

# Small Business Institute® Annual Conference 2022

## Charleston, SC February 24-26

### WEDNESDAY, FEBRUARY 23<sup>RD</sup>

- 5:00 – 7:00 pm SBI Board Meeting
- 7:00 – 9:00 pm PhD Consortium Welcome Networking Event

### THURSDAY, FEBRUARY 24<sup>TH</sup>

- 8 am – 5 pm Registration
- 8:30 – 11:30 am PhD Consortium Panel & Roundtables
- 12:00 – 1:30 pm Luncheon “Entrepreneurial Lessons Harvard Taught Me, But My Kids Made Me Learn?” Beawray, Bestselling Author
- 1:45 – 3:15 pm Session 1
- 3:15 – 3:30 pm Break
- 3:30 – 5:00 pm Session 2
- 5:00 – 5:30 pm New Members Networking Event
- 5:30 – 7:00 pm Cocktail Reception

### FRIDAY, FEBRUARY 25<sup>TH</sup>

- 8 am – 5 am Registration
- 7:30 – 8:30 am Breakfast
- 7:30 – 8:30 am Joint Editorial Board Breakfast
- 8:30 – 10:00 am Session 3
- 10:00 – 10:15 am Break
- 10:15 – 11:45 am Session 4
- 12:00 – 1:30 pm Keynote Luncheon “Small Business in Hospitality and Tourism” – Michael Owens, Tourism Leadership Council
- 1:45 – 3:15 pm Session 5
- 3:15 – 3:30 pm Break
- 3:30 – 5:00 pm Session 6
- 5:00 – 6:00 pm Fellows Reception
- 6:00 – 8:00 pm Friday Night Social: *Salsa and Sangrias*

### SATURDAY, FEBRUARY 26<sup>TH</sup>

- 8 am - 10 am Registration
- 7:30 – 8:30 am Breakfast
- 7:30 – 8:30 am Past Presidents and Fellows Breakfast
- 8:30 – 10:00 SBI Business Meeting (All Are Welcome)
- 10:00 – 10:15 Break
- 10:15 – 11:45 am Session 7
- 12:00 – 1:30 pm Awards Luncheon
- 1:45 – 3:45 pm SBI Board Meeting
- 6:00 – 8:00 pm Explore the Treasure of Charleston

# SBI 2022 Annual Conference

Detailed Session Descriptions

**WEDNESDAY, FEBRUARY 23<sup>RD</sup>**

**5:00 – 7:00: BOARD MEETING**

Location: Palmetto Boardroom

**7:00 – 9:00 PHD CONSORTIUM WELCOME EVENT**

Location: Reel Bar

**THURSDAY, FEBRUARY 24<sup>TH</sup>**

**PRE-CONFERENCE ACTIVITIES**

**8:30 – 10:00 PHD CONSORTIUM PANEL OF EDITORS BREAKFAST (INVITE ONLY)**

Location: Crescent Theater

**10:00 – 11:30 PHD CONSORTIUM ROUNDTABLE PAPER DISCUSSIONS (INVITE ONLY)**

Location: Commodore 1 & 2

**CONFERENCE PROGRAM**

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

Location: The Yacht Club

About the Keynote: Bea's most recent book titled *What an MBA Taught Me...But My Kids Made Me Learn* is a bestseller and foundational for many book clubs. She shares how her experiences as a mother of three taught her how to negotiate, communicate, and adapt to the business world. Bea holds an MBA with Distinction from Harvard Business School, is a summa cum laude graduate of Emory University, and is one of South Carolina's prestigious Liberty Fellows of the Aspen Global Leadership Network. She is a frequent keynote speaker on innovation, entrepreneurship, and business growth, and an inspiring contributor to various publications, including Entrepreneur.com, The Grindstone, and The Savannah Morning News.

Session 1: 1:45 – 3:15 pm

Session 1A **Special 50th Anniversary Issue of SBIJ**

Location: Ashley

Session Chair and Moderator: Andrew D. Holt

This special session celebrates 50 years of SBI consulting projects by highlighting success stories from long-running programs. This session includes presentations from the special issue of SBIJ.

***Leveraging the Student Consulting Model to Create a Comprehensive Academic Program***

Michael L. Harris & Dennis Barber III  
East Carolina University

J. Stephen Childers, Jr  
Radford University

***Small Business Institute® and the University of Arkansas at Little Rock: Personal Reflections***

Joe T. Felan & Joseph R. Bell  
University of Arkansas at Little Rock

***University Strategy, Accreditation Standards, and the Applied Education Mission: Using Student Consulting to Build Bridges***

Whitney Peake & Paula Potter  
Western Kentucky University

***The Impact of the SBI on Faculty, Students, Clients and Our Society***

Lynn Hoffman & Andrew Holt  
Metropolitan State University of Denver

***How the Small Business Institute® Program Helped Spark Entrepreneurial Interest and Led to a Named College at Rider University***

Ron Cook & Dianne Campbell  
Rider University

***The Small Business Institute and Transaction Cost Economics***

William C. McDowell  
Bradley University

***SBI Projects and Awards: Career Viewpoints of Two Entrepreneurs now in Academia***

Dianne H.B. Welsh  
University of North Carolina Greensboro

Joy Griffin  
California State University Northridge

**Session 1B Competitive Abstracts**

Location: Wando

Session Chair and Moderator: Sharon Kerrick

***The Impact of Training and COVID on Women Entrepreneurs***

Denise M. Cumberland & Sharon Kerrick  
University of Louisville

Christopher Flores  
Fayette County Schools

***Innovation in COVID-19 era: Perspective on interplay, consequence, and implication***

Shaike Marom  
Zefat College

Robert Lussier  
Springfield College

***A Study to Evaluate the Impacts of COVID-19 on Small Businesses in Colorado***

Adam Melnick, Lynn Hoffman, Rebecca L. Prater, & David Bechtold  
Metropolitan State University of Denver

***The role of manufacturing Small, Medium and Micro Enterprises in eThekwin Municipality: A case of uMkhumbane Entrepreneurial Support Centre***

Thembinkosi Gervase TG Mkhize  
University of KwaZulu Natal

**Session 1C Roundtables**

Location: Cooper

***Educator/Employer Partnerships: Linking Business, Education, and Community***

Louise Underdahl  
University of Phoenix

Break 3:15 – 3:30

Session 2: 3:30 – 5:00 pm

**Session 2A Competitive Papers**

Location: Ashley

Session Chair and Moderator: Paul T. O'Daniel

***Reframing the University's Role in Innovation and Entrepreneurship Education***

Paul T. O'Daniel  
Hanover College

***A Case Study for Community Entrepreneurship Training***

Monica D. Guillory & D. Kathy Stitts  
Winston-Salem State University

***From Survival to Success®: Multi-unit Franchising Strategy***

Cintya Lanchimba                      Eugenio Bitti                      Dianne Welsh  
Escuela Politécnica Nacional      Universidade de São Paulo      University of North Carolina at  
Greensboro

***Why Entrepreneurs Need a Human Resource Management Strategy before They Launch  
– Lessons Learned***

Lynn Hoffman, David Bechtold, & Cynthia Sutton  
Metropolitan State University of Denver

**Session 2B Competitive Abstracts**

Location: Wando

Session Chair and Moderator: Joe T. Felan

***Rural Small Business Resilience: The Role of Personal Relationships with Community Banks***

Zuzana Bednarikova & Maria I. Marshall  
Purdue University

***Advancing Rural Entrepreneurship: Does Microfinancing Matter?***

Richard Owusu-Afryie  
Kwame Nkrumah University of  
Science and Technology

Prince Gyimah  
Akenten Appiah-Menka University  
of Skills Training and  
Entrepreneurial Development

Robert Lussier  
Springfield College

***Community Resilience and Mental Health of Minority Children***

Camryn Haines, Danhong Chen, & Furjen Deng  
Sam Houston State University

***Is It a Push or a Pull? A Regional Comparison of Entrepreneurial Activity***

Joe T. Felan, Joe Bell, & Pritika Chakraverty  
University of Arkansas at Little Rock

**Session 2C Workshop**

Location: Cooper

***How to Create and Run an SBI Program at Your University***

Ron Cook  
Rider University

Michael L. Harris  
East Carolina University

5:00 – 5:30 pm New Members Networking Event

Location: Bridge Bar

5:30 - 7:00 pm Cocktail Reception

Location: Bridge Bar

**FRIDAY, FEBRUARY 25<sup>TH</sup>**

7:30 - 8:30 am Breakfast  
Location: The Yacht Club

7:30- 8:30 am Joint Editorial Board Breakfast  
Location: The Yacht Club

**Session 3: 8:30 – 10:00**

**Session 3A Competitive Papers**

Location: Ashley

Session Chair and Moderator: Kelly G. Manix

***We Are Part of The Same Team: The Influence of Governor Discretion on Post-Covid-19  
Small Business Openings***

Joshua V. White  
The University of Alabama

Cameron Borgholthaus  
Southern Illinois University at  
Edwardsville

Vishal Gupta  
The University of Alabama

***Preparing Students for Success in the 4th Industrial Revolution***

Rebecca L. Prater & Nicole Predki  
Metropolitan State University of Denver

***Will A Carrot or A Stick Encourage Entrepreneurs to Invest More Time in Their Ventures?***

Kirsten Bullock  
University of Louisville

***Ready to Adapt: Leader Humility as an Antecedent of Relational Coordination and  
Organizational Adaptability***

Kelly G. Manix  
University of South Alabama

**Session 3B Innovative Pedagogy**

Location: Wando

Session Chair and Moderator: Mariah Yates

***Leveraging Business Standardized Tests to Assess Student Learning Outcomes in an MBA  
Foundations Course***

Melissa A. Brode  
University of West Florida

***Economic Cluster Strategy for Engineering and Business Student Engagement***

Blake Escudier  
Purdue University Global

***Introducing Gen Z and Millennial Students to Business Accounting Complexity Through a  
Low-Cost Experiential Learning Activity***

Letitia M. Pleis  
Metropolitan State University of Denver

Session 3C **Workshop**

Location: Cooper

***The Future of Rural Entrepreneurship Research***

Dennis Barber III & Michael L.  
Harris  
East Carolina University

Georgann Jouflas  
Colorado Mesa University

Wendy Veatch  
Wichita State

Karise C. Hutchinson  
Ulster University

Lori A. Dickes  
Clemson University

Prince Gyimah  
Akenten Appiah-Menka University  
of Skills Training and  
Entrepreneurial Development

Emma M. Fleck  
Susquehanna University

Marcos Segantini  
Universidad ORT

Robert Lussier  
Springfield College

Rachel Fergie  
Ulster University

Tim Pett  
Rollins College

Break 10:00 – 10:15

Session 4: 10:15 – 11:45

Session 4A **SBI Best Practices**

Location: Ashley

Session Chair and Moderator: Joshua V. White

***Moving beyond a Course: When the student consulting experience becomes a professional development program***

Ron Cook  
Rider University

Michael L. Harris & Dennis Barber III  
East Carolina University

***Marketing Small Business Consulting Project***

Monica D. Guillory  
Winston-Salem State University

***Infusing Inclusion throughout the Student Consulting Project Process***

Mariah Yates, Aquesha Daniels, & Whitney Peake  
Western Kentucky University

Session 4B **Competitive Abstracts**

Location: Wando

Session Chair and Moderator: John Batchelor

***Impact of Subsidization on Entrepreneurial Training Participants***

Malcolm Muhammad, Denise M. Cumberland, & Sharon Kerrick  
University of Louisville

***Give, Sell, or Liquidate: The Effect of Socioemotional Wealth on Small Business Owner Exit Intentions***

Maria I. Marshall & Renee Wiatt  
Purdue University

Yoon Lee  
Utah State University

***The New Entrepreneurial Economy: Do You “Gig” It?***

Jana Burch, Gerald Burch, & John Batchelor  
University of West Florida

***Female Entrepreneurs: Stories and experiences as leaders, learners, perceivers, and perceived***

Peggy A. Richmond & Joellen E. Coryell  
Texas State University

**Session 4C Workshop**

Location: Cooper

***Creating A Successful Game Plan for Interdisciplinary Grant Applications***

ChyiLyi Liang  
North Carolina A&T State University

**Keynote Luncheon: 12:00 – 1:30**

Location: The Yacht Club

About the Keynote: Michael T. Owens began his lifelong career in the hospitality industry while growing up in Atlanta and he made his home in Savannah over 20 years ago. For a decade, Michael worked for HLC Hotels, a local Savannah Hospitality company. At HLC, Michael was charged with overseeing the operations of multiple luxury properties. In 2012 he was hired as President and Chief Executive Officer of the Tourism Leadership Council. He and his distinguished board of directors lead the largest trade organization representing the tourism and hospitality community in Georgia. In 2013, he founded the Savannah Food & Wine Festival, and he serves as the festival's CEO.

Session 5: 1:45– 3:15

**Session 5A Competitive Abstracts**

Location: Ashley

Session Chair and Moderator: Tim Pett

***Strategy and SMEs: Is Supply Chain Management Considered?***

Scott R. Cox  
Georgia College & State University

***How Would A Circular Economy Shift the Entrepreneurship and Innovation?***

ChyiLyi Liang  
North Carolina A&T State University

***Do Small Businesses Suffer More When Sham Occurs? An Examination of LMX, Voice, Sham, and Employee Commitment***

Mariah Yates, Paula Potter, & Whitney Peake  
Western Kentucky University



***Exploring Exploitative and Exploratory Innovation, and Social Media Practices on Small Businesses Performance***

Tim Pett  
Rollins College

Laurent Sie  
ESC Pau Business School

**Session 5B POY Discussion**

Location: Wando

Moderator: Jana R. Minifie

This is a special session with open invitation to engage in a discussion about revamping and updating the student Project of the Year (POY) categories, review process, and other topics. If you have submitted or would like to learn more about the competition, then please attend.

**Session 5C Workshop**

Location: Cooper

***Publishing Success in an Impact Focused Environment***

William C. McDowell  
Bradley University

Raj Mahto  
University of New Mexico

Eden Blair  
Bradley University

Break 3:15 – 3:30

Session 6: 3:30 – 5:00

**Session 6A Competitive Abstracts**

Location: Ashley

Session Chair and Moderator: Jana Burch

***A Pedological Approach to Teaching Operationalizing a Business***

Adam Melnick, David Bechtold, Rebecca L. Prater, & Lynn Hoffman  
Metropolitan State University of Denver

***Collaboration Between the College of Engineering and Information Technology (EIT) and Business Consulting Students at the University of Arkansas at Little Rock***

Joe T. Felan & Srikanth Pidugu  
University of Arkansas at Little Rock

***Teaching New Business Students to Write Memorandums for a Small Business***

Helen A. Soter & Jana Burch  
University of West Florida

***An Action Learning Led 21st Century Model Towards Sustainable Startup Entrepreneurship Success***

Wendy W. van Schalkwyk  
AFDA

Louise Underdahl  
University of Phoenix

Session 6B **Competitive Abstracts**

Location: Wando

Session Chair and Moderator: Phillip E. Davis

***Advancing women entrepreneurship to achieve United Nations Sustainable Development Goals: A sustainable prediction model for women entrepreneurs***

Prince Gyimah

Akenten Appiah-Menka University of Skills Training and Entrepreneurial Development

Richard Owusu-Afriyie  
Kwame Nkrumah University of Science and Technology

Robert Lussier  
Springfield College

***Social Entrepreneurship: Exploring Competitive Rivalry and Dynamics Between Social Entities and Incumbent Institutions***

Phillip E. Davis  
Texas State University

***Examining Adjustment Strategies and Post-disaster Business Outcomes among Female and Minority Small Businesses Owners in the United States***

Edeoba William Edobor  
Purdue University

***Assessing the current reporting and governance practices of small non-profit entities in Colorado, Florida, and New Mexico: What role do 'best practice' codes play in improving stakeholder accountability and transparency?***

Andrew D. Holt  
Metropolitan State University of Denver

Session 6C **Workshop**

Location: Cooper

***Online Group Work: Pulling out the stops before you pull out your hair***

Debra Sea  
Bemidji State University

Dianne Welsh  
University of North Carolina at Greensboro

Angie Kovarik & Veronica Veaux  
Bemidji State University

5:00 – 6:00 pm Fellows Reception

Location: Commodore 1 & 2

6:00 – 8:00 pm Friday Night Social: Salsa and Sangrias

Location: The Yacht Club

## SATURDAY, FEBRUARY 26<sup>TH</sup>

7:30 – 8:30 am Breakfast

Location: The Yacht Club

7:30 – 8:30 am Past Presidents and Fellows Breakfast

Location: Palmetto Boardroom

8:30 – 10:00 SBI Business Meeting (All Are Welcome)

Location: The Yacht Club

Session 7: 10:15 – 11:45 am

**Session 7A Competitive Abstracts**

Location: Ashley

Session Chair and Moderator: William B. Mesa

***How can Entrepreneurship Courses Include Technological Agility, Decision Making and Personal and Risk Assessment?***

Lynn Hoffman, Ann Murphy, David Bechtold, Adam Melnick, & Rebecca L. Prater  
Metropolitan State University of Denver

***Consumer Preferences for the Attributes of Equine Oil Supplements***

Rachel Hansen, Danhong Chen, Jessica Bedore, & Shyam Nair  
Sam Houston State University

***A Historical Examination of a Startup to SME Development: The relevance of accounting information to organizational structure, culture, strategy and unstructured non-financial data***

William B. Mesa  
Metropolitan State University of Denver

***Identifying Trends and Opportunities in Small Business Research: A Review of Articles in the Small Business Institute Journal, 2008-2019***

William B. Mesa & Andrew Holt  
Metropolitan State University of Denver

**Session 7B POY Poster Session**

Location: Wando

Session Chair: Jana R. Minifie

Please come for a walkthrough and see the posters of student Project of the Year (POY) presentations. Students traveled from all over the country to present their consulting projects. Each of the student groups in the sessions are finalists in the POY competition.

**Session 7C Workshop**

Location: Cooper

***Human Resource Update for Small Business and Entrepreneurs***

LeAnne Coder  
Western Kentucky University

Timothy Dunne  
Boise State University

John Hendon  
University of Arkansas Little Rock

12:00 – 1:30 pm Awards Luncheon  
Location: The Yacht Club

1:45 – 3:45 pm SBI Board Meeting  
Location: Palmetto Boardroom

6:00 – 8:00 pm Explore the Treasure of Charleston  
Location: Downtown Charleston

Draft