THE 30TH GLOBAL RESEARCH SYMPOSIUM ON MARKETING AND ENTREPRENEURSHIP

American Marketing Association
Entrepreneurial Marketing SIG

Babson College, San Francisco Campus
135 Main St.
San Francisco, CA

August 8 - 10, 2017
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- Abdul Ali, Babson College
- Jonathan Deacon, University of South Wales
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- Peter Whalen, Pennsylvania State University
GLOBAL RESEARCH SYMPOSIUM ON MARKETING AND ENTREPRENEURSHIP

“30 Years of Research at the Marketing/Entrepreneurship Interface: Current Concepts and Future Directions”

Babson College, San Francisco Campus
135 Main St., San Francisco, CA

August 8 - 10, 2017

CO-CHAIRS
Fabian Eggers, Menlo College
Sussie Morrish, University of Canterbury
Hugh M. Pattinson, Western Sydney University
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Thank You!
DOCTORAL CONSORTIUM
(Only for invited PhD Students/Junior Faculty)

TUESDAY, AUGUST 8

9:00 - 11:30 AM  Doctoral Consortium
Location: Room “West Parish”
Sussie Morrish, University of Canterbury
Rosalind Jones, University of Birmingham
Fabian Eggers, Menlo College

PROGRAM

TUESDAY, AUGUST 8

11:30 - 12:00 PM  REGISTRATION
Location: Babson College, 135 Main St., Third Floor
Refreshments

12:00 - 1:00 PM  OFFICIAL SYMPOSIUM OPENING
AMA ENTREPRENEURIAL MARKETING SIG WELCOME
Location: Room “West Parish”
Fabian Eggers, Menlo College
Can Uslay, Rutgers University

A Reflection on the Development of the Marketing/Entrepreneurship Interface
Joe Giglierano, San Jose State University
Audrey Gilmore, Ulster University
Chick Kasouf, Worcester Polytechnic Institute
Andrew McAuley, Southern Cross University
Morgan P. Miles, Charles Sturt University
Hugh M. Pattinson, Western Sydney University
Richard D. Teach, Georgia Institute of Technology

1:00 - 1:30 PM  DISCUSSION BREAK
Refreshments
## CONCURRENT SESSION I

**Session Topic:** The Evolution of Entrepreneurial Marketing  
**Chair:** Fabian Eggers, Menlo College  
**Location:** Room “West Parish”  
**1:30 - 3:00 PM**

- *Three Decades in the Making: The Evolution of Entrepreneurial Marketing*
  
  Sussie Morrish, University of Canterbury  

- *A Holistic Perspective on Entrepreneurial Marketing: Systematic Literature Review and Thematic Analysis over the past Two Decades*
  
  Luca A. Breit, University of Wuppertal  
  Christine K. Volkmann, University of Wuppertal  

  
  Andrea Lynn Matthews, University of Nebraska – Lincoln  
  Amit Saini, University of Nebraska – Lincoln

## CONCURRENT SESSION II

**Session Topic:** Networking and Resources  
**Chair:** Audrey Gilmore, University of Ulster  
**Location:** Room “Yerba Buena”  
**1:30 - 3:00 PM**

- *Powering up Entrepreneurial Orientation’s Impact on Technology Firm’s New Product Innovation in a Transactional Economy: The Role of External Network Learning*
  
  Yinghong Susan Wei, Texas A&M International University  

- *Exploring Entrepreneurial Networking: A Case Study of Coopetition in Heritage Tourism Marketing*
  
  Claire McCamley, University of Huddersfield  

- *Disruptive Luxury: Entrepreneurs at the Margins*
  
  Channelle D. James, University of North Carolina at Greensboro  
  Merlyn A. Griffiths, University of North Carolina at Greensboro

**3:00 - 3:30 PM**  
**DISCUSSION BREAK**  
**Light Lunch**
CONCURRENT SESSION III  
Session Topic: Social Media Marketing
Chair: Can Uslay, Rutgers University
Location: Room “West Parish”
3:30 - 5:00 PM

* Does Entrepreneurial Marketing on Facebook Pass the Test of Time? A Longitudinal Study of the Effects of Celebrity Endorser Credibility on Brand Image and Re-Purchase Intention
Matthias Fink, Johannes Kepler University Linz
Monika Koller, WU Vienna
Arne Floh, University of Surrey
Johannes Gartner, Aalto University
Rainer Harms, University of Twente

* Social Media and Entrepreneurial Marketing in Changing Rural Environments: Innovative Programming for Rural Business Assistance
Jihyeong Son, Washington State University
Linda Niehm, Iowa State University

* Entrepreneurial Social Media Marketing: Building Digital Communities for Start-Ups
Sebastian Diaz Restrepo, Universidad Nacional de Colombia
Carlos Andres Osorio Toro, Universidad de Manizales
Sebastian Robledo Giraldo, Universidad Nacional de Colombia
Laura Patricia Giraldo Velez, Universidad Nacional de Colombia

CONCURRENT SESSION IV  
Session Topic: Entrepreneurship
Chair: Sussie Morrish, University of Canterbury
Location: Room “Yerba Buena”
3:30 - 5:00 PM

* Closing the Gender Gap for Nascent Women Entrepreneurs: The Influence of Context and Human Capital Factors
Abdul Ali, Babson College
Donna Kelley, Babson College

* What Motivates Smallholder Farmers’ Decision to Keep Cattle? Positioning Values in the Perception of Cattle Farmers’ in Remote Areas of Vietnam
Ha Duong-Nam, University of Tasmania
Laurie Bonney, University of Tasmania
Morgan P. Miles, Charles Sturt University

* Social Entrepreneurial Place Making: The Case of Falkenberg Sweden
Lisa Harkness, Ulster University
Audrey Gilmore, Ulster University
6:00 - 8:00 PM  SYMPOSIUM RECEPTION
Palomino Restaurant and Bar, 345 Spear St, San Francisco, CA 94105
(Dinner on your own)

WEDNESDAY, AUGUST 9

7:30 - 8:30 AM  BREAKFAST
Location: Common Room

CONCURRENT SESSION V
Session Topic: Entrepreneurial Marketing in Growing and Large Firms
Chair: Abdul Ali, Babson College
Location: Room “West Parish”

8:30 - 10:00 AM
*  Entrepreneurial Marketing Meets Economics of Security: An Application to Large Scale Venues
   Can Uslay, Rutgers Business School
   Sevincgul Ulu, Rutgers Business School

*  Shaping Organizational Identity as an Adaptation Strategy: Identity Dynamics in New Venture Context
   Jingwei Zhang, Yanshan University
   Stern Neill, California Polytechnic State University

*  The Impact of Information and Product Advantage on New Product Performance: Technicalities Matter
   Michele O'Dwyer, University of Limerick
   Brian Healy, University of Limerick
   Sean Lacey, Cork Institute of Technology

CONCURRENT SESSION VI
Session Topic: Business Models
Chair: David J. Hansen, College of Charleston
Location: Room “Yerba Buena”

8:30 - 10:00 AM
*  Towards a Consumption Business Model: Millennials Attitudes and Expectations
   Andrea Reid, Ulster University
   Audrey Gilmore, Ulster University
   William White, Ulster University
* Portfolio Entrepreneurship and the Business Models of South-Asian Owned Retailers in the UK: An Entrepreneurial Marketing Perspective

James M. Crick, Loughborough University
Shiv Chaudhry, Birmingham City University
Dave Crick, University of Ottawa

* Mapping Co-Creative Value in S-D Logic to Value Proposition in Business Model Canvas

Makoto Sarata, Advanced Scientific Technology & Management Research Institute of Kyoto
Will Baber, Kyoto University
Hiroyuki Nishimoto, Kyoto Institute of Technology
Mitsukazu Okuda, memes2, Co. Ltd.

10:00 - 10:30 AM  DISCUSSION BREAK
Refreshments

CONCURRENT SESSION VII  Session Topic: Entrepreneurial Marketing and Firm Performance
Chair: Susan Wei, Texas A&M International University
Location: Room “West Parish”

10:30 - 12:00 PM

* Entrepreneurial Marketing Strategies and Firm Growth: Evidence from Technology Firms

Mari Suoranta, University of Jyväskylä
Rosalind Jones, University of Birmingham

* Entrepreneurial Marketing and Firm Performance

Nasser Alqahtani, Rutgers Business School
Can Uslay, Rutgers Business School

* Developing a Scale for Entrepreneurial Marketing: Revealing Its Inner Frame and Prediction of Performance

Fabian Eggers, Menlo College
Sascha Kraus, University of Liechtenstein
Thomas Niemand, Clausthal University of Technology
Matthias Breier, University of Liechtenstein
## CONCURRENT SESSION VIII

### Session Topic: Customer Engagement

**Chair:** Morgan P. Miles, Charles Sturt University  
**Location:** Room “Yerba Buena”

10:30 - 12:00 PM

* **We’re All in This Together: Building Relational Norms and Customer Engagement in Small Companies**

  Michelle Renton, Victoria University of Wellington  
  James Edward Richard, Victoria University of Wellington

* **A Value Chain Process Model of Consumer Co-Creation Activities**

  Kyungwon Lee, Rutgers Business School

* **User Collaboration from Startup to Maturing Markets**

  Gary R. Schirr, Radford University

12:00 - 1:30 PM

**LUNCH**  
**Location:** Common Room

### GRSME Lifetime Achievement Award Ceremony

**Gerald E. Hills Award Ceremony**  

## CONCURRENT SESSION IX

### Session Topic: Branding and Customer Orientation

**Chair:** Vincent J. Pascal, Eastern Washington University  
**Location:** Room “West Parish”

1:30 - 3:00 PM

* **Entrepreneurial Identity and Product Branding: The Influence of Consumer-Based Brand Equity on Founder Self-Concept**

  Shari L.S. Worthington, Worcester Polytechnic Institute  
  Adrienne Hall-Phillips, Worcester Polytechnic Institute

* **The Impact of Product Design on Brand Experience and Brand Equity**

  Gürsel iLipinar, BINUS International University

* **Hispanic Entrepreneurs and Customer Orientation**

  Robert A. Peterson, The University of Texas - Austin  
  Victoria L. Crittenden, Babson College  
  Jaeseok Jeong, Kyung Hee University
CONCURRENT SESSION X  
Session Topic: Entrepreneurial Marketing Strategy  
Chair: Jonathan Deacon, University of South Wales  
Location: Room “Yerba Buena”  
1:30 - 3:00 PM  
* Entrepreneurial Marketing Strategy: A Structuration Perspective  
Emily Ngan, University of Birmingham  
Finola Kerrigan, University of Birmingham  
David Houghton, University of Birmingham  
Rosalind Jones, University of Birmingham  
* EM & The 4S Model: Strategy, Serendipity, Storytelling, Software  
Kaye Nightingale, Ecole de Management de Normandie  
Zubin Sethna, Regent's University London  
* Entrepreneurial Recovery: Implications for the Study of Entrepreneurial Marketing  
Sussie Morrish, University of Canterbury  
Rosalind Jones, University of Birmingham  
3:00 - 3:30 PM  
DISCUSSION BREAK  
Refreshments  
CONCURRENT SESSION XI  
Session Topic: Technology and Innovation  
Chair: Andrew McAuley, Southern Cross University  
Location: Room “West Parish”  
3:30 - 5:00 PM  
* You Asked for It: Beginning of the Natural Selection Process for M-E Interface Frameworks  
David J. Hansen, College of Charleston  
Jonathan Deacon, University of South Wales  
Vincent J. Pascal, Eastern Washington University  
* Entrepreneurial Marketing and Technology Orientation  
Eric Tian, University of Birmingham  
Rosalind Jones, University of Birmingham  
Sarah Forbes, University of Birmingham  
* How Can the Combination of Intelligence, Innovation and Interfacing Help Take a Hi-Tech SME to Market? The 3 I’s Entrepreneurial Marketing Model  
Juli James, St. Edwards University  
Jonathan Deacon, University of South Wales
CONCURRENT SESSION XII  
Session Topic: Effectuation  
Chair: Adrienne Hall-Phillips, Worcester Polytechnic Institute  
Location: Room “Yerba Buena”  
3:30 - 5:00 PM  
* Conceptualizing the Boundary Conditions of Effectuation Under the Circumstance of Start-ups’ Brand Identity Construction - When to Be Customer-Effectual?  
Lei Shi, North Carolina Central University  
* Entrepreneurial Selling and Effectual Selling Vis-à-Vis the Challenger Sale  
Linden Dalecki, Pittsburg State University  
* Do Entrepreneurs in Colombia Apply Effectuation Model?  
John Vasquez, Universidad Nacional de Colombia  
Sebastian Robledo Giraldo, Universidad Nacional de Colombia  
7:00 PM  
SYMPOSIUM DINNER  
Waterbar, 399 The Embarcadero, San Francisco, CA 94105

THURSDAY, AUGUST 10

7:30 - 8:30 AM  
BREAKFAST  
Location: Common Room  

CONCURRENT SESSION XIII  
Session Topic: Strategic Orientations  
Chair: Fabian Eggers, Menlo College  
Location: Room “West Parish”  
8:30 - 10:00 AM  
* The Influence of the Interplay between Customer Behavior and Service Orientation on the Design and Success of Sharing Economy Business Models: A Qualitative-Empirical Analysis  
Sven M. Laudien, University of Bayreuth  
Ricarda B. Bouncken, University of Bayreuth  
Nina König, University of Erfurt  
* Proactive Marketing Response to Population Aging: The Roles of Capabilities and Issue-specific Orientation of Firm  
Florian Kohlbacher, The Economist Intelligence Unit  
Ken Matsuno, Babson College

Todd Morgan, Western Michigan University
Sergey Anokhin, Kent State University

**CONCURRENT SESSION XIV**

Session Topic: Communication Tools
Chair: Zubin Sethna, Regent’s University
Location: Room “Yerba Buena”
8:30 - 10:00 AM

* Non-Traditional Marketing Tactics for Traditional Marketing Events
Terrance E. Brown, KTH Royal Institute of Technology

* Are Entrepreneurial Marketers from Early Stage Startups Losing the Power of Word of Mouth Marketing to Grow their Businesses? Evidence from the View of Brazilian Consumers versus Startup Marketers
Cristiano Machado, ISAE - The Higher Institute of Administration and Economy
Alexandre Iwankio, ISAE - The Higher Institute of Administration and Economy
Gustavo Possetti, ISAE - The Higher Institute of Administration and Economy
Rafael Tortato, SEBRAE/PR - Paraná Small Business Support Service

* Entrepreneurial Marketing and Progression Towards the Digital Age: Theory and Evidence
Philip Alford, Bournemouth University
Rosalind Jones, University of Birmingham

10:00 - 10:30 AM

**DISCUSSION BREAK**

Refreshments

**CONCURRENT SESSION XV**

Session Topic: Entrepreneurial Environments
Chair: Rosalind Jones, University of Birmingham
Location: Room “West Parish”
10:30 - 11:30 AM

* When Politics Dictate the Future of Entrepreneurs: How Foreign Racial-Minority Entrepreneurs are Perceived by Consumers and Investors? - The Role of Credibility and Trust
Samer Sarofim, California State University Fresno

* Evaluating the Macro-Level Model of the Global Entrepreneurship Monitor
Mark Peterson, University of Wyoming
CONCURRENT SESSION XVI
Session Topic: Entrepreneurship Education and the Entrepreneur
Chair: Hugh M. Pattinson, Western Sydney University
Location: Room “Yerba Buena”
10:30 - 11:30 AM
* The Three Questions of Entrepreneurial Marketing Education
  Audrey Gilmore, Ulster University
  Andrew McAuley, Southern Cross University
  Morgan P. Miles, Charles Sturt University
* A Future Look at Generation Z/Millennial Cusp: Measuring the Impact of Entrepreneurship and Grit on Employer Loyalty
  Michael Rodriguez, NC State University
  Scott Cohen, NC State University
  Stefanie Boyer, Bryant University
  David Fleming, Indiana State University

11:30 - 12:30 PM LUNCH
Location: Common Room

CONCURRENT SESSION XVII
Session Topic: Entrepreneurial Marketing Intermediaries
Chair: Sussie Morrish, University of Canterbury
Location: Room “West Parish”
12:30 - 1:30 PM
* Public Funding, Entrepreneurial Competence, Industry Clusters, and Incubation Success
  Chickery J. Kasouf, Worcester Polytechnic Institute
  Morgan P. Miles, Charles Sturt University
* The Motors of Innovation: Entrepreneurial and Marketing Intermediaries in Producing Innovation System Outcomes
  Ian Jenson, Market Access Science and Technology, Meat & Livestock Australia
  Richard Doyle, University of Tasmania
  Morgan P. Miles, Charles Sturt University
* Towards a Conceptualization of Post-Disaster Entrepreneurial Decision-Making
  Abayomi Akinboye, University of Canterbury
  Sussie Morrish, University of Canterbury
CONCURRENT SESSION XVIII

Session Topic: Entrepreneurial Marketing
Chair: Mari Suoranta, University of Jyvaskyla
Location: Room “Yerba Buena”

12:30 - 1:30 PM

* A New Method to Evaluate Market Focus in Entrepreneurs
  Santiago García, Universidad La Gran Colombia
  Dennis Kopf, University of Wisconsin - Whitewater

* Wishful Thinking in Entrepreneurial Marketing
  Guillermo J. Larios-Hernández, Anahuac University
  Cristian E. Villanueva-Santillán, Anahuac University
  Pável Reyes-Mercado, Anahuac University

1:30 PM

CLOSING COMMENTS, Symposium Commentators
Location: Room “West Parish”
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