

**SMALL BUSINESS INSTITUTE®
ANNUAL CONFERENCE 2018
CORPUS CHRISTI, TEXAS
FEBRUARY 15-17, 2018**

PROGRAM AT A GLANCE*

THURSDAY, FEBRUARY 15TH

8 am - 5 pm Registration
12:00 - 1:30 pm Opening Luncheon
1:45 - 3:15 Session 1
3:15 - 3:30 BREAK
3:30 - 5:00 Session 2
5:00 - 6:00 New Members Orientation
5:30 - 7:00 SBI Cocktail Reception (heavy appetizers)

FRIDAY, FEBRUARY 16TH

8 am - 5 pm Registration
7:00 - 8:30 am Breakfast and Roundtable Discussions
7:00 - 8:30 am Joint Editorial Board Breakfast
8:30 - 10:00 Session 3
10:00 - 10:15 BREAK
10:15 - 11:45 Session 4
12:00 - 1:30 pm Luncheon: "The Ranger Way" (Keynote – Lt. Anthony Deluna of the Texas Rangers)
1:45 - 3:15 Session 5
3:15- 3:30 BREAK
3:30 - 5:00 Session 6
5:00 - 6:00 Fellows Reception
Dinner on Your Own

SATURDAY, FEBRUARY 17TH

8 am - 5 pm Registration
7:00 - 8:30 am Breakfast
7:00 - 8:30 am Past Presidents and Fellows Breakfast
8:30 - 10:00 SBI Business Meeting
10:00 - 11:30 POY Poster Session
10:15 - 11:45 SESSION 7
12:00 - 1:30 pm Awards Luncheon
1:45 - 3:45 SBI Board Meeting
5:30 -7:30 pm SBI Social – "The Top of Texas" (heavy appetizers)

*The program schedule is subject to minor changes. However, we will do our best to keep dates and times as they are listed.

SBI 2018 Annual Conference
Detailed Session Descriptions

THURSDAY, FEBRUARY 15

Session 1, 1:45 – 3:15 PM

CA: Social Media, Marketing and AI

Independent Restaurant and Social Media Usage
Gallagher, Doyle, and Escudier

Social Media in Disaster Management by SMEs
Goel and Donaldson

Effects of Market Segmentation on Consumers' Needs Satisfaction and Organizational Growth
Adegbite, Ajayi, Kamarudeen, and Enyi

Servicing the Underrrepresented Global Communities through AI Healthcare Technology Solutions
Lu

Workshop: Human Resource Update for Small Business and Entrepreneurs
Hendon, Coder, and Dunne

Session 2, 3:30 – 5:00 PM

CP: Investments, Governance, and Management

Are Angel Investors beginning to look like Venture Capitalists
Bell and Felan

The Reporting and Governance Practices of Small Non-profit Entities in Colorado and New Mexico: The Role of Best Practices
Flanagan, Holt, Giordano, and Dirks

The Rise in Fly-in-Fly-out Jobs and the Challenges Managers Face
Escudier

CA: IEO, Self-Efficacy, and Engagement

Exploring Individual Entrepreneurial Orientation (IEO) and Small Business Performance
Bolton, Peake, and Coder

What is the Influence of Entrepreneurship Training on Entrepreneurial Self-Efficacy?
Kerrick, Digan, and Cumberland

*Teamwork infused into College Engineering Program's Curriculum Impacts Students
Professional Experience*
Robinson, Kerrick, and Cumberland

Workshop: Training and best practices for mentors and protégés
Liang

Friday February 16, 2018

BREAKFAST ROUNDTABLE DISCUSSIONS: 7:15 – 8:15 am

Roundtable A: **Future Impact of Amazon on Food Distribution**
Gallagher and Doyle

Roundtable B: **Starting the Semester off Right: Activities and Interactions for the First Day of Class**
Sea and Welsh

Session 3, 8:30 – 10:00 AM

CP: Start-up, Success, and Management

*Learning from Others' Success Stories: An Explanation of Motivators Using Social Cognitive
Theory*
Quinn, Cumberland, and Kerrick

Cultural and Geographic Variations in Family Business Management: A Multinational Analysis
Sonfield

What Drives Entrepreneurial Start-up Activity? An Exploratory Study
Zhong, Bell, and Felan

*Ecosystem Interrupted: How Waste, Culture, and Corruption are Stifling Economic
Development and Entrepreneurship in Eastern Kentucky*
Snow and Prater

CA: Policies

Administrative Withdrawal Policies: Good Intentions or Bad Policy
Batchelor, Vuong, Garabedian, Burch, and Burch

The Pros and Cons of Non-Compete Agreements to Strategic HRM in Small and Family Firms
Hendon and Bell

A Comparison of Environmental Sustainability Reporting Frameworks for SMEs
Sheilds and Shellman

Workshop: Recordkeeping and enterprise financial analysis 101 – What we need to know to support small-scale, Multifunctional Ag Producers

Liang

Session 4, 10:15 – 11:45 AM

CP: Technology and Small Business

Data Quality across Mail, Qualtrics Panels, and Mturk Samples of Small Business Owners: Getting What you Pay for?

Peake and Coder

Social Media Exploration and Exploitation by SMEs

Goel and Donaldson

Leading Multi-Generational Virtual Teams

Escudier

Innovative Teaching and Pedagogy

Business Information Literacy

Campbell and Cook

Using WordPress.com for Classroom Assignments

Sea

The Infinite Benefits to Students of a Service-Learning HRM Project

Dunne

Session 5, 1:45 – 3:15 PM

CA: International

A Business Success versus Failure Prediction Model for Small Businesses in Ghana

Gyimah, Appiah, Lussier

Perceptions of Employment Opportunities for Refugee Women

Dunne and Aaron

The Financial Reporting Requirements of Small UK and US Privately-Held LLCs: Does Accountability to Society and Stockholders Differ Internationally and Even Between US States?

Kesselring, Holt, and Clifton

Indian Students' Perceptions of Managers' and Traditional Entrepreneurs' Ethics

Barber, Ghouse, McDowell, Gibson, and Harris

SBI Best Practices

Tearing Down Silos

Klotz

Steve Jobs Said: You've Gotta Be a Little Crazy

Lao and Flores

Syros International

Sea et al.

Workshop: Incorporating Technologies for Service Learning to Manage Growth, Capture Metrics, Engage Community Partners, and Facilitate Better Projects

Minifie and Escobodo

Session 6, 3:30 – 5:00 PM

CP: Place and Gender in Small business

Female Entrepreneurship: A Model of Business-Family Interface and Performance

Welsh and Kaciak

Does Gender Make a Difference for Small Business Performance

Pett, Heileman

Personal Characteristics of Successful Women Entrepreneurship in Mexico: A Conceptual Exploratory Study

Banda

Women in Boardrooms: A Comparative Study of Gender Diversity amongst the Directors of Small Public Companies in the USA and UK

McFerrin, Holt

AACSB Panel Discussion

Current State of AACSB
Ann Murphy

SBDC Best Practices

Experiential Business Classes and SBDC Clients
Minifie

The Doctor Only Gave Her One Crutch
Flores, Lao, and Gonzalez

Saturday February 17, 2018

Project of the Year Finalists Poster Session 10:00 – 11:30

Session 7, 10:15 – 11:45 PM

CP: Education, Entrepreneurship, and Retention

Will the SBI Program Survive? An Examination of the Relationships of AACSB and SBI
Hoffman, Murphy, and Bechtold

A Study of Student Retention Rates in Two-year Respiratory Therapy Programs
Artibey and Lao

Henry Flagler and Henry Plant: Entrepreneurship that Led to the Development of Florida
Critical Biography Research
Gallagher, Deem, Bourne, and Schubert

Workshop: Publishing in the Journal of Small Business Strategy
McDowell, Harris, Aaron, Mahto, Peake, and Kudlats