

**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

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Thank You!

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

sponsored by Regent's University and the University of Birmingham

THURSDAY, JUNE 27

11:30 - 5:00 PM

Doctoral Consortium

Location: Regent's University, Darwin D107

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, Darwin D107
(Dinner on your own)

FRIDAY, JUNE 28

8:00 - 9:00 AM **BREAKFAST AND REGISTRATION**
Location: Regent's University, Darwin D107

9:00 - 10:00 AM **OFFICIAL SYMPOSIUM OPENING**
AMA ENTREPRENEURIAL MARKETING SIG WELCOME
Location: Regent's University, Darwin D107
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, Darwin D02

10:30 - 12:00 PM

- * *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, Darwin D03

10:30 - 12:00 PM

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

David Crick, University of Ottawa

James Crick, Loughborough University

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

Mengyang Chen, Liverpool Business School

12:00 - 1:30 PM

LUNCH

Location: Regent's University, Darwin D107

**CONCURRENT
SESSION III**

Session Topic: Coopetition and Collaboration

Chair: Javier Monllor, Universidad del Desarrollo

Location: Regent's University, Darwin D02

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, Darwin D03

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, Darwin D02

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 Robledo, 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, Darwin D03

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, Darwin D107

**CONCURRENT
SESSION VII**

Session Topic: Social and Non-Profit Entrepreneurship

Chair: David Crick, University of Ottawa

Location: Regent's University, Darwin D02

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, Darwin D03

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

-
- * *Searching for the Swedish Intrapreneur – a Descriptive Study (NEXT)*

Jeanette Engzell, Uppsala University

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, Darwin D02

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, Darwin D03

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, Darwin D107

Gerald E. Hills Best Paper Award Ceremony

Coviello, Nicole E. and Richard M. Joseph (2012), "Creating Major Innovations with Customers: Insights from Small and Young Technology Firms," *Journal of Marketing*, 76 (6), 87-104.

**CONCURRENT
SESSION XI**

Session Topic: The Entrepreneur (2)

Chair: Jonathan Deacon, University of South Wales

Location: Regent's University, Darwin D02

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, Darwin D03

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, Darwin D02

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 Petruccioli, 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, Darwin D03

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 Jyvaskyla
Rosalind Jones, University of Birmingham
Päivi Patja, University of Jyvaskyla
Marke Kivijärvi, University of Jyvaskyla

- * *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, Darwin D107

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