

GW October 2016 Conference Abstracts

Parallel Session #1 – Friday, October 14, 2016 – 10:30am-12:00pm

Location: Duques Hall Room 258 (2nd Floor)

10:30am – 11:15am

College and Community Partnerships: The development of an entrepreneurial program to support economic development

Kathleen Burke, SUNY Cortland, USA

Gregory Phelan, SUNY Cortland, USA

SUNY Cortland and key stakeholders in the Cortland community have developed relationships and leveraged their resources to proactively pursue economic development activity through the creation of an entrepreneurship program. The goal of the college/community partnership is to utilize the expertise in the business community to help foster new business generation from SUNY Cortland students. Additionally, the small businesses would receive help from SUNY Cortland students through internships, conducting business research and providing other services that the business may not have capacity to provide for themselves.

Subject area: Fostering entrepreneurship in rural areas and transition economies

11:15am – 12:00pm

Geographies of Entrepreneurial Ecosystems: Non-Farm Proprietorship Employment by U.S. Metropolitan Area

Keith Debbage, UNCG, USA

Although the entrepreneurship process begins with individuals with relatively unique personal attributes and a likely penchant for risk taking and achievement, entrepreneurs are “hardly lone individuals who rely primarily on their extraordinary efforts and talents to overcome the difficulties inherent in the formation of a new firm” or idea (Stam 2009, p.4). Instead, the entrepreneurial process is the result of the interaction between the individual and the surrounding environment or entrepreneurial eco-system which is heterogeneously endowed with knowledge, institutions, resources and demand for products (Audretsch and Belitski 2016; Stam 2014). Furthermore, these factor endowments can vary dramatically by metropolitan area. Such a perspective raises an important policy question: Are U.S. metropolitan areas with disproportionately high shares of entrepreneurs or self-employed people systematically linked to particular attributes of the entrepreneurial eco-system or support system? The answer to this sort of research question is not straightforward because different types of entrepreneurship may require different types of explanations (Stam 2009). According to Rupasingha and Goetz (2013 p.143), it remains unclear to what extent the uneven growth of selfemployment at the county scale “is a response to opportunity or the result of

necessity (such as layoffs).” It is for this reason that we chose the title Geographies of Entrepreneurial Ecosystems to remind us that it does not make sense to talk about the geography of entrepreneurial ecosystems (Stam 2009). Different explanatory frameworks are needed to explain different kinds of entrepreneurship dependent on the geographic scale of the ecosystem and the manner in which entrepreneurship is defined.

Subject area: Developing entrepreneurial ecosystems

Location: Duques Hall Room 251 (2nd Floor)

10:30am – 11:15am

Hang together – or hang separately – Challenges for entrepreneurs and policymakers in the Swedish agri-food value chain

Per-Ola Ulvenblad, Halmstad University, Sweden
Pia Ulvenblad, Halmstad University, Sweden

In this paper we describe and analyze how different actors along the agri-food value chain (producers, processors, wholesale, retail, restaurant/meal and consumers) perceive challenges. The study is conducted in the county of Halland, situated in the southwest of Sweden. Halland – and Sweden – is categorized by high production costs and by strict laws regarding animal welfare, food production and food safety. The empirical data has been gathered through 20 semi-structured interviews conducted with actors along the agri-food value chain; four primary producers, five processors, four wholesale firms, two retail firms, four restaurants/meal services and one consumer organization. The interviews, which lasted 30-60 minutes, were recorded, transcribed and analyzed through content analysis. The findings, in terms of identified challenges in the agri-food value chain are; (i) collaboration between companies, (ii) distribution and logistics, (iii) marketing, (iv) lack of skilled staff, (v) learning needs of the entrepreneurs/managers, (vi) sustainability, (vii) the consumer perspective, (viii) publicly funded development projects and (ix) public procurement. Actors in the agri-food chain need to cooperate with other-orientation and win-win perspectives. Public organizations and public policy should be oriented towards supporting the weak links of the agri-food chain; above all logistics and marketing/brand creation. 2 Further research ought to focus on how the changed perceptions and demands of incoming consumers will influence the cooperation in the agri-food value chain.

Subject area: Developing entrepreneurial ecosystems

11:15am – 12:00pm

Hillman Entrepreneurs Program: A Model Entrepreneurial Ecosystem

Rebecca Razavi, Montgomery College, USA
Gül Branco, University of Maryland College Park, USA

The Hillman Entrepreneurs Program, a 3-year program to develop entrepreneurs during their college years, believes it is never too early to develop an entrepreneurial ecosystem, or a “dynamic, self-regulating network of many different types of actors” (Isenberg 2014). For the Hillman Program, these actors include faculty mentors, community leaders, economic development professionals, government agents, internship sponsors, and students, who form a professional network that develops ethical entrepreneurs and that extends beyond graduation.

Subject area: Developing entrepreneurial ecosystems

Location: Duques Hall Room 651 (6th Floor)

10:30am – 12:00pm

Workshop: Korean Management Series: How Korea is Internally Revolutionizing How to Do Business

KiChan Kim, The Catholic University of Korea, South Korea

Young-Key Kim-Renaud, The George Washington University, USA

Ayman El Tarabishy, The George Washington University; International Council for Small Business, USA

South Korea, the fourth-largest economy in Asia, moves forward in its battle against corruption as bribery persists in everyday politics and businesses. Last March the Government passed the Kim Young-ran Act, a legislation that aims to reduce corruption levels by putting limits on the culture of gifts. Starting on September 28th, 2016 this law goes into effect. An analysis of the new law and its impact on how Koreans will conduct business.

Subject area: Humane entrepreneurship

Location: Duques Hall Room 652 (6th Floor)

10:30am – 12:00pm

Workshop: Establishing a Powerful Mentoring Program

Louis Goldish, MIT Venture Mentoring Service, USA

There are many entrepreneurs in your universities and in your community who want to start businesses, and many SME's in your community that want to grow their businesses. Successful startups and growing SMEs create jobs and economic activity, and they are far more likely to succeed when they can draw on the advice and guidance of a group of mentors with proven skill and experience. Over 16 years the mentors in the MIT Venture Mentoring Service have advised about 3500 entrepreneurs in over 2,200 ventures. What we have learned from doing this -- and from the entrepreneurs -- has developed into a unique model of mentoring that is very effective and sustainable, and it already has been adopted by almost 65 organizations in 17 countries. We would

like to share this experience with our GW-October colleagues and discuss the applicability to your organization and your community.

Subject area: Supporting business incubators, accelerators, early stage funding, mentorship

Parallel Session #2 – Friday, October 14, 2016 – 1:30pm-3:00pm

Location: Duques Hall Room 258 (2nd Floor)

1:30pm – 2:00pm

Gender, Leadership and Venture Capital: Measuring women's leadership in VC firm portfolios

Ruta Aidis, George Mason University, USA

Sandra Schillo, Telfer School of Management, University of Ottawa, Canada

Women entrepreneurs have made some progress in obtaining venture capital funding, yet a wide gender gap exists. No uniform metrics or standardized criteria to identify and differentiate between women's leadership roles in VC funded companies currently exists. Potential investors who are interested in gender impact are uncertain about the differences between VC fund managers gender diversity performance within their firm portfolios. Introducing transparent and uniform assessments for women's leadership would address imperfect information by providing a tracking mechanism for identifying gender-oriented funds through their actions and not solely by their intentions. This paper introduces standardized definitions for women's leadership in terms of: women-led, women-founded and women-managed. A number of studies have assessed a specific form of women's leadership such as women-founded companies, yet no study to date has assessed and compared all three dimensions of women's leadership. This paper also introduces a methodology and constructs an index to uniformly compare VC firm portfolio companies according to all three dimensions of women's leadership.

Subject area: Entrepreneurship and Gender

2:00pm – 2:30pm

Factors Affecting Gender Discrepancy in Entrepreneurial Activity

Ahmed Tolba, The American University in Cairo, Egypt

Ayman Ismail, The American University in Cairo, Egypt

Seham Ghalwash, The American University in Cairo, Egypt

Shima Barakat, Cambridge University, UK

In spite of rising market opportunities in new, knowledge-based economies, women's representation in business start-ups and ownership remains remarkably low across industrialized nations (Allen et al., 2008; Kelley, et al., 2010; The'baud, 2015). This low

entrepreneurial activity rate could be explained by the lack of possession of different resources that facilitate entrepreneurial activities. The existing literature on women's entrepreneurship has often explained women's status by examining patterns of gender inequality in the labor market, such as wage and salary differences. For example, women are less likely to have the human, social, and financial capital deemed critical for the recognition and pursuit of market opportunities, such as workplace and managerial experience, heterogeneous social networks, income, and wealth (Kim, Aldrich, and Keister, 2006; The 'baud, 2015). Gender-differentiated perceptions about the activity of entrepreneurship can also contribute to gender gaps in the likelihood of being a business owner (Arenius and Minniti, 2005; Minniti and Nardone, 2007). A number of studies have identified performance gaps between men and women entrepreneurs as a global phenomenon (for example, see OECD, 2005 for OECD countries and Sabarwal and Terrell, 2008 for countries in Eastern Europe). However, most support to women entrepreneurship has focused on developing countries.

Subject area: Entrepreneurship and Gender

2:30pm – 3:00pm

Diversifying entrepreneurship and enterprise education for increased accessibility to the WISE

Shima Barakat, University of Cambridge, UK
Michelle Rigozzi, National Health Service, UK
Monique Boddington, University of Cambridge, UK
Ros McLellan, University of Cambridge, UK

There is little evidence that the gender gap in entrepreneurial self-efficacy is being narrowed by entrepreneurship and enterprise education (EEE) in Europe. Which raises a very serious question about European EEE: is it failing women? If we look more specifically at science and engineering research, its impact and the status of women in the discipline and EEE, we see that Women from Science, Technology, Engineering and Mathematics (STEM) disciplines are lost in larger proportions than men at every step of the postgraduate ladder and are under-represented in top positions across the spectrum of business, public service and academia (Royal Society of Edinburgh, 2012). Under these conditions, one might expect that these women are turning to entrepreneurship and yet the proportion of women-owned enterprises in high-tech industries remains very low and in the European Union is currently under 15% (ECDGEI). This relatively small representation of women has implications for the realisation of the impact of scientific research funding through commercialisation and entrepreneurship, as an indicator of sexual inequality (Devos, Mclean and O'Hara, 2003) and as a loss to the economy (Gatewood et al., 2004; Wilson, Kickul and Marlino, 2007; Nixdorff and Rosen, 2010).

Subject area: Entrepreneurship and Gender

Location: Duques Hall Room 251 (2nd Floor)

1:30pm – 2:15pm

Defining Entrepreneurial Traits: A Metaphor-based Approach

Diana Walsh, New Jersey Institute of Technology (NJIT), USA
Katia Passerini, St. John's University, USA

Entrepreneurial characteristics have long been studied with various level of success. We take a “metaphor” based approach to the classification of entrepreneurial traits and review popular analogies and artifacts created around the character of the “entrepreneur.” We discuss whether these characterizations have truly reflected the key traits of such individual or they have exaggerated virtues and vices.

Subject area: Humane entrepreneurship

2:15pm – 3:00pm

Social Entrepreneurship for SME Development: Insights from Three Decades of Third Sector Research

Paul Swiercz, The George Washington University, USA

In contemporary schools of business an increasing number of programs have launched courses in Social Entrepreneurship. In addition, numerous non-academic actors like the Skoll Foundation and the Ashoka fellows program have actively promoted social entrepreneurship as an idea made for its time. The courses and supporting initiatives share in common a belief that a new organizational form and associated social ethic is required to resolve social challenges at the undeveloped interspace between private interest and social good. A surprising feature of the business school interest in social entrepreneurship is the apparent disinterest in lessons learned from earlier efforts to inhabit this indeterminate and undefined place between private and public. Most of these lessons reside in a large and diverse body of literature best captured by the term “third sector” research. It is the purpose of this paper to address two questions. First, how does the literature on the broad array of “third sector” organizational forms contribute to the framing of entrepreneurial opportunity? And second, should social entrepreneurship efforts evolve into a significant economic sector, what HR System designs will be required to support this new organizational form?

Subject area: SME skills upgrading

Location: Duques Hall Room 652 (6th Floor)

1:30pm – 3:00pm

Workshop: A Kaleidoscope of Global Social Entrepreneurship

Hossam Maksood, Maksoud Pharm, Inc., Egypt
Michelle Bongiovanni, HealRWorld, LLC, USA

Ahmed Osman, MCSBE, Egypt
Jeff Alves, Wilkes University, USA

In the past fifteen years global headlines raised the profile of social enterprise: Mohammed Yunus and the Grameen Bank won the Nobel Peace prize. And Bill Gates announced he was shifting his priorities from software development to social impact by moving full time to his foundation. In the broader U.S. population, two generations made clear that their interests, too, lay in helping society. Civic Ventures had recently released its first survey of baby boomers and found at least half were interested in “encore careers” helping others. This session will look at the phenomenon of social entrepreneurship from a global perspective.

Subject area: Social entrepreneurship

Location: Duques Hall Room 651 (6th Floor)

1:30pm – 3:00pm

Workshop: The International Council for Small Business [ICSB] and Entrepreneurship

G. Dale Meyer, University of Colorado – Boulder, USA

It behooves the United States leaders and population to be interested in robots and artificial intelligence [AI] to understand the (1) increasing progression of robots doing more and more activities efficiently so as to replace people, (2) percentage of particular middle class paying jobs that robots and AI will permanently replace, (3) types of training that can be offered by two year colleges that will help those whose jobs are replaced, (4) percentage of working age people will be incapable of finding work or only work that leaves them in a poverty circumstance, and (5) determination that the federal government support the jobless poor. The big question is how will the federal government respond to these difficult but critical socioeconomic problems? As robots/AI absorb products and services that small businesses have previously delivered what is the recourse? What follows is a challenge for the ICSB to engage in providing answers to the questions posed above. After all, the original and continuing work of ICSB includes SB or Small Business so this organization has some responsibility to consider how robotics/AI are replacing many of these small business entities. This short introduction is produced and delivered in the role of a CATALYST [see below] for consideration [or not] by the ICSB members and leaders.

Subject area: Robotics and artificial intelligence

Parallel Session #3 – Friday, October 14, 2016 – 3:30pm-5:00pm

Location: Duques Hall Room 258 (2nd Floor)

3:30pm – 5:00pm

Orthogonal Dimensions in Digital Entrepreneurship

Cesar Bandera, New Jersey Institute of Technology (NJIT), USA

Miriam Helmy, New Jersey Institute of Technology (NJIT), USA

Rola Shehata, New Jersey Institute of Technology (NJIT), USA

The poorly defined term “high tech” is used to describe diverse concepts including products, services, revenue models, marketing channels, administrative functions, and entrepreneurial disposition, just to name a few. Moreover, once considered to be exclusively within the purview of innovation-based economies, high tech entrepreneurship in developing economies is growing due in great part to the virtualization – and reduced startup infrastructure requirements – it permits (Drouillard, Taverner et al. 2014, Quinones, Nicholson et al. 2015). One consistency in the global use of this term is the reference to digital technology, from which the term “digital entrepreneurship” has recently emerged.

Subject area: Supporting business incubators, accelerators, early stage funding, mentorship

Location: Duques Hall Room 251 (2nd Floor)

3:30pm – 4:15pm

Are Perceptions Self-Fulfilling for Minority Entrepreneurs?

Grace Kim, Duke University, USA

Research on minority entrepreneurs suggests that their perceptions are shaped by past outcomes. Minority entrepreneurs fear credit denial because of past rejection of financing applications. Lack of financing in turn contributes to unfavorable financial ratios for the enterprises primarily owned by minorities. These entrepreneurs then fear failure because of prior poor business performance. Such performance in turn impairs their financing relationships. With these linkages, such perceptions may exacerbate the outcomes. How perceptions may alter the outcomes for these entrepreneurs has not been explored in the entrepreneurship literature. To reconcile these negative perceptions of minority entrepreneurs with their accelerated growth in numbers, this study proposes that important differences exist among minority entrepreneurs themselves. Prior research compares the experiences of minority entrepreneurs to those of nonminority entrepreneurs. As a novel approach, this study compares cohorts of successful entrepreneurs and unsuccessful entrepreneurs separately between these groups to resolve whether the negative perceptions are warranted and to determine their previously ignored impact on financing and performance outcomes. This method also addresses whether universal factors affect the outcomes for comparable minority and nonminority entrepreneur groups.

Subject area: Enhancing entrepreneurship awareness

4:15pm – 5:00pm

The Significance of Innovation to the Performance of Family Business in Nigeria

Rafiu Olaore, Osun State Polytechnic, Iree, Nigeria
Gboyega Oyeleke, Osun State Polytechnic, Iree, Nigeria
Olatunde Oluwafemi, Osun State Polytechnic, Iree, Nigeria

The purpose of this paper is to examine the significance of innovation to the performance of family business in Nigeria. The study was carried out through exploratory research, thereby providing an outline of innovation in family firms and the implication to the business development. The paper aims to understand the dynamics of innovativeness of family firms' members towards the business growth. The researchers conducted in depth multiple case study of five family businesses to provide an insight into innovative abilities of family firms' members and how it affects the general performance of the organisation in terms of productivity, growth, efficiency and effectiveness. The findings indicate that family firms innovate rapidly due to absolute participation, family ties and members' commitment to the business sustainability.

Subject area: Enhancing entrepreneurship awareness

Location: Duques Hall Room 651 (6th Floor)

3:30pm – 5:00pm

Workshop: Why is Innovative Entrepreneurship Important

Luca Iandoli, University of Naples Federico II, Italy
Winslow Sargeant, S&T, LLC, USA
Katia Passerini, St. John's University, USA
George Korfiatis, Stevens Institute of Technology, USA
Paul Swiercz, George Washington University, USA

At a time when policy makers are pooling efforts to restore growth and overcome the global economic and financial crisis, specific attention has been focused on innovative entrepreneurship, as it can play an important role in contributing to economic growth, job creation and poverty reduction, and can help address key social challenges. This session will cover various approaches to promote innovative entrepreneurship that include: Access to Finance, SMEs, Market Environment, Access to Labour, Entrepreneurial Capabilities and Culture, Regulatory Framework, and Globalization.

Subject area: Developing entrepreneurial ecosystems

Location: Duques Hall Room 652 (6th Floor)

3:30pm – 5:00pm

Workshop: Nailing a jellyfish to a wall: measuring the impact of entrepreneurship education

Shima Barakat, University of Cambridge, UK

One of the continuing issues for enterprise educators, policy makers and governments is the assessment that measures the impact of entrepreneurial education. How do we know that a learning intervention is having the desired impact? That the investment in education is having the desired effects? Traditionally entrepreneurial education has been measured using feedback forms filled by students but just because the student enjoyed the course does not mean that the course had the desired impact. Alternatively longitudinal studies have focussed on financial gains eg: the number and value of companies created by alumni of a programme. However, the question arises: is it right to just focus on financial gain? What about the value of social enterprise or intrapreneurial activity? How about the different impact on different types of people? As an alternative it is posited that measuring changes in entrepreneurial self-efficacy (ESE) provides a possible way to measure the impact of enterprise and entrepreneurial education while exploring issues like gender influences and differences. Given that ESE is a strong predictor of intentions and future activities it provides a possible immediate measure of impact for enterprise and entrepreneurial education without needing to wait to observe future activities. In this session we would like to explore how we could measure education in this area as well as how to use data from such measurements to design and manage education and training programmes.

Subject area: Developing entrepreneurial ecosystems

