

**THE 28TH
GLOBAL RESEARCH SYMPOSIUM ON
MARKETING AND ENTREPRENEURSHIP**

**EWING MARION KAUFFMAN FOUNDATION
DOCTORAL CONSORTIUM**

**American Marketing Association
Entrepreneurial Marketing SIG**



**DePaul University, Loop Campus
1 East Jackson Boulevard
Chicago, IL**

August 12 - 14, 2015

ADVISORY BOARD

- **Jonathan Deacon**, University of South Wales
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- **Peter Whalen**, University of Denver

**GLOBAL RESEARCH SYMPOSIUM ON
MARKETING AND ENTREPRENEURSHIP**

KAUFFMAN FOUNDATION DOCTORAL CONSORTIUM

**“Live from Chicago, It’s Saturday Night Live!:
Improvisation, Effectuation and Creation Theory”**

***DePaul University, Loop Campus
1 East Jackson Boulevard, Chicago, IL***

August 12 - 14, 2015

CO-CHAIRS

**Fabian Eggers, Menlo College
Javier Monllor, DePaul University
Gerald E. Hills, Bradley University
Peter Whalen, Penn State University**

Sponsors

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American Marketing Association
Entrepreneurial Marketing SIG

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Thank You!

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

WEDNESDAY, AUGUST 12

10:00 - 12:30 PM **Doctoral Consortium**
Location: DePaul Center, Room 8002
Abdul Ali, Babson College
Fabian Eggers, Menlo College
Maija Renko, University of Illinois at Chicago
Can Uslay, Rutgers University
Susan Wei, Texas A&M International University

PROGRAM

WEDNESDAY, AUGUST 12

12:00 - 1:00 PM **REGISTRATION**
Location: DePaul Center, in front of Room 8002
Refreshments

1:00 - 2:00 PM **OFFICIAL SYMPOSIUM OPENING**
KAUFFMAN DOCTORAL CONSORTIUM WELCOME
AMA ENTREPRENEURIAL MARKETING SIG WELCOME
Location: DePaul Center, Room 8002
Fabian Eggers, Menlo College
Can Uslay, Rutgers University
Javier Monllor, DePaul University

KEYNOTE ADDRESS BY
Saras D. Sarasvathy, University of Virginia

SESSION I **Session Topic: Innovation, Improvisation and Creativity**
Chair: Fabian Eggers, Menlo College
Location: DePaul Center, Room 8002

2:00 - 3:30 PM * *The Impact of Open Innovation on New Product Development Speed and the Contingent Role of Environmental Complexity*

Todd Morgan, Kent State University
Kostas Alexiou, Kent State University

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- * *“Yes, and...” and 9 Other Crucial Improv Skills for the Entrepreneur-Salesperson*

Linden Dalecki, Pittsburg State University

- * *Team Creativity and the Ideation Process: Drivers of Innovation in Entrepreneurial Firms*

Lisa Gundry, DePaul University
Laurel Ofstein, Western Michigan University
Javier Monllor, DePaul University

3:30 - 4:00 PM

DISCUSSION BREAK
Refreshments

**CONCURRENT
SESSION II**

Session Topic: SME Marketing
Chair: Adrienne Hall-Phillips, Worcester Polytechnic Institute
Location: DePaul Center, Room 8002

4:00 - 5:00 PM

- * *Entrepreneurial marketing in the digital age: a study of the SME tourism industry*

Rosalind Jones, University of Birmingham
Philip Alford, Bournemouth University
Sally Wolfenden, Bournemouth University

- * *Sustainable energy SMEs: Is it marketing as we know it?*

Eric Tian, University of Birmingham
Rosalind Jones, University of Birmingham

**CONCURRENT
SESSION III**

Session Topic: Entrepreneurship
Chair: Javier Monllor, DePaul University
Location: DePaul Center, Room 8009

4:00 - 5:00 PM

- * *The Impact of Managerial Control Preference and Key Account Loyalty Focus on Escalation of Commitment in Family Firms*

Jeremy Woods, California State University, Bakersfield

- * *Language of Business versus Language of Kindness: A Comparison of Crowdfunding Campaigns of For-Profit and Social Entrepreneurs*

Annaleena Parhankangas, University of Illinois at Chicago
Maija Renko, University of Illinois at Chicago

6:30 PM

SYMPOSIUM RECEPTION
CityScape Bar @ Holiday Inn Chicago Mart Plaza
350 W Mart Center Dr, Chicago, IL 60654
(Dinner on your own)

THURSDAY, AUGUST 13

7:30 - 8:30 AM

BREAKFAST

(sponsored by Worcester Polytechnic Institute)

Location: DePaul Center, Room 8002

CONCURRENT SESSION IV

Session Topic: Entrepreneurial Development

Chair: Joe Giglierano, San Jose State University

Location: DePaul Center, Room 8002

8:30 - 10:00 AM

- * *Using Emery and Flora's (2006) Community Capital Framework to understand how entrepreneurial marketing processes and entrepreneurial self-efficacy can reduce a community's vulnerability, risk and resilience*

Morgan Miles, University of Canterbury

Adrienne Hall-Phillips, Worcester Polytechnic Institute

Gemma Lewis, University of Tasmania

Sussie Morrish, University of Canterbury

Audrey Gilmore, University of Ulster

Chickery Kasouf, Worcester Polytechnic Institute

- * *A Cross-Country Comparison of Success Factors in SME's Development and their Management of Risk in an Ongoing Debt-Crisis Environment*

Angela Poulakidas, Novancia Business School Paris

- * *What Do We Talk About When We Talk About Growth Hacking?*

Ivan Zupic, University of Ljubljana

CONCURRENT SESSION V

Session Topic: Next Level Incubator for Entrepreneurial Marketing

Chair: Fabian Eggers, Menlo College

Location: DePaul Center, Room 8009

8:30 - 10:00 AM

- * *Entrepreneurial Planning Behavior and Market Entry Decisions - Boundary Conditions and Moderators*

Fabian Most, Ludwig-Maximilians-University Munich

- * *Disclosure of Fake Reviews and its Effect on Purchase Intention*

Sevincgul Ulu, Rutgers University

- * *The Unification of Fragmented Entrepreneurship as a field of Research: The Role of Industrial Characteristics in Entrepreneurship and Entrepreneurship Process*

Kenan Guler, Rutgers University

10:00 - 10:30 AM **DISCUSSION BREAK**
(sponsored by Department of Management, DePaul University)
Refreshments

CONCURRENT SESSION VI **Session Topic: Entrepreneurial Marketing**
Chair: Can Uslay, Rutgers University
Location: DePaul Center, Room 8002

- 10:30 - 12:00 PM
- * *Case-Based Validation of Entrepreneurial Marketing as a Mainstream Managerial Philosophy*

Ian Chaston, Plymouth University
 - * *Revisiting Entrepreneurial Marketing Through an Extraordinary Artist Case: 'Castle Window Metaphor' in The Context of Innovation and Legitimacy*

Özge Gökbulut Özdemir, Yildirim Beyazit University
 - * *Exploring the Interface Between Entrepreneurial Marketing and Entrepreneurial Investing*

Sumaria Mohan-Neill, Roosevelt University
Indira Neill Hoch, University of Illinois at Chicago

CONCURRENT SESSION VII **Session Topic: Entrepreneurship Education and Tools**
Chair: Maija Renko, University of Illinois at Chicago
Location: DePaul Center, Room 8009

- 10:30 - 12:00 PM
- * *From Ideation to an In-Class Pitch Contest: Putting Entrepreneurial Tools into Practice*

Denise Parris, Rollins College
Cecilia McInnis-Bowers, Rollins College
 - * *Small Business Client Project*

Darlene Jaffke, Lake Forest College
 - * *A Review of Entrepreneurial Marketing Using Tree of Science*

Sebastian Robledo, Universidad Nacional de Colombia
Fabian Eggers, Menlo College
German Osorio-Zuluaga, Universidad Nacional de Colombia

12:00 - 1:30 PM **LUNCHEON**
Gerald E. Hills Award Ceremony
Stuart Read, Nicholas Dew, Saras D. Sarasvathy, Michael Song, Robert Wiltbank: "Marketing Under Uncertainty: The Logic of an Effectual Approach"
Location: DePaul Center, Room 8002

**CONCURRENT
SESSION VIII**

Session Topic: Marketing Resources
Chair: Mari Suoranta, University of Jyväskylä
Location: DePaul Center, Room 8002

1:30 - 3:00 PM

- * *Entrepreneurs at the Marketing Interface: The Mediating Role of Marketing Capabilities on SME Performance*

Vince Pascal, Eastern Washington University
Sohyoun Shin, Eastern Washington University
Elizabeth Tipton, Eastern Washington University
- * *Is Social Capital Important for the Acquisition of Marketing-Related Information in Start-Ups?*

Cristiano Machado, Marketing Empreendedor
- * *Understanding marketing networking in micro firms through a simulation of agent-based modeling with complex networks*

Sebastian Robledo, Universidad Nacional de Colombia
Fabian Eggers, Menlo College
Nestor-Dario Duque-Mendez, Universidad Nacional de Colombia

**CONCURRENT
SESSION IX**

Session Topic: Entrepreneurial Opportunities
Chair: David Hansen, College of Charleston
Location: DePaul Center, Room 8009

1:30 - 3:00 PM

- * *The Creative Opportunity Process: Conceptualising Opportunity for Entrepreneurial Marketing*

Rosalind Jones, University of Birmingham
Susan Sisay, Glyndwr University
- * *The Dynamics of Agencial Creation of Entrepreneurial Opportunities*

Kerimcan Ozcan, Marywood University
Venkat Ramaswamy, University of Michigan
- * *Exploring Opportunity Discovery and Opportunity Creation in Social Media Marketing: A New Look at Opportunity Identification and Dispersed Knowledge*

Jiyoon An, Texas Tech University

3:00 - 3:30 PM

DISCUSSION BREAK
(sponsored by Department of Management, DePaul University)
Refreshments

**CONCURRENT
SESSION X**

**Panel: Developing an Entrepreneurial Marketing Certificate
Program**

Chair: Can Uslay, Rutgers University

Location: DePaul Center, Room 8002

3:30 - 5:00 PM

* *Panel presentations and discussion*

Rosalind Jones, University of Birmingham

Joe Giglierano, San Jose State University

Adrienne Hall-Phillips, Worcester Polytechnic Institute

Javier Monllor, DePaul University

6:30 PM

SYMPOSIUM DINNER

Davanti Enoteca River North, 30 E Hubbard St, Chicago, IL 60611

FRIDAY, AUGUST 14

7:30 - 8:30 AM

BREAKFAST

Location: DePaul Center, Room 8002

SESSION XI

Special Session Topic: Customer Development – Part 1

Chair: David Hansen, College of Charleston

Location: DePaul Center, Room 8002

8:30 - 9:50 AM

- * *When Less is More? Resources Richness Influence on the Value Creation Strategies for New Technology-based Ventures*

Ferran Giones Valls, Ramon Llull University

Gabriela Balladares, Ramon Llull University

Francesc Miralles, Ramon Llull University

David Riu, Ramon Llull University

- * *The Business Model Canvas and Internationalizing Finnish Tech Firms*

Rosalind Jones, University of Birmingham

Mari Suoranta, University of Jyväskylä

9:50 - 10:20 AM

DISCUSSION BREAK

Refreshments

SESSION XII

Special Session Topic: Customer Development – Part 2

Chair: David Hansen, College of Charleston

Location: DePaul Center, Room 8002

10:20 - 11:40 AM

- * *A Customer Development Approach to Entrepreneurial Marketing*

Hugh Pattinson, University of Western Sydney

- * *Developing Ongoing, Repeatable Processes in Company Building*

Joe Giglierano, San Jose State University

11:40 AM

CLOSING COMMENTS, Symposium Commentators

Location: DePaul Center, Room 8002

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