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ANNUAL RESEARCH SYMPOSIUM ON MARKETING AND ENTREPRENEURSHIP

August 12 - 13, 2010

COCHAIRS

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Thank You!

Venue: Boston Marriott Copley Place, 110 Huntington Avenue, Boston, Massachusetts

**2010 SECOND ANNUAL
GERALD E. HILLS
BEST PAPER AWARD**

Helena Yli-Renko, Erkkö Autio, and Harry J. Sapienza,

for

**"Social Capital, Knowledge Acquisition, and Knowledge
Exploitation in Young Technology-Based Firms"**

Strategic Management Journal (2001) vol. 22: 587-613

The Award recipients will be announced by AMA EM SIG Vice President for Research, Can Usley, and the Award presented by Gerry Hills.

Helena Yli-Renko will accept the Award for the authors and give the following presentation:

"If It Doesn't Kill You...? How Dependence on a Key Customer Affects Young Firm Survival And Customer Portfolio Growth"

PROGRAM

2010 RESEARCH SYMPOSIUM ON MARKETING AND ENTREPRENEURSHIP

Wednesday, August 11

5:15 – 6:30 PM Symposium Advisory/Editorial Board and AMA SIG Board Meeting
Location: Promptly meet at Marriott Hotel registration desk.

7:00 PM **Unofficial Welcome Reception**
All Symposium participants invited

Gerry Hills will buy the first round!
Location: BrasserieJO 120 Huntington Avenue, Boston, Massachusetts

(Dinner on your own)

THURSDAY, AUGUST 12

8:00 AM

REGISTRATION

Location: Adjacent to Provincetown Room, 4th Floor

Coffee and Tea Available

8:30 - 9:00 AM

OFFICIAL SYMPOSIUM OPENING

Location: Provincetown Room, 4th Floor

Gerald E. Hills, Bradley University

Claes Hultman, Swedish Business School at Örebro University

Glenn Omura, Michigan State University, Kauffman Ph.D./New Scholars

SESSION I

9:00 - 10:00 AM

Location: Provincetown Room, 4th Floor

Chair: Fabian Eggers, Menlo College

- * *Researching SMEs: Have our parameters been consistently inconsistent?*

Andrew McAuley, Griffith University

Audrey Gilmore, University of Ulster

- * *Entrepreneurial Marketing Practice: systematic relationships with firm age, firm size, and founder status*

Pitsamorn Kilenthong, University of Illinois at Chicago

Gerald Hills, Bradley University

Claes Hultman, Swedish Business School at Örebro University

Stanley L. Sclove, University of Illinois at Chicago

10:00 – 10:30 AM

DISCUSSION BREAK

Coffee and Tea Available

CONCURRENT SESSION II

Session Topic: Marketing Strategy

Chair: Andrew McAuley, Griffith University

Location: Vineyard Room, 4th Floor

10:30 – 12:00 PM

- * *Contextual Marketing: Life in the fast lane - The Hot Rod Tribe*

Jonathan Deacon, University of Wales, Newport

Vince Pascal, Eastern Washington University

Sussie Morrish, University of Canterbury

- * *Success factors in the marketing of big game meat in the Mauricie region*

Leonard Dumas, Universite de Quebec a Trois-Rivieres

Jocelyn Perreault, Universite de Quebec a Trois-Rivieres

-
- * *The Relevance of Entrepreneurial Marketing for the Small Sports Club*
Damian Gallagher, University of Ulster
Audrey Gilmore, University of Ulster

**CONCURRENT
SESSION III**

Session Topic: Entrepreneurial Environment

Chair: Roz Jones, Bangor University
Location: Provincetown Room 4th Floor

10:30 – 12:00 PM

- * *Institutional environment and entrepreneurial opportunities: no universal prescription*

Maria Petrescu, Florida Atlantic University
- * *A regional learning network for developing innovative entrepreneurship*

Luca Iandoli, University of Napoli Federico II
Edoardo Imperiale, Città della Scienza S.p.A, Napoli
Cristina Ponsiglione, University of Napoli Federico II
Giuseppe Zollo, University of Napoli Federico II
- * *Indigenous and Non-Indigenous Entrepreneurs: A Study of the Effect of Rurality*

Richard Edwards, NMI UK
Rosalind Jones, Bangor University
Sara Parry, Bangor University

12:00 – 1:30 PM

DISTINGUISHED SPEAKER LUNCHEON

Chair: Gerald Hills, Bradley University
Location: St. Botolph Room, 2nd Floor
The Untapped Franchise Opportunity

- * *Frank Hoy, Paul R. Beswick Professor of Innovation and Entrepreneurship, Worcester Polytechnic Institute*
Ph.D. Students and New Scholars: Introductions Prof. Glenn Omura
Special Invitation: Laura Cristina Prates Xavier Pansarella, Fundacao Getulio Vargas

**CONCURRENT
SESSION IV**

Session Topic: Marketing and Entrepreneurship Education

Chair: Can Usley, Chapman University
Location: Vineyard Room 4th Floor

1:30 – 2:30 PM

- * *The potential influence of entrepreneurial role models in the teaching of entrepreneurial marketing: I want to be like?*

John Day, University of Huddersfield
Hafiz Rahman, Andalas University
- * *York's Best Ice Cream Company: Building a Regional Brand*

Jeffrey R. Woodall, York College of Pennsylvania
Jay A. Azriel, York College of Pennsylvania
Gerald R. Patnode, York College of Pennsylvania

**CONCURRENT
SESSION V**

Session Topic: SME Marketing

Chair: Robert Everett, Merrimack College

Location: Provincetown Room

1:30 – 2:30 PM

- * *Small businesses and structural change in the marketing system*

Micah Murphy, Florida Atlantic University

- * *Entrepreneurial and Marketing Orientations: An Integration*

John Girona, Florida Atlantic University

2:30 – 3:00 PM

DISCUSSION BREAK

Refreshments will be available

SESSION VI

Panel: Teaching Entrepreneurial Marketing

Chairs: Marlene Jensen and Richard Teach

Location: Provincetown Room

3:00 – 4:45 PM

- * *Panel presentations and discussion*

Marlene Jensen, Lock Haven University

Darlene M. Jaffke, Lake Forest College

Richard Teach, Georgia Institute of Technology

Stan Stasch, Loyola University Chicago

4:45 – 5:15 PM

- * *Alternate Routes to Corporate Entrepreneurship: Market-Related Spinoffs Versus Management Buyouts*

Gaia Rubera, Montana University

Gerard Tellis, University of Southern California

6:30 PM

SYMPOSIUM RECEPTION

Location: BrasserieJO, 120 Huntington Ave., Boston, MA 02116

Salon Prive II (next door to Marriott)

7:00 PM

SYMPOSIUM DINNER

FRIDAY, AUGUST 13

8:00 AM

REGISTRATION

Location: Wellesley Room, 3rd Floor

Coffee and Tea

SESSION VII
8:15 – 11:15 AM

Panel: The Marketing/Entrepreneurship Interface – Past and Future Research

Chairs: David J. Hansen, College of Charleston and Claes Hultman, Swedish Business School at Örebro University

Location: Wellesley Room, 3rd Floor

* *Panel presentations and discussion*

Chickery J. Kasouf, Worcester Polytechnic Institute

Can Uslay, Chapman University

Gerry Hills, Bradley University

Glenn Omura, Michigan State University

Fabian Eggers, Menlo College

Jonathan Deacon, University of Wales, Newport

Morgan Miles, Georgia Southern University

Claes Hultman, Swedish Business School at Örebro University

David J. Hansen, College of Charleston

Richard Teach, Georgia Institute of Technology

11:15 – 11:30 AM

DISCUSSION BREAK

Coffee and Tea

**CONCURRENT
SESSION XIII**

Session Topic: Service Dominant Logic in Entrepreneurial Marketing

Chair: Richard Teach Georgia Institute of Technology

Location: Wellesley Room 3rd Floor

11:30 - 1:00 PM

* *Co-Creating Value in Sport Sponsorship Relations*

Ragnar Lund, Universitet Stockholm

* *Brand and Organisation Identity: Exploring Entrepreneurial-Value Co-Creation and Exploitation*

Temi Abimbola, Warwick Business School

* *Entrepreneurial Orientation, Market Orientation, Dynamic Capabilities, and Service Dominant Logic: Implications for the Marketing/Entrepreneurship Interface*

Chickery J. Kasouf, Worcester Polytechnic Institute

**CONCURRENT
SESSION IX**

Session Topic: Information Management in Entrepreneurial Firms

Chair: Sharmin Attaran, Bryant University

Location: Suffolk Room

11:30 - 1:00 PM

- * *From the Information Vending Machine to the Knowledge Food Court: Pioneering in Business Intelligence*

Andrew C. Gross, Cleveland State University

- * *Entrepreneurial passion - An explorative case study of four metal music ventures*

Laura Laaksonen, Aalto University School of Economics

Antti Ainamo, University of Turku

- * *Entrepreneurs! Know Thy Consumers to Remain Competitive, A Netnographic Study of Two Consumer-Initiated Brand Communities*

Dhruv Bhatli, Universite Paris-Est

1:00 – 2:15 PM

AWARDS LUNCHEON

Location: St. Botolph Room, 2nd Floor

2ND ANNUAL GERALD E. HILLS BEST PAPER AWARD

- * *If It Doesn't Kill You...? How Dependence on a Key Customer Affects Young Firm Survival And Customer Portfolio Growth*

Helena Yli-Renko, University of Southern California

Ph.D. Students and New Scholars: Introductions

Jonathan Deacon, JRME Report

**CONCURRENT
SESSION X**

Session Topic: Marketing and Entrepreneurship Constructs

Chair: David Hansen, College of Charleston

Location: Wellesley Room, 3rd Floor

2:15 – 3:45 PM

- * *The Role of Leadership, Human Resource Practices, Organizational Culture and Climate as Antecedents of Market, Learning and Entrepreneurial Orientation in Fast-Growth Small-To-Medium Enterprises*

Caroline Swee Lin Tan, RMIT University

Kosmas X. Smyrnios, RMIT University

- * *The Effects of Innovation Orientation, Market Orientation, and Ethical Leadership on Firm Performance*

Yinghong (Susan) Wei, Oklahoma State University

Neil Morgan, Indiana University

Hugh O'Neill, University of North Carolina at Chapel Hill

Nan Zhou, City University of Hong Kong

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- * *Entrepreneurial Overconfidence, Market Orientation, and Small Business Survival*
Yanxin Liu, NA

**CONCURRENT
SESSION XI**

Session Topic: Entrepreneurship

Chair: Vince Pascal Eastern Washington University

Location: Suffolk Room, 3rd Floor

2:15 – 3:45 PM

- * *The Complex Phenomenon of Older Entrepreneurs*
Robert F. Everett, Merrimack College
Jane Larkin, Merrimack College
- * *The Role of IT in Successful Intrapreneurship*
Sharmin Attaran, Bryant University
- * *On the Importance of Public Entrepreneurs to Local Governments*
Bjorn Bjerke, Linneaus University
Mathias Karlsson, Linneaus University

3:45 – 4:00 PM

DISCUSSION BREAK

Refreshments available

SESSION XII

**Session Topic: Marketing and Entrepreneurship Constructs /
Corporate Entrepreneurship**

Chair: Andrew Gross, Cleveland State University

Location: Wellesley Room

4:00 – 5:00 PM

- * *Entrepreneurial Marketing Orientation: A Comparative Study of Small Firms*
Rosalind Jones, Bangor University
- * *Entrepreneurial Marketing Process: An Empirical Study of Small Technology Based Firms in Germany*
Shahid Qureshi, Technische Universität Berlin
Jan Kratzer, Technische Universität Berlin

5:00 PM

CLOSING COMMENTS, Symposium Co-Chairs

Location: Wellesley Room

SYMPOSIUM PARTICIPANT CONTACT INFO

| Last Name | First Name | Affiliation | Email |
|------------------|-------------------|---|----------------------------------|
| Abimbola | Temi | Warwick Business School | temi.abimola@wbs.ac.uk |
| Ainamo | Antti | University of Turku | aainamo@utu.fi |
| Attaran | Sharmin | Bryant University | sharmin27@gmail.com |
| Azriel | Jay A. | York College of Pennsylvania | jazriel@ycp.edu |
| Bhatli | Dhruv | Universite Paris-Est | dhruv.bhatli@etu.univ-paris12.fr |
| Bjerke | Bjorn | Linneaus University | bjorn.bjerke@lnu.se |
| Crick | Dave | Birmingham City University | david.crick@bcu.ac.uk |
| Day | John | University of Huddersfield | j.day@hud.ac.uk |
| Deacon | Jonathan | University of Wales, Newport | Jonathan.Deacon@newport.ac.uk |
| Dumas | Leonard | Universite de Quebec a Trois-Rivieres | Leonard.dumas@uqtr.ca |
| Edwards | Richard | NMi UK | rich@nmi.uk.com |
| Eggers | Fabian | Menlo College | fegggers@menlo.edu |
| Everett | Robert F. | Merrimack College | everettr@merrimack.edu |
| Gallagher | Damian | University of Ulster | dm.gallagher@ulster.ac.uk |
| Gilmore | Audrey | University of Ulster | aj.gilmore@ulster.ac.uk |
| Gross | Andrew C. | Cleveland State University | a.gross@csuohio.edu |
| Hansen | David J. | College of Charleston | HansenD@cofc.edu |
| Hills | Gerald | Bradley University | ghills@bumail.bradley.edu |
| Hultman | Claes | Örebro University | claes.hultman@oru.se |
| Iandoli | Luca | University of Napoli Federico II | NA |
| Imperiale | Edoardo | Città della Scienza S.p.A, Napoli | NA |
| Jaffke | Darlene M. | Lake Forest College | jaffke@lakeforest.edu |
| Jensen | Marlene | Lock Haven University | mjensen1@lhup.edu |
| Jones | Rosalind | Bangor University | abs822@bangor.ac.uk |
| Karlsson | Mathias | Linneaus University | NA |
| Kasouf | Chickery J. | Worcester Polytechnic Institute | chick@WPI.EDU |
| Kilenthong | Pitsamorn | University of Illinois at Chicago | pitsamorn@yahoo.com |
| Kratzer | Jan | Technische Universität Berlin | jan.kratzer@tu-berlin.de |
| Laaksonen | Laura | Aalto University School of Economics | laura.laaksonen@hse.fi |
| Larkin | Jane | Merrimack College | jane.larkin@merrimack.edu |
| Liu | Yanxin | NA | fredrichliu@gmail.com |
| Lund | Ragnar | Universitet Stockholm | ragnar.lund@fek.su.se |
| McAuley | Andrew | Griffith University | a.mcauley@griffith.edu.au |
| Miles | Morgan | Georgia Southern University | mmiles@georgiasouthern.edu |
| Morgan | Neil | Indiana University | namorgan@indiana.edu; |
| Morrish | Sussie | University of Canterbury | Sussie.Morrish@canterbury.ac.nz |
| Murphy | Micah | Florida Atlantic University | micah.jesi@gmail.com |
| O'Neill | Hugh | University of North Carolina at Chapel Hill | hugh_oneill@unc.edu |
| Omura | Glenn | Michigan State University | Omura@bus.msu.edu |
| Parry | Sara | Bangor University | abs802@bangor.ac.uk |
| Pascal | Vince | Eastern Washington University | vpascal@ewu.edu |
| Patnode | Gerald R. | York College of Pennsylvania | gpatnode@ycp.edu |
| Perreault | Jocelyn | Universite de Quebec a Trois-Rivieres | Jocelyn.Perreault@uqtr.ca |

| | | | |
|-------------|----------------------|-----------------------------------|--------------------------------|
| Petrescu | Maria | Florida Atlantic University | mpetresc@fau.edu |
| Ponsiglione | Cristina | University of Napoli Federico II | NA |
| Qureshi | Shahid | Technische Universität Berlin | shahid@tu-berlin |
| Rahman | Hafiz | Andalas University | hafiz.rahman@fekon.unand.ac.id |
| Rubera | Gaia | Montana University | rubera@bus.mus.edu |
| Sclove | Stanley L. | University of Illinois at Chicago | slsclove@uic.edu |
| Smyrnios | Kosmas X. | RMIT University | kosmas.smyrnios@rmit.edu.au |
| Stasch | Stan | Loyola University Chicago | SSTASCH@luc.edu |
| Tan | Caroline Swee Lin | RMIT University | caroline.tan@rmit.edu.au |
| Teach | Richard | Georgia Institute of Technology | Richard.teach@mgt.gatech.edu |
| Tellis | Gerard | University of Southern California | tellis@usc.edu |
| Uslay | Can | Chapman University | uslay@chapman.edu |
| Wei | Yinghong (Susan) | Oklahoma State University | susan.wei@okstate.edu |
| Woodall | Jefrey R. | York College of Pennsylvania | jwoodall@ycp.edu |
| Yli-Renko | Helena | University of Southern California | hylirenko@marshall.usc.edu |
| Zhou | Nan | City University of Hong Kong | mkzhou@cityu.edu.hk |
| Zollo | Giuseppe | University of Napoli Federico II | giuzollo@unina.it |