribute to entrepreneurial competencies?***

David Snow, Fort Hays State University

***Facing Failure: An Exploration of How Women Entrepreneurs Communicate, View, and Learn in Their Small Businesses***

Zena Pare, Western Kentucky University

***Servant Leadership and the Art of Becoming a Jedi***

Veronica Veaux, Bemidji State University

Session 2: 3:30 – 5:00 pm

Session 2A **Workshop**

Location: Fulton Street I

**Developing and Running an SBI Program**

Ron Cook, Rider University

Michael Harris, East Carolina University

Session 2B **Competitive Abstracts**

Location:

Session Chair and Moderator:

**Supplier chain, logistics and strategic planning**

***Where’s my stuff! How global supply chains are being impacted by nationalism, technology, tariffs, Uber (maybe) and what it could mean to small businesses.***

David Bechtold, Metropolitan State University of Denver

Lynn Hoffman, Metropolitan State University of Denver

***The Effect of Skill Congruence and RIASEC Congruence on Job Satisfaction in a Survey of Supply Chain Professionals in Small Businesses***

LeAnne Coder, Western Kentucky University

Michael Givens, Western Kentucky University

***Enterprise Diversification and Farm-Level Productivity***

Godfrey C Ejimakor, North Carolina A&T State University

**Session 2C Competitive Papers**

Location: Fulton Street III

Session Chair and Moderator:

***Do Entrepreneurs Do Good Deeds to Maximize Wins or Avoid Losses? A Regulatory Focus Perspective***

Whitney Peake, Small Business Institute

Mariah Yates, Western Kentucky University

Dennis Barber III, East Carolina University

Amy McMillan, East Carolina University

***How Unicorns are Theoretically Different from Startups***

Birton Cowden, Kennesaw State University

Joshua S. Bendickson, University of Louisiana Lafayette

Jerrica Bungcayao, Kennesaw State University

Simona Womack (Kennesaw State University)

***David versus Goliath: The Effects of focus and diversification in small hospitals***

Timothy Dunne, Small Business Institute

Matthew Castel, Boise State University

**Friday, February 28**

Breakfast Roundtable Discussions: 7:15 – 8:15 am

Roundtable A

Location: VCB Salon II

***Bridging the gap: How a university venture capital course can bring private equity firms and under-represented students together***

Michael Jennings, Metropolitan State University

Adam Schor, Metropolitan State University

Paul Camp, Metropolitan State University

Roundtable B

Location: VCB Salon II

***CTE-Practicum-Partnership: Reframing Career Pathways***

Louise Underdahl, 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

Session 3: 8:30 – 10:00 am

Session 3A **Innovative Pedagogy**

Location: Fulton Street Room I

***Encouraging students to vote: A nonpartisan cross-disciplinary class project.***

Debra Sea, Bemidji State University

***Virtual teams in an applied learning environment: Innovative processes to help faculty facilitate virtual teams and lessen the drama load***

Angie Kovarik, Bemidji State University

Whitney Peake, Small Business Institute

Session 3B **Competitive Abstracts**

Location: Fulton Street Room II

Session Chair and Moderator:

**Experiential learning and small business**

***The Importance of Math Skills in Agricultural Finance Courses***

Roozbeh Iranikermani, Sam Houston State University

Art Wolfskill, Sam Houston State University

Shyam Nair, Sam Houston University

Danhong Chen, Sam Houston State University

***Experiential Learning in Data Analytics and Auditing: Collaborations between Accounting Firm, Client, and the University***

William B. Mesa, Metropolitan State University of Denver

***The Role of Advisor Alienation in Turnaround of Owner-Managed SMEs***

***An Exploration of Relevant Skills and Their Impact on Performance***

Mark T Hagar, Cranfield University

***A New Pedagogical Approach to Teaching Financial Feasibility***

Rebecca L Prater, MSU Denver

Lynn Hoffman, Metropolitan State University of Denver

Session 3C **Competitive Papers**

Location: Fulton Street Room III

Session Chair and Moderator

**Experiential learning and pedagogy**

***How the Small Business Institute Program® Helped Spark Entrepreneurial Interest at Two Universities***

Ron Cook, Rider University,

Diane Campbell, Rider University Moore Library

Michael Harris, East Carolina University

***Business Courses and Programs that Provide Impact and Engagement***

Lynn Hoffman, Metropolitan State University of Denver

***A Case Study of Entrepreneurship Education***

Denise M Cumberland, University of Louisville

Whitney Peake, Small Business Institute

Sharon Kerrick, University of Louisville

Mary Lapadat-Tapolsky, University of Louisville

Session 4: 10:15 – 11:45 am

Session 4A **Workshop**

Location: Fulton Street Room I

***HR Updates for Small Business and Entrepreneurs***

John Hendon, University of Arkansas Little Rock

LeAnne Coder, Western Kentucky University

Timothy Dunne, Small Business Institute

Session 4B **Innovative Pedagogy**

Location: Fulton Street Room II

***IS THERE A “BEST” AMOUNT OF PLANNING? A DISCUSSION AND RESEARCH REVIEW***

Peter Thorsson, Palo Alto Software, Inc., maker of LivePlan

***Short Learning Programs: A Path to Alternative Credentials, New Curricula, Master’s Program Promotion and Alternate Revenue Streams***

Melissa A Brode, University of West Florida

Wendy Funes, University of West Florida

***An Integrative Approach to Entrepreneurship Education: The Case of Froggy Wines***

Danhong Chen, Sam Houston State University

Session 4C **Competitive Papers**

Location: Fulton Street III

Session Chair and Moderator

***Evidence of an Archetypal Management Framework***

William M Donaldson, Christopher Newport University

***Love of Work or Love and Work? Workaholism among Small Business Owners***

Renee Wiatt, Purdue University

Maria I. Marshall, Purdue University

***Exploring Managerial and Social Media Practices in Family Businesses: Effects on the Triple Bottom Line***

Tim Pett, Rollins College

Laurent Sie, ESC Pau Business School

Frederic Dosquet, ESC Pau Business School

Session 4D **Competitive Abstracts**

Location: VCB Salon I

Session Chair and Moderator

**Accounting, financial and taxation issues for small business**

***Investigating Fraud in Small Businesses: The Role of Indirect Methods of Proving Damages in Forensic Accounting***

Sheri Betzer, Metropolitan State University of Denver

Andrew D Holt, Metropolitan State University of Denver

***Investigating the Decision Making and Cash Flow Management Practices of Small U.S. Table Top Gaming Entities: Where are the accountants, and what role does accounting play in such processes?***

Joe Giordano, Metropolitan State University of Denver

Phil Boyer, Metropolitan State University of Denver

Andrew D Holt, Metropolitan State University of Denver

***Financial Innovation Facilitating Women Entrepreneurship in Patriarchal Societies***

Memoona Zareen, University of Management and Technology

***The Effect of the Secure Act on Small Businesses and Small Business Employees***

Richard L. Russell, Jr., Metropolitan State University of Denver

Session 5: 1:45 – 3:15 pm

Session 5A **Special** **Roundtable Discussion**

Location: Fulton Street Room I

***Small Business Programs and AACSB Standards: Highlighting Impact, Engagement and Technological Agility***

Lynn Hoffman, Metropolitan State University of Denver

Ann Murphy, Metropolitan State University of Denver

Sharon Kerrick, University of Louisville

Session 5B **Best Practices**

Location: Fulton Street Room II

Session Chair and Moderator:

***Best Practices of SBDC’s with Host Institutions*** ***Texas State NSF I-Corps Experiential Program***

Jana Minifie, Texas State University

Jennifer Irvin, MSEC, Texas State University

Bill Thompson, SBDC, Texas State Universty

***Aiding Small Businesses in Rural Idaho***

Catherine Toyoshima, Boise State University

***The Center for Business Ingenuity: Fostering Entrepreneurship by Combining Academic Programs and Entrepreneurial Resources under One Roof***

Margaret Horne, Gannon University SBDC

Richard Makowski, Gannon University SBDC

***The #UKYCEO Workout: Awakening the S.O.U.L. of Rural and Urban Entrepreneurship***

Patrick Walker, University of Kentucky

Session 5C: **Competitive Abstracts**

Location: Fulton Street Room III

**Strategy and policy**

**The importance of corporate branding in the early stages of new venture formation: An empirical analysis**

Robert Perkins, University of West Florida

John Batchelor, University of West Florida

Justin Davis, University of West Florida

Patrick Walker, University of Kentucky

**The Disconnect Between State Laws Regarding Cannabis Legalization and Employee Protections**

Gita Sharma, New Jersey City University College of Business

Vanessa L Johnson, University of Houston - Clear Lake

***Linking Local Food Prices to Entrepreneurial Opportunities for Small Farmers***

ChyiLyi Liang, North Carolina A&T State University

***Mindfulness, Socioemotional Wealth, and Family Firm Performance***

Sandra Sydnor, Purdue University

Maria I. Marshall, Purdue University

Session 6: 3:30 – 5:00 pm

Session 6A: **Colorado Lending Source, Journal of Small Business Strategy Best Paper Showcase – “The Financial Challenges for Small Business**

Location: Fulton Street Room I

***Presentations from author’s of the papers in the special June 2019 issue of JSBS***

Session 6B **Best Practices**

Location: Fulton Street II

Session Chair and Moderator:

***Using Internships to Increase the Impact of SBI Projects***

Dennis Barber III, East Carolina University

Michael Harris, East Carolina University

***Building Business Consultative Skills Through a Public Relations Lab***

Steve Krizman, Metropolitan State University of Denver

Michelle Baum, Metropolitan State University of Denver

***A Small Business Accounting Graduate Course***

Letitia M Pleis, Metropolitan State University of Denver

***Podcastrepreneurship 101***

Mark T Hagar, Cranfield University

Session 6C **Competitive Papers**

Location: Fulton Street III

Session Chair and Moderator:

***Contextual Entrepreneurship and marketing***

***Why Musicians Need Entrepreneurship Education (After the Conservatory: Now What Do I Do?)***

Emily J Ondracek-Peterson, Metropolitan State University of Denver

***Growing pains: Success strategies for rural entrepreneurs to grow beyond their limited local markets***

David Snow, Fort Hays State University

***Accommodating Heterogeneity in Brand Loyalty Estimation: Application to the U.S. Beer Retail Market***

Roozbeh Iranikermani, Sam Houston State University

***Home grown Middle Eastern franchises: Prospects for the future***

Bassem M. Nasria

Pablo G. Collazzob

Dianne Welsh

**Friday night social:** 6.00 pm – 8.00 pm

*Madi Grad World Tour (6.00-7.00 and Food and bar 7.00-8.00 pm)*

**Saturday, February 29**

Project of the Year Finalists Poster Session 10:00 – 11:30 am

Location: Vieux Carre Foyer

Breakfast Roundtable Discussions: 7:15 – 8:15 am

Roundtable A

Location: VCB Salon II

***Creative Assignments to Engage Your Students***

Angie Kovarik, Bemidji State University

Veronica Veaux Bemidji State University

Debra Sea, Bemidji State University

Roundtable B

Location: VCB Salon II

***Roundtable on the Fellows Program***

Lynn Hoffman, Metropolitan State University of Denver

Emily Ondrace, Metropolitan State University of Denver

Steve Krizman, Metropolitan State University of Denver

Dianne Welsh, University of North Carolina at Greensboro

Roundtable C

Location: VCB Salon II

***Conscious Business Practices for Small Business***

David Bechtold, Metropolitan State University of Denver

Adam Melnick, MSU Denver

Rebecca L Prater, MSU Denver

Lynn Hoffman, Metropolitan State University of Denver

Session 7: 10:15 – 11:45 am

Session 7A **Workshop**

Location: Fulton Street I

***Promoting Diversity and Inclusiveness across Entrepreneurship to Celebrate Transformative Change in Communities***

ChyiLyi Liang, North Carolina A&T State University

Session 7B **Competitive Papers**

Location: Fulton Street I

Session Chair and Moderator: Amy Cardillo, MSU Denver

***Accounting, Finance, Taxation and Legal***

***A CONCEPTUAL MODEL OF FINANCIAL BELIEFS TOWARD MONEY IN MEXICO: AND A QUALITATIVE ANALYSIS OF THE MODEL***

Judith Banda, Universidad De Guanajuato

Ariadna Izetl Reyes, Universidad De Guanajuato

***A Model for Character Based Lending***

Adam Melnick, MSU Denver

Marie Peters, Colorado Lending Source

***Sales and Use Taxes: Further Investigation of the Increasing Administrative and Compliance Costs for Small Businesses***

Amy Cardillo, Metropolitan State University of Denver

Scott Schlaufman, Metropolitan State University of Denver

Andrew D Holt, Metropolitan State University of Denver

***Sustainability Dashboards: A Tool for SMEs to Manage and Report on Sustainability Performance***

Jeff Shields, UNC Asheville

Joyce Shellman, University of Maryland University College

Session 7C **Competitive Papers**

Location: Fulton Street II

Session Chair and Moderator:

***Staffing of Small Nonprofit Organizations: A Model for Retaining Employees***

Lise Anne Slatten, University of Louisiana Lafayette

Joshua S. Bendickson, University of Louisiana Lafayette

Meagan Diamond, Lafayette, LA

William McDowell (Bradley University)

***Learning Management Systems for Training New Global Employees***

Blake Escudier, University of Fredericton

***The minimization of firm novelties by founding teams***

Brian Nagy, Tennessee Technological University

**Awards Luncheon: 12.00 – 1.30 pm**

Location: VCB Salon II

**SBI Board Meeting 1:45- 3.45 pm**

Location: Boardroom

**Dining Around Town – Special Interest Groups 2.00 pm – 9.00 pm** Location: New Orleans