

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

WEDNESDAY, FEBRUARY 14TH

5:00 – 9:00 pm SBI Board Meeting (Matagorde)

THURSDAY, FEBRUARY 15TH

8 am – 5 pm Registration

12:00 - 1:30 pm Opening Luncheon (Nueces B)

1:45 - 3:15 Session 1

3:15 - 3:30 BREAK

3:30 - 5:00 Session 2

5:00 - 6:00 New Members Orientation (Copano)

5:30 - 7:00 SBI Cocktail Reception (heavy appetizers) (Pool Deck – Level 2; contingent upon weather)

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 (Copano)

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) (Nueces B)

1:45 - 3:15 Session 5

3:15- 3:30 BREAK

3:30 - 5:00 Session 6

5:00 - 6:00 Fellows Reception (Omni Hotel)

Dinner on Your Own

SATURDAY, FEBRUARY 17TH

8 am - 10 am Registration

7:00 - 8:30 am Breakfast (Nueces B)

7:00 - 8:30 am Past Presidents and Fellows Breakfast (Copano)

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 (Nueces B)

1:45 - 3:45 SBI Board Meeting (Matagorda)

5:30 - 7:30 pm SBI Social – “The Top of Texas” (heavy appetizers)

SBI 2018 Annual Conference Detailed Session Descriptions

THURSDAY, FEBRUARY 15

Session 1: 1:45 - 3:15 pm

Session 1A: CA: **Social Media, Marketing and AI**

Location: Aransas

Session Chair and Moderator:

Independent Restaurant and Social Media Usage

Lisa Gallagher, Kaplan University

Sean Doyle, Kaplan University

Social Media in Disaster Management by SMEs

Lakshmi Goel, University of North Florida

Janice Donaldson, Florida SBDC and University of North Florida

Effects of Market Segmentation on Consumers' Needs Satisfaction and Organizational Growth

Ganiu Adegbite, Ogun State Institute of Technology

Timothy Ajayi, Ogun State Institute of Technology

Kamarudeen Sulaimon, Ogun State Institute of Technology

David Enyi, Ogun State Institute of Technology

Servicing the Underrepresented Global Communities through AI Healthcare Technology Solutions

Shanel Lu, Emergenceai

Session 1B: **Workshop**

Location: Copano

Workshop: Human Resource Update for Small Business and Entrepreneurs

John Hendon, University of Arkansas at Little Rock

LeAnne Coder, Western Kentucky University

Timothy Dunne, Boise State University

Session 2: 3:30 – 5:00 pm

Session 2A: CP: **Investments, Governance, and Management**

Location: Aransas

Session Chair and Moderator: Joe Felan

Are Angel Investors beginning to look like Venture Capitalists?

Joe Bell, University of Arkansas at Little Rock

Joe Felan, University of Arkansas at Little Rock

The Reporting and Governance Practices of Small Non-profit Entities in Colorado and New Mexico: The Role of Best Practices

Amy Flanagan, Metropolitan State University of Denver
Andrew Holt, Metropolitan State University of Denver
Joe Giordano, Metropolitan State University of Denver
David Dirks, Metropolitan State University of Denver

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

Blake Escudier, University of Fredericton
Leon Grondin-Leblanc, University of Fredericton
Arnilisa Mong, University of Fredericton
Jesseca Wilson, University of Fredericton
Sean Doyle, Kaplan University

Session 2B: CA: **IEO, Self-Efficacy, and Engagement**

Location: Laguna Madre

Session Chair and Moderator: Whitney Peake

Exploring Individual Entrepreneurial Orientation (IEO) and Small Business Performance

Dawn Bolton, Western Kentucky University
Whitney Peake, Western Kentucky University
LeAnne Coder, Western Kentucky University

What is the Influence of Entrepreneurship Training on Entrepreneurial Self-Efficacy?

Sharon Kerrick, Bellarmine University
Shaun Digan, University of Louisville
Denise Cumberland, University of Louisville

Teamwork infused into College Engineering Program's Curriculum Impacts Students Professional Experience

Brian Robinson, University of Louisville
Sharon Kerrick, Bellarmine University
Denise Cumberland, University of Louisville

Session 2C: **Workshop**

Location: Copano

Workshop: Training and best practices for mentors and protégés

ChyiLyi Liang, North Carolina A&T State University

FRIDAY, FEBRUARY 16

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

Roundtable A

Location: Aransas

Future Impact of Amazon on Food Distribution

Lisa Gallagher, Kaplan University

Sean Doyle, Kaplan University

Roundtable B

Location: Laguna Madre

Starting the Semester off Right: Activities and Interactions for the First Day of Class

Debra Sea, Bemidji State University

Dianne Welsh, University of North Carolina at Greensboro

Session 3: 8:30 – 10:00 am

Session 3A: CP: **Start-up, Success, and Management**

Location: Aransas

Session Chair and Moderator: David Snow

Learning from Others' Success Stories: An Explanation of Motivators Using Social Cognitive Theory

Ryan Quinn, University of Louisville

Denise Cumberland, University of Louisville

Sharon Kerrick, Bellarmine University

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

Matthew Sonfield, Hofstra University

What Drives Entrepreneurial Start-up Activity? An Exploratory Study

Shijun Zhong, University of Arkansas at Little Rock

Joe Bell, University of Arkansas at Little Rock

Joe Felan, University of Arkansas at Little Rock

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

David Snow, University of Pikeville

Justin Prater, University of Pikeville

Session 3B: CA: **Policies**

Location: Laguna Madre

Session Chair and Moderator: John Hendon

Administrative Withdrawal Policies: Good Intentions or Bad Policy

John Batchelor, University of West Florida

Jimmy Vuong, University of West Florida

Christian Garabedian, University of west Florida

Gerald Burch, Texas A&M Commerce

Jana Burch, Tarleton State University

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

John Hendon, University of Arkansas at Little Rock

Joe Bell, University of Arkansas at Little Rock

A Comparison of Environmental Sustainability Reporting Frameworks for SMEs

Jeff Shields, University of North Caroline at Asheville

Joyce Shellman, University of Maryland University College

Session 3C: **Workshop**

Location: Copano

Workshop: Starting and Running an SBI Program

Ron Cook, Rider University

Michael Harris, East Carolina University

Session 4: 10:15 – 11:45 am

Session 4A: CP: **Technology and Small Business**

Location: Aransas

Session Chair and Moderator: Blake Escudier

Data Quality across Mail, Qualtrics Panels, and Mturk Samples of Small Business

Owners: Getting What you Pay for?

Whitney Peake, Western Kentucky University

LeAnne Coder, Western Kentucky University

Social Media Exploration and Exploitation by SMEs

Lakshmi Goel, University of North Florida

Janice Donaldson, Florida SBDC at University of North Florida

Leading Multi-Generational Virtual Teams

Blake Escudier, University of Fredericton

Marco Giambagno, University of Fredericton

Joseph Meyers, University of Fredericton

Gilles Smith, University of Fredericton

Martin McDermott, Kaplan University

Session 4B: **Innovative Teaching and Pedagogy**

Location: Laguna Madre

Session Chair and Moderator: Timothy Dunne

Business Information Literacy

Diane K. Campbell, Rider University

Ron Cook, Rider University

Using WordPress.com for Classroom Assignments

Debra Sea, Bemidji State University

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

Timothy Dunne, Boise State University

Session 3C: **Workshop**

Location: Copano

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

ChyiLyi Liang, North Carolina A&T State University

Session 5: 1:45 – 3:15 pm

Session 5A: CA: **International**

Location: Aransas

Session Chair and Moderator: William McDowell

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

Prince Gyimah, University of Education, Winneba

Kinglsey Appiah, Kwame Nkrumah University of Science and Technology

Robert Lussier, Springfield College

Perceptions of Employment Opportunities for Refugee Women

Timothy Dunne, Boise State University

Joshua Aaron, Middle Tennessee State University

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?

Kristina Kesselring, Metropolitan State University of Denver

Andrew Holt, Metropolitan State University of Denver

Greg Clifton, Metropolitan State University of Denver

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

Dennis Barber III, East Carolina University

Suhail Ghouse, Dhofar University

William McDowell, Bradley University

Shanan Gibson, Texas A&M – Commerce

Michael Harris, East Carolina University

Session 5B: **SBI Best Practices**

Location: Laguna Madre

Session Chair and Moderator: LeAnne Coder

Tearing Down Silos

Ken Klotz, Bradley University

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

Jimmie Flores, Kaplan University

Teresa Lao, Grand Canyon University

Matthew Gonzalez, University of Charleston, WV

Syros International Seminar

Debra Sea, Bemidji State University

Nikos Leandros, Panteion University

Nikos Bakounakis, Panteion University

Meral Özçınar, Uşak University

Dikaia Chatziefsthathiou, Canterbury Christ Church University

Session 5C: **Workshop**

Location: Copano

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

Jana Minifie, Texas State University

Joshua Escobodo, Campus Reach

Session 6: 3:30 – 5:00 pm

Session 6A: CP: **Place and Gender in Small Business**

Location: Aransas

Session Chair and Moderator: Dianne Welsh

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

Dianne Welsh, University of North Carolina at Greensboro

Eugene Kaciak, Brock University and Kozminski University

Does Gender Make a Difference for Small Business Performance

Tim Pett, Rollins College

Mark Heileman, Rollins College

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

Judith Banda, Universidad de Guanajuato

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

Laurel McFerrin, KMG Capital Partners
Andrew Holt, Metropolitan State University of Denver

Session 6B: **AACSB Panel Discussion**

Location: Copano

Current State of the AACSB

Ann Murphy, Dean
Metropolitan State University of Denver

Session 6C: **SBDC Best Practices**

Location: Laguna Madre

Session Chair and Moderator: Dennis Barber

Experiential Business Classes and SBDC Clients

Jana Minifie, Texas State University

The Doctor Only Gave Her One Crutch

Jimmie Flores, Kaplan University
Teresa Lao, Grand Canyon University
Matthew Gonzalez, University of Charleston West Virginia

SATURDAY, FEBRUARY 17

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

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

Roundtable A

Location: Copano

Expanding Experiential Learning – Student Run Business on Campus

Joe Felan, University of Arkansas at Little Rock

Session 7: 10:15 – 11:45 am

Session 7A: CP: **Education, Entrepreneurship, and Retention**

Location: Laguna Madre

Session Chair and Moderator: Lynn Hoffman

Will the SBI Program Survive? An Examination of the Relationships of AACSB and SBI

Lynn Hoffman, Metropolitan State University of Denver

David Bechtold, Metropolitan State University of Denver

Ann Murphy, Metropolitan State University of Denver

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

Pamela Artibey, Grand Canyon University

Teresa Lao, Grand Canyon University

Henry Flagler and Henry Plant: Entrepreneurship that Led to the Development of Florida Critical Biography Research

Lisa Gallagher, Kaplan University

Jack Deem, Kaplan University

Bea Bourne, Kaplan University

Carol Schubert, Kaplan University

Session 7B: **Workshop**

Location: Copano

Workshop: Publishing in the Journal of Small Business Strategy

William McDowell, Bradley University

Michael Harris, East Caroline University

Joshua Aaron, Middle Tennessee State University

Raj Mahto, University of New Mexico

Whitney Peake, Western Kentucky University

Jerry Kudlats, Jacksonville University