

---

## ADVISORY BOARD

- **Richard N. Cardozo**, University of Minnesota
- **David Carson**, University of Ulster and Editor, European Journal of Marketing
- **Gina Colarelli O'Connor**, Rensselaer Polytechnic Institute
- **Elaine Collinson**, University of Strathclyde
- **David W. Cravens**, Texas Christian University
- **John Day**, Huddersfield University
- **Fabian Eggers**, Menlo College
- **Gus Geursen**, University of South Australia
- **Ken Grant**, Monash University
- **Claes Hultman**, University of Örebro
- **Brad Kleindl**, Missouri Southern State University
- **Raymond W. LaForge**, University of Louisville
- **David J. Hansen**, College of Charleston
- **Andrew McAuley**, University of Southern Cross
- **Morgan P. Miles**, Georgia Southern University
- **Michael Morris**, Oklahoma State University
- **John Mullins**, London Business School
- **Glenn Omura**, Michigan State University
- **Vince Pascal**, Eastern Washington University
- **Paul L. Reynolds**, Huddersfield University
- **Robert Schwartz**, Eastern Washington University
- **Richard D. Teach**, Georgia Institute of Technology
- **Can Usly**, Chapman University

---

# **GLOBAL RESEARCH SYMPOSIUM ON MARKETING, ENTREPRENEURSHIP AND ENTREPRENEURSHIP EDUCATION**

**August 10 - 12, 2011**

## **COCHAIRS**

**Gerald E. Hills, Bradley University**

**Tales Andreassi, FGV**

**Fabian Eggers, Menlo College**

---

## **Platinum Sponsors**

Bradley University

Kauffman Foundation

Michigan State University

University of Illinois at Chicago

American Marketing Association  
Entrepreneurship SIG

Swedish Business School  
Örebro Sweden

## **Gold Sponsors**

College of Charleston

Georgia Southern University

Syracuse University

Wilfrid Laurier University

Worcester Polytechnic Institute

***Thank You!***

---

---

# ***PROGRAM***

***KAUFFMAN FOUNDATION DOCTORAL CONSORTIUM***

***RESEARCH SYMPOSIUM ON  
MARKETING, ENTREPRENEURSHIP AND ENTREPRENEURSHIP  
EDUCATION***

***Porto Bay Rio Internacional  
Av. Atlântica, 1500 - Copacabana  
Rio de Janeiro - Brazil***

**WEDNESDAY, AUGUST 10, 7:00 PM**

**UNOFFICIAL WELCOME RECEPTION  
(ALL SYMPOSIUM PARTICIPANTS INVITED)**

**Location: Porto Bay Hotel, Roof Top Pool**

Typical Brazilian appetizers  
Gerry Hills will buy the first round!

---

## THURSDAY, AUGUST 11

- 8:00 AM           **REGISTRATION**  
Location: Flamingo  
**Coffee and Tea (only)**
- 8:30 - 9:00 AM   **OFFICIAL SYMPOSIUM OPENING**  
**KAUFFMAN DOCTORAL CONSORTIUM WELCOME**  
Location: Flamingo  
Gerald E. Hills, Bradley University  
Tales Andreassi, FGV
- SESSION I**       **Session Topic: Entrepreneurial Marketing: Historical Dimensions**  
**Chair: Tales Andreassi, FGV**  
Location: Flamingo
- 9:00 - 10:30 AM
- \* *Entrepreneurial Marketing: Historical Dimensions*  
Gerald E. Hills, Bradley University
  - \* *Progress and Future of Entrepreneurial Marketing*  
Claes Hultman, Swedish Business School at Örebro University
  - \* *Researching SMEs: Have our parameters been consistently inconsistent? A study of JRME 2000-2009*  
Audrey Gilmore, University of Ulster  
Andrew McAuley, University of Southern Cross  
Damian Gallagher, University of Ulster
- 10:30 – 11:00 AM   **DISCUSSION BREAK**  
**Coffee and Tea (only)**

---

**CONCURRENT  
SESSION II**

**Session Topic: Entrepreneurial Marketing**

**Chair: Fabian Eggers, Menlo College**

Location: Flamingo

11:00 – 12:30 PM

- \* *Entrepreneurial Chasm: An Empirical Examination of the 1% Share Threshold*

Can Uslay, Chapman University

Ekaterina V. Karniouchina, Chapman University

Z. Ayca Altintig, Chapman University

Claes M. Hultman, Orebro University

- \* *Entrepreneurial Marketing in Small Firms? A Comparative Study of Small Software Technology Firms in Wales, UK and Silicon Valley, US*

Mari Suoranta, University of California Berkeley

Rosalind Jones, Bangor University

- \* *Fundraising in Small Sports Clubs: Towards an Entrepreneurial Approach*

Damian Gallagher, University of Ulster

Audrey Gilmore, University of Ulster

Alina Stolz, University of Ulster

**CONCURRENT  
SESSION III**

**Session Topic: Start-up and Growth**

**Chair: Javier Monllor, DePaul University**

Location: Pelicano

11:00 – 12:30 PM

- \* *Undertaking a Network Approach to Study Entrepreneurial Firms within Science and Technology Parks*

Carla Ramos, University of Manchester

Peter Naudé, University of Manchester

Stephan C. Henneberg, University of Manchester

Daniela Corsaro, University of Manchester

- \* *Social Capital and its Impact on Development of Entrepreneurial Activities in Developing Society: Evidence from Pakistan*

Syed Karamatullah Hussaini, S.M.C.H.S, Karachi

Amna Munir, S.M.C.H.S, Karachi

- \* *Problems encountered in establishing sustainable agri-entrepreneurial unit*

Pardeep S. Shehrawat, CCS Haryana Agricultural University

12:30 – 2:00 PM

**LUNCHEON**

Location: Porto Bay Restaurant

---

<b>SESSION IV</b>	<p><b>Panel: Research at the M/E Interface: Future directions</b>  <b>Chair: Audrey Gilmore, University of Ulster</b>  Location: Flamingo</p>
2:00 – 3:30 PM	<p>* <i>Panel presentations and discussion</i></p> <p>Gerald E. Hills, Bradley University  Claes Hultman, Swedish Business School at Orebro University  Andrew McAuley, University of Southern Cross</p>
3:30 – 4:00 PM	<p><b>DISCUSSION BREAK</b>  <b>Coffee and Tea (only)</b></p>
<b>SESSION V</b>	<p><b>Session Topic: Entrepreneurial Marketing in different cultural settings</b>  <b>Chair: Andrew McAuley, University of Southern Cross</b>  Location: Flamingo</p>
4:00 – 5:30 PM	<p>* <i>The Entrepreneurial Marketing in Brazilian Companies</i></p> <p>Elzo Aranha, UNIFEI</p> <p>* <i>The Rapid Internationalization of a Brazilian Service Company</i></p> <p>Renato R. Lyra, Pontifical Catholic University of Rio de Janeiro  Paulo César Motta, Pontifical Catholic University of Rio de Janeiro</p> <p>* <i>Entrepreneurial Developments and Small Scale Industry Contribution to Nigerian National Development - A Marketing Interface</i></p> <p>Daniel Ayozie, The Federal Polytechnic Ilaro</p>
5:30 – 6:00 PM	<p><b>Kaufmann Doctoral Consortium Participants: "Elevator Research Pitches"</b></p>
7:30 PM	<p><b>SYMPOSIUM DINNER</b>  Location: Copacabana Palace, Avenida Atlântica 1702, Rio de Janeiro</p>

---

## FRIDAY, AUGUST 12

### SESSION VI

**Session Topic: Entrepreneurship Education**

**Chair: Fabian Eggers, Menlo College**

Location: Flamingo

8:00 – 10:00 AM

- \* *Entrepreneurship Education in Brazilian University Management*  
Elzo Aranha, UNIFEI
- \* *ENTREPRENEURSHIP: a game of risk and reward (Phase II: The Start-up)*  
Richard Teach, Georgia Institute of Technology  
Elizabeth Murff, Eastern Washington University
- \* *Factors Influencing Students' Technopreneurship Behavior: A Case Study At Catholic University of Widya Mandala Surabaya Indonesia*  
Lydia Ari Widyarini, University Of Widya Mandala Surabaya Indonesia
- \* *Experiential learning as teaching strategy for entrepreneurial marketing education: description of an experience and assessment of its impacts on students' careers*  
Marcelo Ferreira Tete, FACE/Universidade Federal de Goiás  
Ricardo Limongi França Coelho, FACE/Universidade Federal de Goiás  
Marcos Inácio Severo, FACE/Universidade Federal de Goiás  
Candido Vieira Borges Junior, FACE/Universidade Federal de Goiás

10:00 – 10:30 AM

**DISCUSSION BREAK**  
**Coffee and Tea (only)**

---

**CONCURRENT  
SESSION VII**

**Session Topic: Market Orientation and Innovation**

**Chair: Laura Pansarella, GVCENN**

Location: Flamingo

10:30 - 12:00 PM

- \* *Value Constellations in Strategic Business Networks – The Case of an Innovation Network of Entrepreneurial Firms*

Daniela Corsaro, University of Manchester

Carla Ramos, University of Manchester

Stephan C. Henneberg, University of Manchester

Peter Naudé, University of Manchester

- \* *Market orientation and marketing capabilities in the International New Ventures: The case of the clothing industry in Argentina*

Sergio Postigo, Universidad de San Andrés

María Fernanda Tamborini, Universidad de San Andrés

- \* *“Customer Language Proficiency”: An empirical method for small businesses*

Thérèse Albertini, Université de Corse

Thierry Fabiani, Université de Corse

Marcos Lima, CEREM

**CONCURRENT  
SESSION VIII**

**Session Topic: New Venture Marketing**

**Chair: Mari Suoranta, University of California Berkeley**

Location: Pelicano

10:30 - 12:00 PM

- \* *Synchronizing with the new neighborhood: liabilities a newly founded enterprise faces*

Demet Tuncer, Berlin Institute of Technology

- \* *An analysis of the importance of start-up characteristics with a choice-based conjoint model*

Fabian Eggers, Menlo College

Felix Eggers, University of Hamburg

Sascha Kraus, University of Liechtenstein

- \* *Linking Hedonic Customers and the Management of Liabilities and Assets of Newness*

Brian G. Nagy, Bradley University

12:00 – 1:30 PM

**LUNCHEON**

Location: Porto Bay Restaurant



---

1:30 – 2:00 PM	<b>Kaufmann Doctoral Consortium Participants: "Elevator Research Pitches"</b>
<b>SESSION IX</b>	<b>Panel: Entrepreneurship Education</b> <b>Chair: Richard Teach, Georgia Institute of Technology</b> Location: Flamingo
2:00 – 3:30 PM	* <i>Panel presentations and discussion</i>  Elzo Aranha, UNIFEI Laura Pansarella, GVCENN Gerald E. Hills, Bradley University Rod Shrader, University of Illinois at Chicago
3:30 – 4:00 PM	<b>DISCUSSION BREAK</b> <b>Coffee and Tea (only)</b>
<b>SESSION X</b>	<b>Session Topic: Entrepreneurship and Opportunities</b> <b>Chair: Rod Shrader, University of Illinois at Chicago</b> Location: Flamingo
4:00 - 5:30 PM	* <i>Opportunity Development: An Exploratory Study of Ecopreneurs Using a Creativity Framework</i>  Javier Monllor, DePaul University David Hansen, College of Charleston  * <i>Cloud Computing and Entrepreneurial Opportunities</i>  Maria Petrescu, Florida Atlantic University Dhruv Bhatli, Université Paris Est  * <i>Shifting the Boundaries with Entrepreneurial Activities: New Market Creation</i>  Senay Sabah Kıyan, Ankara University Minet Schindehutte, Syracuse University Akin Kocak, Ankara University
5:30 PM	<b>CLOSING COMMENTS, Symposium Co-Chairs</b> Location: Flamingo
8:00 PM	<b>Samba School Visit (optional)</b>

---

## ***SYMPOSIUM PARTICIPANT CONTACT INFO***

<b>Name</b>	<b>Affiliation</b>	<b>Email</b>
Akin Kocak	Ankara University	kocak@politics.ankara.edu.tr
Alina Stolz	University of Ulster	NA
Amna Munir	S.M.C.H.S, Karachi	amna@kasbit.edu.pk
Andrew McAuley	University of Southern Cross	andrew.mcauley@scu.edu.au
Audrey Gilmore	University of Ulster	aj.gilmore@ulster.ac.uk
Brian G. Nagy	Bradley University	bnagy@cba.ua.edu
Can Uslay	Chapman University	uslay@chapman.edu
Candido Vieira Borges Junior	FACE/Universidade Federal de Goiás	NA
Carla Ramos	University of Manchester	Carla.Ramos@mbs.ac.uk
Claes Hultman	Swedish Business School at Orebro University	claes.hultman@oru.se
Damian Gallagher	University of Ulster	dm.gallagher@ulster.ac.uk
Daniel Ayozie	The Federal Polytechnic Ilaro	danayo2001@yahoo.com
Daniela Corsaro	University of Manchester	NA
David Hansen	College of Charleston	HansenD@cofc.edu
Demet Tuncer	Berlin Institute of Technology	demet.tuncer@marketing-trommsdorff.de
Dhruv Bhatli	Université Paris Est	dhruv.bhatli@etu.univ-paris12.fr
Ekaterina V. Karniouchina	Chapman University	NA
Elizabeth Murff	Eastern Washington University	ejtmurff@gmail.com
Elzo Aranha	UNIFEI	eaaranha@unifei.edu.br
Fabian Eggers	Menlo College	fabian.eggens@menlo.edu
Felix Eggers	University of Hamburg	felix_eggens@gmx.de
Gerald E. Hills	Bradley University	ghills@bumail.bradley.edu
Javier Monllor	DePaul University	jmonllor@depaul.edu
Judith Schmid	FH Wien	judith.schmid@fh-wien.ac.at
Laura Pansarella	GVCENN	Laura.Pansarella@fgv.br
Lydia Ari Widyarini	University Of Widya Mandala Surabaya Indonesia	lydia_ari2000@yahoo.com
Marcelo Ferreira Tete	FACE/Universidade Federal de Goiás	mftete2003@yahoo.com.br
Marcos Inácio Severo	FACE/Universidade Federal de Goiás	NA
Marcos Lima	CEREM	limamarcos@gmail.com
Mari Suoranta	University of California Berkeley	mari.suoranta@jyu.fi
María Fernanda Tamborini	Universidad de San Andrés	ftambori@udesa.edu.ar
Maria Petrescu	Florida Atlantic University	mpetresc@fau.edu
Minet Schindehutte	Syracuse University	mschinde@syr.edu
Pardeep S. Shehrawat	CCS Haryana Agricultural University	psshehrawat@hau.ernet.in
Paulo César Motta	Pontifical Catholic University of Rio de Janeiro	NA

---

Peter Naudé	University of Manchester	NA
Renato R. Lyra	Pontifical Catholic University of Rio de Janeiro	r2lyra@gmail.com
Ricardo Limongi França Coelho	FACE/Universidade Federal de Goiás	NA
Richard Teach	Georgia Institute of Technology	Richard.teach@mgt.gatech.edu
Rod Shrader	University of Illinois at Chicago	rshrader@uic.edu
Rosalind Jones	Bangor University	abs822@bangor.ac.uk
Sascha Kraus	University of Liechtenstein	sascha.kraus@hochschule.li
Senay Sabah Kıyan	Ankara University	senaysabah@gmail.com
Sergio Postigo	Universidad de San Andrés	spostigo@udesa.edu.ar
Stephan C. Henneberg	University of Manchester	Stephan.Henneberg@dom01.mbs.ac.uk
Syed Karamatullah Hussaini	S.M.C.H.S, Karachi	karamat@kasbit.edu.pk
Tales Andreassi	FGV	Tales.Andreassi@fgv.br
Thérèse Albertini	Université de Corse	therese.albertini@wanadoo.fr
Thierry Fabiani	Université de Corse	thierry.fabiani@devinci.fr
Z. Ayca Altintig	Chapman University	NA