



Small Business Institute® Annual Conference 2024
Orlando, Florida – April 10-13, 2024

WEDNESDAY, APRIL 10TH

5:00 pm – 7:00 pm SBI Board Meeting
7:00 pm – 9:00 pm PhD Consortium Welcome Networking Event

THURSDAY, APRIL 11TH

8:00 am – 5:00 pm Registration
9:00 am – 11:30 am PhD Consortium Panel
12:00 noon – 1:30 pm Luncheon, Dr. Eric Liguori
1:45 pm – 3:15 pm Session 1
3:15 pm – 5:00 pm Break
5:00 pm – 6:00 pm Business Meeting
6:00 pm – 6:30 pm New Members Networking Event
6:30 – 8:00 pm Cocktail Reception

FRIDAY, APRIL 12TH

8:00 am – 5:00 pm Registration
7:30 am – 8:30 am Breakfast & Roundtable 1
7:30 am – 8:30 am Joint Editorial Board Breakfast
8:30 am – 10:00 am Session 2
10:00 am – 10:15 am Break
10:15 am – 11:45 am Session 3
12:00 noon – 1:30 pm Luncheon, Mr. Gabriel Ruiz
1:45 pm – 3:15 pm Session 4
3:15 pm – 3:30 pm Break
3:30 pm – 5:00 pm Session 5
5:00 pm – 6:00 pm Fellows Reception
6:00 pm – 8:00 pm Friday Night Social

SATURDAY, APRIL 13TH

8:00 am – 10:00 am Registration
8:00 am – 9:00 am Breakfast & Roundtable 2
8:00 am – 9:00 am Past Presidents and Fellows Breakfast
9:00 am – 10:15 am SBI Business Meeting (All are welcome)
10:15 am – 11:45 am Session 6 / POY
12:00 noon – 1:30 pm Awards Luncheon
1:45 pm – 3:45 pm SBI Board Meeting

SBI 2024 Annual Conference

Detailed Session Descriptions

THURSDAY, APRIL 11TH

Registration

8:00 am – 5:00 pm

Location: MAJESTIC FOYER

Luncheon

12:00 noon – 1:30 pm

Location: MAJESTIC I

Dr. Eric Liguori, Managing Editor of *Journal of Small Business Management*
Associate Dean, Jimi Moran College of Entrepreneurship, FSU

Session 1:

1:45 pm - 3:15 pm

Session 1A Competitive Abstracts

Location: EXPRESSIONS II

Session Chair and Moderator: Jana Minifie

Are Farm Heir Preferences Considered in Succession?

William Walls (Purdue University)

Renee Wiatt (Purdue University)

Maria I. Marshall (Purdue University)

Renewed Generational Engagement: Saving Small Firms from Quiet Quitters

Myesha Holmes (Marshall University)

Experiential Learning Pathways to Intrapreneurship and Entrepreneurship: Methods, Benefits and Ethics behind Community-based Experiential Learning

Nicole B. Predki (Metropolitan State University of Denver)

Session 1B Innovative Pedagogy

Location: MAJESTIC II

Session Chair and Moderator: Sharron Kerrick

Taking the Guesswork Out of Financial Forecasting

Rebecca L. Prater (Metropolitan State University of Denver)

Lynn Hoffman (Metropolitan State University of Denver)

A Client-based Hydroponic Marketing Project in an Agribusiness Course

Danhong Chen (Sam Houston State University)

L.A. Wolfskill (Sam Houston State University)

Shyam S. Nair (Sam Houston State University)

Marsha Wilson (Sam Houston State University)

Using Gamification to Increase Student Engagement

Aycan Kara (Indiana University Southeast)

Lisa Russell (Indiana University Southeast)

Embedding Entrepreneurship in Engineering Education): Fostering Innovation and Enterprising Mindset

Mandeep Singh (Thapar Institute of Engineering & Technology)

Aard Groen (Groningen University)

Olga Belousova (Groningen University)

Karminer Ghumman (LMT School of Management)

Steven T. Walsh (University of New Mexico)

Session 1C Workshop

Location: MAJESTIC III

Session Chair and Moderator: Ron Cook

How to Create and Run an SBI Program

Ron Cook (Rider University)

Michael Harris (East Carolina University)

3:15 pm – 5:00 pm

Break

5:00 pm – 6:00 pm

SBI Business Meeting

Location: EXPRESSIONS I

6:00 pm – 6:30 pm

New Member Networking Event

Location: ENCHANTED

6:30 pm – 8:00 pm

Cocktail Reception

Location: TERRACE

FRIDAY, APRIL 12TH

Registration

8:00 am – 5:00 pm

Location: MAJESTIC FOYER

Joint Editorial Board Breakfast

7:30 am – 8:30 am

Location: MAJESTIC I

Breakfast Roundtable Discussions

7:30 am – 8:30 am

Location: EXPRESSIONS III

Roundtable 1A

What Does Long-Term Job Creation Actually Cost?

Kelly Cowan (University of New Mexico)

Roundtable 1B

Pitch Investors Workshop: The Competitive Advantage of Entrepreneurship Education Consultants

John F. LeCounte (Tarleton State University)

Carina Campos (Tarleton State University)

Roundtable 1C

Money As Your Business Partner: An Experiential Method of Teaching Money Mindset

Rebecca Prater (Metropolitan State University of Denver)

Session 2:

8:30 am – 10:00 am

Session 2A Abstracts and Papers

Location: EXPRESSIONS II

Session Chair and Moderator: LeAnne Coder

Power Dynamics in Couple Working Together: Impact on Company Profitability and perceived Performance

Alejandra Armesto Gomez (Purdue University)

Maria I. Marshall (Purdue University)

Bioeconomy and Small Businesses – Resiliency, Sustainability, and Consequences?

ChyiLyi Liang (North Carolina A&T State University)

Integrating Innovation and Tradition: The Role of Rural Entrepreneurs in Technology Adoption and Cultural Preservation

Xaver Neumeyer (University of New Mexico)

Is Defense the Best Offense? The Impact of Regulatory Focus on Innovation and SME Performance

Michael Harris (East Carolina University)

Dennis H. Barber III (East Carolina University)

Whitney Peake (Western Kentucky University)

Session 2B Competitive Abstracts and Papers

Location: MAJESTIC II

Session Chair and Moderator: Andrew Holt

Generating AI and the Accounting Assistant That All Small Businesses Need

Letitia M. Pleis (Metropolitan State University of Denver)

Reviewing Financial, Governance, and Voluntary Accountability by U.S. Non-profits: Mere Regulatory Compliance or the Embodiment of Excellence?

Marni Horan (Metropolitan State University of Denver)

Andrew D Holt (Metropolitan State University of Denver)

Intra-Firm Cross-Organizational Open Innovation in Institutional Policymaking For Green Transition

Steven T. Walsh (University of New Mexico)

Reilly White (University of New Mexico)

Yorgos Marinakis (Entrepreneur)

Session 2C Workshop

Location: MAJESTIC III

Session Chair and Moderator: William C. McDowell

Department Chair – An Administrative Career Choice Post Tenure

Raj V. Mahto (University of New Mexico)

William C. McDowell (Texas State University)

10:00 am – 10:15 am

Break

Session 3:

10:15 am – 11:45 am

Session 3A Competitive Papers

Location: EXPRESSIONS II

Session Chair and Moderator: Denise Cumberland

Small Business Strategies for Success: The Role of Convenience Customer Characteristics, and Firm Attributes in Driving Loyalty

Brittany A. Thierman (Marshall University)

To Apply, or Not to Apply: The Role of Societal Trust in SME Financing Decisions in the Context of Economic Uncertainty

Rebel A. Cole (Florida Atlantic University)

Anastassia Vilderson (Florida Atlantic University)

Svetlana Kalinnikova (Florida Atlantic University)

Examining Business Strategies based on Agent-Based Modeling Concepts – Tools and Examples for Researchers and Practitioners

ChyiLyi Liang (North Carolina A&T State University)

Bryan Collins (North Carolina A&T State University)

Session 3B Workshop

Location: MAJESTIC II

Session Chair and Moderator: Steven T. Walsh

Growth Alchemy: A Workshop to Demystify Scale Up

Kelly Cowan (University of New Mexico)

Reilly White (University of New Mexico)

Robert Tierney (Northern New Mexico College)

Mandeep Sing (Thapar Institute)

Mathias Fink (Johannes Kepler University)

Yorgos Marinakis (Entrepreneur)

Nazrul Islam (University of South London)

Siddaq Sing (Thapar Institute)

Dmitry Khanin (University of New Mexico)

Steven T. Walsh (University of New Mexico)

Session 3C Competitive Abstracts

Location: MAJESTIC III

Session Chair and Moderator: Dennis Barber

Exploring the Impact of Leadership Behaviors on Employee Behaviors and Strategic Alignment of Safety Protocols in Small Transportation Businesses

Teresa Smith (Marshall University)

Occupational Stigma of Entrepreneurs in Sub-Saharan Africa

Nathaniel R. Hill (University of South Carolina)

The Culture War's Impact on Small Businesses

Lynn Hoffman (Metropolitan State University of Denver)

Adam Melnick (Metropolitan State University of Denver)

Ann Murphy (Metropolitan State University of Denver)

Rebecca L. Prater (Metropolitan State University of Denver)

Nicole B. Predki (Metropolitan State University of Denver)

Luncheon

12:00 noon – 1:30 pm

Location: MAJESTIC I

Mr. Gabriel Ruiz, USA LTC (Ret.), Founder, Advanced IT Concepts

Session 4:

1:45 pm – 3:15 pm

Session 4A Competitive Abstracts

Location: EXPRESSIONS II

Session Chair and Moderator: Whitney Peake

Reviewing the Cultural and Network Aspects of the Entrepreneurial Ecosystem relating to Hydroponic Operations in the Southeast USA

Success A. N. Okafor (North Carolina A&T University)

ChyiLyi Liang (North Carolina A&T University)

Symbolic Substantive CSR Attributions at Work: Examining Their Impact on Social Entrepreneurial Intentions

Jeffrey Muldoon (Emporia State University)

Yankun Jia (Emporia State University)

Corey Fox (Texas State University)

Phillip Davis (Texas State University)

Entrepreneurship Program Evaluation: Examining the Impact of a Training Program on Women and Underrepresented Groups

Sharron Kerrick (University of Louisville)

Denise M Cumberland (University of Louisville)

Adam Cocco (University of Louisville)

Session 4B Workshop

Location: MAJESTIC II

Session Chair and Moderator: John Hendon

2023-2024 Human Resource Update for Small Business and Entrepreneurs

John Hendon (Texas State University)

LeAnne Coder (Western Kentucky University)

Timothy Dunne (Small Business Institute)

Session 4C Competitive Abstracts

Location: MAJESTIC III

Session Chair and Moderator: Scott Cox

What Types of Social Enterprises Prioritize Scaling?

Dmitry Khanin (University of New Mexico)

Raj V. Mahto (University of New Mexico)

William C. McDowell (Texas State University)

Small Business Planning: Leverage Innovation and Social Media to Improve Performance

Gautam Nagpal (ESC Pau Business School)
Tim Pett (Rollins College)
Laurent Sie (ESC Pau Business School)
Jacques Jaussaud (Universite de Pau et des Pays de l'Adour)

How to Succeed in Business?

Alexandra Henderson (Bellarmine University)
Haleh Karimi (Bellarmine University)
Amy Fairfield (Bellarmine University)

Strategic Flexibility: Examining Its Role in a Dynamic Economy

Sandipen Sen (Southeast Missouri State University)
Neelotpaul Banerjee (National Institute of Technology Durgapur)
Katrina Savitskie (Savitskie Consulting)
William C. McDowell (Texas State University)

3:15 pm – 3:30 pm

Break

Session 5:

3:30 pm – 5:00 pm

Session 5A: Competitive Abstracts

Location: EXPRESSIONS II

Session Chair and Moderator: Steven Walsh

Examining Strategic and Ethical Implications of Innovation and AI

Kip Kiefer (Rollins College)

***Sustainable DeepTech Precision Agriculture Businesses in India Using Machine Learning:
An Energy Standpoint***

Mandeep Singh (Thapar Institute of Engineering and Technology)
Rajnish Mallick (Thapar Institute of Engineering and Technology)
Steven T. Walsh (University of New Mexico)
Aneesh Gopalakrishnan (Thapar Institute of Engineering and Technology)

Tangible Skills for Accountants Working in a Technologically Disruptive Environment

William Mesa (Metropolitan State University of Denver)

Session 5B Competitive Abstracts and Cases

Location: MAJESTIC II

Session Chair and Moderator: Joe Felan

The Market Approach in Business Valuations: A Case Study

Jana R. Minifie (SSVC Consultants, LLC)
Bill Thompson (Texas State University)
William Wardrope (Consultant)

Is Hiring Gig Workers a Profitable and Reliable Strategy for Small Businesses?

Angela Busila (Metropolitan State University of Denver)

Cooking the Books: Unveiling Fraudulent Accounting Practices and Navigating the Legal Investigation Process

Amy Cardillo (Metropolitan State University of Denver)

Sheri Betzer (Metropolitan State University of Denver)

Session 5C Competitive Papers

Location: MAJESTIC III

Session Chair and Moderator: John Batchelor

Assessing the Impact of Financial and Educational Resources on the Success of Minority-Owned Businesses

Clinton B. Arnold (West Virginia State University)

Community Engagement in Business Education: Addressing Sustainability Issues Through Student-Team Consulting

Kenneth E. Williams (Kettering University)

The Influence of a Franchise Course on Undergraduates and MBA Students

Brian Holahan (University of Louisville)

Denise M. Cumberland (University of Louisville)

Gary Jones (U.S. Army)

5:00 pm – 6:00 pm

Fellows Reception

Location - ENCHANTED

6:00 pm – 8:00 pm

Friday Night Social – SPLITTSTVILLE BOWLING

SATURDAY, APRIL 13TH

Registration

8:00 am – 10:00 am

Location: MAJESTIC FOYER

Past Presidents and Fellows Breakfast

8:00 am - 9:00 am

Location: AMERICAN KITCHEN

Breakfast Roundtable Discussions

8:00 am - 9:00 am

Location: MAJESTIC I

Roundtable 2A

Join the Editorial Board for Journal of Small Business Strategy

Dennis Barber III (East Carolina University)

Roundtable 2B

What is Technology-Based Scaling (TBBS)?

Kelly Cowan (University of New Mexico)

Roundtable 2C

Empowering Entrepreneurs: Unveiling the Triumphs and Challenges of African American Women in Small Business

Deborah Thigpen (Purdue Global)

Roundtable 2D

Role of Supply Chain Management (SCM) in SMEs

Joe T Felan (University of Arkansas at Little Rock)

Scott R Cox (Georgia College & State University)

9:00 am – 10:15 am

SBI Business Meeting (All are welcome)

Location: Expressions I

Session 6:

10:15 am – 11:45 am

Session 6A Project of the Year (POY)

Location: EXPRESSIONS II

Session Chair and Moderator: Jana Minifie

Project of the Year (POY)

Session 6B Chuck McDowell Business Plan Competition

Location: MAJESTIC I

Session Chair and Moderator: Jana Minifie

Session 6C Competitive Abstracts

Location: MAJESTIC II

Session Chair and Moderator: Dmitry Khanin

Psychological Ownership and Its Positive and Negative Effects on Family Firms

Dmitry Khanin (University of New Mexico)

Raj V. Mahto (University of New Mexico)

Diagnosis of Workplace Burnout in a Group of Family Businesses in the City of Leon, Guanajuato, Mexico

Judith Banda (Universidad de Guanajuato)

Nayeli Razo (Universidad de Guanajuato)

Angel Flores (Universidad de Guanajuato)

Rosy D'Amico (Burnout Institute)

Cultural Wars: Now Small Businesses are being Affected

Lynn Hoffman (Metropolitan State University of Denver)

Adam Melnick (Metropolitan State University of Denver)

Ann Murphy (Metropolitan State University of Denver)

Rebecca L. Prater (Metropolitan State University of Denver)

Debora Gilliard (Metropolitan State University of Denver)

Session 6D Competitive Abstracts and Papers

Location: MAJESTIC III

Session Chair and Moderator: Denise Cumberland

Local Social Capital Effects on Small Business Lending

Joseph Grimes (Florida Atlantic University)

Rebel A. Cole (Florida Atlantic University)

Anita Pennathur (Florida Atlantic University)

The Role of Religiosity in Loan Repayment in Microfinance Institutions

Rebel A. Cole (Florida Atlantic University)

Uliana Filitova (Florida Atlantic University)

Sarah Khaled (Florida Atlantic University)

A Sensemaking Approach to Leadership

John Batchelor (University of West Florida)

Timothy McIlveene (University of West Florida)

Carlos Marrero (University of West Florida)

Thales de Souza (University of West Florida)

12:00 noon – 1:30 pm

Awards Luncheon

Location – MAJESTIC I

1:45 pm – 3:45 pm

SBI Board Meeting

Location – EXPRESSIONS I