

Small Business Institute®



VIRTUAL EVENT
FEBRUARY 25-26, 2021

All times are EST

WEDNESDAY, FEBRUARY 24TH

5:00 – 9:00 pm SBI Board Meeting

THURSDAY, FEBRUARY 25TH

8 am – 5 pm Registration

9:00 – 9:30 am – Welcome Session

9:30 – 9:45 - BREAK

9:45 – 11:00 am Session 1

11:00 – 11:15 am BREAK

11:15 – 12:30 pm Session 2

12:30 – 1:30 pm Lunch Break/Round Table Discussions

1:30 – 2:45 pm Session 3

2:45 – 3:00 pm BREAK

3:15 – 4:15 pm Session 4

4:30 – 5:30 – Fellows/Past Presidents Meeting

FRIDAY, FEBRUARY 26TH

8:00-9:15 am Joint Editorial Board Breakfast (tentative)

9:15 – 9:30 am Welcome Back

9:45 – 11:00 a.m. Session 5

11:00 – 11:15 a.m. BREAK

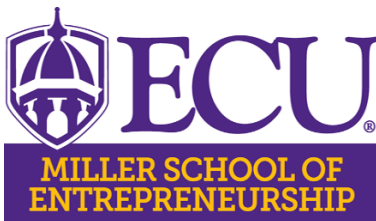
11:15 – 12:15 pm POY Presentations

12:30 – 1:30 pm Awards Luncheon

1:30? – 3:00 p.m. Business Meeting (will start 15 minutes after the Awards Luncheon concludes)

3:30 – 5:00 SBI Board Meeting

A Special Thank You to our Generous Sponsors!



SBI 2021 Annual Conference Detailed Session Descriptions

THURSDAY, FEBRUARY 25

Session 1: 9:45 -11:00 am ET

Session 1A Workshop

Developing and Running an SBI Program

Ron Cook, Rider University
Michael Harris, East Carolina University

Session 1B Competitive Abstracts

Session Chair and Moderator: Josh Aaron

The Effect of COVID-19 on African American and Minority Firms in Entrepreneurial Ecosystems: A Socio-Economic Pilot Survey of Lexington/Fayette County Kentucky

Patrick Walker, University of Kentucky
Sherrie Lewis

Stakeholder Networking

Adam Melnick, Metropolitan State University of Denver

Linking a Written Business Plan and Social Media to CRM and SME Performance

Tim Pett, Rollins College
Laurent Sie, ESC Pau Business School
Kip Kiefer, Rollins College
Frederic Dosquet, ESC Pau Business School

Session 1C Innovative Pedagogy

Session Chair and Moderator: Whitney Peake

Innovative High School Summer Academy

Corey Pulido, East Carolina University

E-Portfolios for Graduate Programs: One Tool for High-Impact Practices, Student Self-Reflection, Instructional Scaffolding and Program Assessment

Melissa Brode, University of West Florida
Amy Brewer, University of West Florida
Amy Miller, University of West Florida
Amy Sinkus, University of West Florida

Session 2: 11:15 am – 12:30 pm ET

Session 2A Competitive Abstracts

Session Chair and Moderator: Dennis Barber

Reframing Start-Up Success: Action Learning and Beyond

Wendy van Schalkwyk, CEO of MI Ashanti International

Herman van Niekerk, University of Phoenix Online

Louise Underdahl, University of Phoenix

The Influence of Industry Selection on Successful Franchise Ownership and Satisfaction

Martin McDermott, Purdue University Global

Rural Entrepreneurship Success Factors: An Empirical Investigation in an Emerging Market

Prince Gyimah, Akenten Appiah-Menka University of Skills Training and Entrepreneurial Development

Robert Lussier, Springfield College

Business Identities in Online Spaces: A Nigerian Woman Entrepreneur Perspective

Joy Enyinnaya, Colorado State University

Session 2B Innovative Pedagogy

Session Chair and Moderator: Whitney Peake

Add Some Zip, Zest, and Zing to your Zoom

Veronica Veaux, Bemidji State University

Angie Kovarik, Bemidji State University

Debra Sea, Bemidji State University

Connect the Dots: A Card Game for Teaching Cognitive Frameworks and Uncertainty in Opportunity Recognition

Craig Armstrong, University of Alabama

Session 2C Competitive Papers

Session Chair and Moderator: Jana Minifie

Sometimes a Little is More than a Lot: The Role of the Dark Triad Personality Traits in Creativity, Problem Solving, and Innovation in SMEs

Christine Kelley, Embry-Riddle Aeronautical University

John Batchelor, University of West Florida

The Impact of COVID-19 on US Passenger-Belly Air Cargo

Scott Peters, ERAU

Corporate Social Responsibility and Small- and Medium-Sized Enterprise Debt Covenants

Andrew Weinberger, Central Connecticut State University

Rebekah Austin, Missouri State University

JD Mohundro, Creighton University

Lunch: 12:30 – 1:30 pm ET

Roundtable Discussions

Career and Technical Education in COVID-19: A New Beginning?

Louise Underdahl, University of Phoenix

Irene Chen, University of Phoenix

Elizabeth Isele, Global Institute for Experienced Entrepreneurship

Matt Knight, Walden University

Norris Krueger, University of Phoenix

Ronald Leach, University of Phoenix

Jean Perlman, University of Phoenix

JSBS Rural Entrepreneurship Special Issue (by invitation only)

Dennis Barber III, East Carolina University

Creative Assignments to Engage your Students (Part II)

Veronica Veaux, Bemidji State University

Angie Kovarik, Bemidji State University

Debra Sea, Bemidji State University

Session 3: 1:30 -2:45 pm ET

Session 3A Workshop

Small Business and Entrepreneurship Publishing: Tips and Tricks for Getting Your Work Published

William McDowell, Bradley University

Raj Mahto, University of New Mexico

Jerry Kudlats, Jacksonville State University

Eden Blair, Bradley University

Session 3B SBI Best Practices

Student Start-Ups as an SBI Pipeline

Dennis Barber III, East Carolina University

Michael Harris, East Carolina University

Session 3C **Competitive Abstracts**

Session Chair and Moderator: Timothy Dunne

Are Face Coverings Emotional Dampers: The Effects of Face Coverings on Organizational Display Rule Enforcement and Compliance

John Batchelor, University of West Florida

Gerald Burch, Texas A&M Commerce

Tyler Fezzey, University of West Florida

Understanding Everyday Entrepreneurs: A Qualitative Study of Their Human Capital

Corey Fox, Texas State University

Steven Rayburn, Texas State University

Employer's Perceived Value of Technology Credentials Infused within a College Degree

Sharon Kerrick, University of Louisville

Denise Cumberland, University of Louisville

History, Race, and Performance

Sandra Sydnor, Purdue University

Session 4: 3:00 – 4:15 pm ET

Session 4A **Innovative Pedagogy**

Session Chair and Moderator: Andrew Holt

Empowering Growth Through Innovation and Entrepreneurship in Rural Businesses

David Mayo, Crisp Small Business Resource Center at East Carolina University

Awakening the S.O.U.L. of African American Entrepreneurship through Innovative Teaching, Scholarship, and Service at the University of Kentucky Lewis Honors College

Patrick Walker, University of Kentucky

Sherrie Lewis

Session 4B **Workshop**

Entrepreneurial Training Materials

Jana Minifie, Texas State University

Gordon Daugherty, Shockwave Innovation

Phillip Davis, Texas State University

Peg Richmond, Texas State University

Session 4C Competitive Papers

Session Chair and Moderator: Mike Harris

Breckenridge Survey

Lynn Hoffman, Metropolitan State University of Denver
David Bechtold, Metropolitan State University of Denver
Adam Melnick, Metropolitan State University of Denver
Rebecca Prater, Metropolitan State University of Denver

Emergence and Scaling of Incubators with Government Support in India

Muralidharan Loganathan, Indian Institute of Science
MH Bala Subrahmanya, Indian Institute of Science

What Attributes Determine the Speed of Startup Failure of its Life Cycle? An Empirical Inquiry in India

Ganesaraman Kalyanasundaram, Indian Institute of Science
MH Bala Subrahmanya, Indian Institute of Science

Military Veterans "Sign Up" for Franchising: Another Route to Entrepreneurship

Denise M. Cumberland, University of Louisville

FRIDAY, FEBRUARY 26

Session 5: 9:45 – 11:00 am

Session 5A Workshop

Human Resource Updates for 2021

John Hendon, University of Arkansas Little Rock
Timothy Dunne, Boise State University
LeAnne Coder, Western Kentucky University

Session 5B Competitive Submissions

Session Chair and Moderator: Josh Aaron

How Would you Solve This Problem? A New Approach to Teaching Future Generations

Rebecca Prater, Metropolitan State University of Denver
Nicole Predki, Metropolitan State University of Denver

Academic Burnout in Bachelor's Students in Mexico: An Exploratory Study

Judith Banda, Universidad de Guanajuato

Modeling Factors Affecting Students' Entrepreneurial Intentions: An Integrated ISM-MICMAC Approach

Dianne Welsh, University of North Carolina at Greensboro
Sucheta Agarwal, GLA University
Veland Ramadani, South-East European University
Vivek Agrawal, GLA University
Jitendra Kumar Dixit, GLA University

Strategies for Rural Small Startup Business Success

Steve Roussas
Hector Lora

Session 5C **Competitive Abstracts**

Session Chair and Moderator: **Dennis Barber**

REI Revisited: Socioemotional Wealth Among Small Family and Non-Family Businesses

Maria Marshall, Purdue University

Applying a Craft Stakeholder Approach to Cannabis Legalization

Pete Nelson, Bemidji State University

Toxic Leadership and Employee Outcomes in SMEs: The Unique Impact of Employee Personality

Maggie Davis, University of South Alabama

The Exploration of PsyCap Constructs of Positive Leadership with Students from US and Mexico

Sharon Kerrick, University of Louisville

Lisa Kahle-Piasecki, University of Louisville

Session 6 – 11:15 am– 12:15 pm ET

Project of the Year (POY) Presentations

Aisley Autumn

University of Kentucky

American Steel

University of Central Florida

Stevie Howell, LLC

California State University Northridge

Session 7 – 12:30 – 1:30 pm ET

Awards Luncheon

Session 8 – 1:30? – 3:00 pm ET

Business Meeting

(will start 15 minutes after the conclusion of the Awards Luncheon)

Thank You to our Generous Sponsors!



JONES COLLEGE OF BUSINESS
Entrepreneurship

