

**CORPORATE ENTREPRENEURSHIP DIVISION BEST JOURNAL PAPER OF
THE YEAR AWARD SESSION**

Session Chair, Deborah Brazeal, California State Polytechnic University

Abstract

The authors of the article selected by the Corporate Entrepreneurship Division as the Best Journal Article of the Year in Corporate Entrepreneurship will receive their award and discuss their paper. This year's award winners are Donald Kuratko, R. Duane Ireland and Jeffrey Hornsby. Their paper is entitled "Improving firm performance through entrepreneurial actions: Acordia's corporate entrepreneurship strategy".

CUTTING EDGE COGNITION RESEARCH FOR CORPORATE ENTREPRENEURSHIP SCHOLARS

Workshop Co-Chairs:

Norris Krueger, Boise State University
Deborah Brazeal, California State Polytechnic University

Workshop Presenters/Discussants:

William Guth, New York University
Jeffrey McMullen, University of Colorado
Alan Carsrud, UCLA/Florida International University
Saras Sarasvathy, University of Maryland
Keith Ward, Boise State University
Elizabeth Gatewood, University of Indiana
Connie Marie Gaglio, San Francisco State University

Abstract

The Corporate Entrepreneurship Division has a tradition of "pushing the envelope" in its sessions at USASBE. In keeping with this tradition we offer an opportunity for members of USASBE (and the Corporate Entrepreneurship Division) to learn from a once-in-a-lifetime subset of the leading scholars in entrepreneurial cognition, a domain that has always contributed to our understanding of entrepreneurial organization but has recently become a remarkable source of powerful new insights into corporate entrepreneurship.

The key objective here is to encourage more research into entrepreneurial cognition with a special focus on the critical domain of corporate entrepreneurship. We have assembled a stellar team of experts who are anticipating the opportunity to pay forward and helping our colleagues to push the envelope even further. The USASBE conference seems the ideal venue for such a workshop. We all look forward to an invigorating discussion that will continue long after the conference concludes.

THE COLEMAN FORUM ON CRITICAL ISSUES IN CORPORATE ENTREPRENEURSHIP

Session Chair - Robert D. Russell, Penn State Harrisburg

Abstract

The Coleman Forum on Critical Issues in Corporate Entrepreneurship brings together a successful corporate entrepreneur and a distinguished academic in order to establish a dialogue on issues relevant to the practice of entrepreneurship inside existing organizations. The Forum will be held in a “town meeting” format in which each distinguished participant will present his views on corporate entrepreneuring followed by questions from a panel and the audience.

**WOMEN AND MINORITY ENTREPRENEURS:
OPPORTUNITIES AND CHALLENGES IN THE NEW MILLENIUM**

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Julie R. Weeks
Executive Director
National Women's Business Council
Washington, D.C.

Wilma Goldstein
Office of Women's Business Ownership
U. S. Small Business Administration

Abstract

The purpose of this invited speaker symposium is to hear from the experts about the unique opportunities and challenges for women and minority-owned business enterprises in the new millennium. Julie R. Weeks has extensive experience in both the public and private sectors in the field of women's entrepreneurship, small business research, and political and public policy analysis. Recently, she has been appointed Executive Director of the National Women's Business Council. Wilma Goldstein brings her view from the U.S. Small Business Administration.

FINANCING WOMEN-OWNED BUSINESSES

Patricia G. Greene, University of Missouri-Kansas City

Jeffrey E. Sohl, University of New Hampshire

Amy Millman, Springboard Enterprises

Susan Coleman (Session Chair)
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Abstract

Access to capital is a well-documented area of difficulty for small and entrepreneurial firms. Women-owned firms are no exception to this rule, and some prior research suggests that women business owners experience even greater difficulties in their attempts to secure capital than men. This symposium will address various sources of both equity and debt capital available to women entrepreneurs. In addition, it will focus on some of the challenges and opportunities faced by women attempting to secure financing for their small or entrepreneurial firms. Objectives of the symposium include: 1) an identification of possible sources of equity and debt, 2) a discussion of opportunities and obstacles, and 3) suggestions for further study or action.

**SYMPOSIUM ON THE DIVERSITY OF WOMEN BUSINESS OWNERS:
ISSUES, ADVANCES AND APPLICATIONS IN RESEARCH AND TEACHING**

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Bonita L. Betters-Reed
Jeanette Oppedisano
Patricia Greene
Jasmin Rodriguez

Abstract

Recent research has documented the fact that women owned businesses are one of the fastest growing sectors in the US economy. However, information that documents the racial and ethnic differences among women entrepreneurs is lagging behind this rapid growth. Because previous research has failed to address the racial and ethnic similarities and differences among women entrepreneurs, erroneous assumptions result based primarily on knowledge of white women business owners that inform policy, education and research. This symposium addresses the much-needed multicultural perspective on women business owners, sharing the participant's contributions to the literature and collaboratively setting an agenda for future research and current knowledge.

**WHAT SHOULD SMALL BUSINESSES EXPECT FROM LAYWERS AND
OTHER CONSULTANTS?: LESSONS LEARNED (AND STILL BEING
LEARNED) AT LAW SCHOOL-BASED CLINICS THAT ASSIST
ENTREPRENEURS**

William A. Kell, Lecturer in Residence
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Abstract

Institutions of higher education, particularly law schools, have begun to recognize the important role they can play in assisting local business development. Small business and microenterprise provide essential products, services, and pathways to self-sufficiency for many adults and young people lingering on the boundaries of poverty. Still, with over half of all small businesses failing before their third year, there is a high degree of risk in starting and sustaining a new business venture.

The workshop will examine the experience of two interdisciplinary law school clinical programs: the Cornell Small Business for Youth Project at Cornell University in Ithaca, NY, and the new Small Business and Community Ventures Clinic being opened this year at the University of California at Berkeley. Both Clinics have produced important, hard-learned lessons re: what small business entrepreneurs need, and what they should come to expect from consultants offering assistance. Both Clinics have been distinguished by being multidisciplinary in nature, allowing students and faculty in law, business, and human development the opportunity to develop more comprehensive, responsive ways of supporting small business entrepreneurs. Both programs offer models for how higher education institutions can be more effective in honoring their duties to contribute to the economic health of their local communities.

**MAKING A SUCCESSFUL TRANSITION
FROM ENTREPRENEURIAL LEADERSHIP STYLE
TO PROFESSIONALIZED MANAGEMENT:
WHY, WHEN AND HOW**

Jane B. Zalman, Zalman Family Business Solutions

Abstract

As the captain of your organizational “ship”, you understand that the success of your entrepreneurial journey depends on steering a wise course through the seas of change. That task is especially challenging when the change requires evolving from the flexible entrepreneurial leadership style into the more strategic management approach that continued growth requires.

This pragmatic, information based and thought provoking workshop is grounded in the best practices of business and established organizational models and theories. It will give you the background knowledge, practical skills and essential tools to understand and effect strategic change and dynamic leadership in your organization.

**DABBLING IN FINGER PAINTS AND ADOPTING THE MINDSET OF AN
ARTISAN: A NEW TEACHING METHODOLOGY FOR FACILITATING THE
ENTREPRENEURIAL PROCESS**

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Jay A. Azriel (STUDENT)

Abstract

The purpose of the workshop is to introduce academicians to pragmatic means for facilitating the creative process in business students as part of a well-rounded entrepreneurship curriculum. While traditional entrepreneurship courses focus on the nuts ‘n bolts of creating a business plan, the methodology we are proposing targets opportunity recognition. B-students are taught how to tap into their right brain and rekindle their innovative spark, formerly a domain exclusive to the arts. Workshop participants are invited to experience the methodology through engaging in environmental scanning activities; they are challenged to literally “roll up their sleeves” and dabble in finger-paints, and play-doh.,

**DESIGNING AND DRAFTING QUESTIONS FOR MAIL SURVEYS,
OR WHY “IS THIS A WOMAN-OWNED BUSINESS?” A POOR QUESTION**

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Abstract

Mail surveys remain a primary vehicle for researchers to collect data on small business and entrepreneurship. Yet, few survey questionnaires maximize the amount and quality of data that could be obtained from them given the inherently limited number of questions and fixed amount of space. The result is wasted resources and research that is less robust than it otherwise might be. The most important reason for such survey inadequacy is poorly designed and drafted questions. The workshop is intended to address this research weakness. It reviews common mistakes made designing and drafting survey questions and highlights potential solutions using directly relevant examples.

**AN ENTREPRENEURIAL APPROACH TO DEVELOPING PROFITABLE DAY-
LONG EDUCATIONAL PROGRAMS FOR SMALL BUSINESSES**

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Dan Regelski

Small Business Development Center

Florida Gulf Coast University

Abstract

Small business education programs budgets become tighter every year. This workshop presents a model for using an entrepreneurial approach for offering day-long educational events in targeted topics or for targeted small businesses. Since 1997, the Small Business Development Center of Florida Gulf Coast University has placed the responsibility for soliciting sponsors, identifying speakers, marketing and organizing the event in the hands of an individual who shares equally with the SBDC in the profitability of the program. The four annual programs are *The Entrepreneurs Law School*, *The Business School for Health Care Professionals*, *The Venture Funding Forum* and *The Family Business Conference*.

**“NAVIGATING THE FUTURE OF ENTREPRENEURSHIP IN THE K-12
EDUCATIONAL SETTING”. A WORKSHOP ON EXPERIENTIAL LEARNING
FOR K-12 TEACHERS**

Donald A. Hoy, Executive Director of the Cray Center and Associate
Professor of Business Administration, Benedictine College
Herb Gwaltney, Adjunct Instructor and Faculty Advisor, Benedictine College
Luis Hinojosa, Atchison Middle School teacher.

Abstract

Springside Family Fun Park

This Proposal is made by The Cray Center for Entrepreneurial Services and the Department of Accounting, Business Administration and Entrepreneurship at Benedictine College.

This workshop will present the results of a Summer Internship for K-12 teachers in improving their understanding of entrepreneurship and preparing an appropriate teaching unit on entrepreneurship for their classroom.

TEACHING PRIMARY DATA METHODS FOR VENTURE DESIGN: FOCUS GROUP AND CONJOINT ANALYSIS WORKSHOP

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Abstract

Motivation: One of the most rewarding experiences for students studying entrepreneurship is gathering primary data for their ventures. First, the process heightens enthusiasm for students' ventures because it validates them. No longer is the venture something inside their head—it is something real people want and need. More importantly however, primary data leads to better venture designs. It solves two of the most common flaws venture capitalists see in business plans: “solutions in search of a problem”—identifying an interesting idea but never assessing whether anyone has need for it, and “viewing the world through a single pair of eyes”—relying on your own intuition.

Topic Overview: This workshop engages participants in two primary data techniques described in the textbook “Venture Design”: Focus groups and Conjoint Analysis. Focus groups lead to a perceptual map of the product/service space. Perceptual maps characterize the multi-dimensional space in which a new offering will be compared to existing offerings. The map helps entrepreneurs determine if their offering satisfies a clear, but unmet need. Conjoint analysis leads to demand curves for each product feature of a new offering. These demand curves help entrepreneurs determine the best feature combination and price to introduce in the market.

SHARING THE TEACHING WEALTH: A CLEARING HOUSE FOR BEST TEACHING PRACTICES

Robert M. Peterson, University of Portland
Special USASBE Education Workshop

Abstract

Purpose

Showcase state-of-the-art teaching exercises, lessons, and strategies that are found in today's entrepreneurship courses. The ultimate goal is to have entrepreneurial scholars walk away with something they can use in the classroom.

Format

Professors attending the USASBE conference in Hilton Head will present their best teaching practices. Each person will have approximately 8-10 minutes to explain his/her pedagogical concept and answer any clarifying questions. The best paper, (i.e., best teaching idea) will receive a cash award and potential publication of his/her teaching practice in the Journal of Entrepreneurial Education.

Evaluative Criteria for the Presentations

- 1) Value of the education outcome ("the lesson learned")
- 2) Ease of implementation (can other professors implement your idea)
- 3) Documentation of teaching exercise (give the audience what it takes to perform the task)
- 4) Student excitement and retention of intended knowledge (i.e., outcomes)

The Prize

The Grand Prize winner will receive \$100. All those who are selected to present their teaching idea(s) will receive a subscription to the Journal of Entrepreneurial Education. Funding for these prizes comes from the Center for Entrepreneurship-University of Portland.

This year's presenters include:

Charles Toftoy (George Washington University)
Chyi-lyi (Kathleen) Liang (University of Vermont)
George Kalidonis (Illinois Institute of Technology)
Greg McCann (Stetson University)
Jill Perry (Stetson University)
Linda E. Parry (Western Kentucky University), Felicia Lassk (Northeastern University)
and Douglas Fugate (Western Kentucky University)
Peter Hackbert (Sierra Nevada College)
Robert M. Peterson (University of Portland)

ENTREPRENEUR SUPPORT ORGANIZATIONS- A SESSION TO SHARE IDEAS

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Abstract

As an organization that supports business owners, you have certain programs that work and others that need refinement. Come talk to other like-minded leaders of entrepreneur support organizations and share your best practices and learn from others. The Edward Lowe Foundation will facilitate the session, talk about resources that you may not have known were available, and share the results of a recent summit of entrepreneurial support organization leaders. The ideas developed by the summit attendees could be just what you are looking for to become a stronger organization in a tough economic climate.

**SHOW ME THE MONEY!!
HOW TO USE ENTREPRENEURIAL CONCEPTS TO FUND ACADEMIC
PROGRAMS AND RESEARCH**

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Eileen Moran
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John McIntyre
Center for International Business and Economic Research
The Georgia Institute of Technology

Carol Wittmeyer
Raymond Family Business Institute

John Hurt
National Science Foundation

Abstract

The program examines the fundamental and pressing issue of locating funding for potential academic programs and research using an entrepreneurial opportunity approach. An all conference workshop design is utilized to conduct the workshop “Show Me the Money.” A basic entrepreneurial start up model is utilized to develop a strategic search process. Topic highlights include discussion of where to begin, mini-plan preparation, location of funding sources, and the actions to take once funding sources have been identified. A panel of experts in the field will help workshop participants answer the question – “How do I find funding for my ideal projects and research?”

HOW TO FORMAT, PROMOTE AND FUND SMALL URBAN BUSINESS WORKSHOPS IN YOUR COMMUNITY—A WORKING MODEL FOR THE OTHER SIDE OF THE TRACKS

Robin Anderson, *The University of Portland*

Larry Lewis, *The University of Portland*

Mark Meckler, *The University of Portland*

Heidi Sause, *The University of Portland*

Ann Becklund, *Tri-Met*

Greg Wolley, *Tri-Met*

Michael Harris, *Cascadia Revolving Fund*

Abstract

While beneficial over the mid and long term, urban renewal projects are very likely disruptive in the short term. Improvement of urban infrastructure carries along with it near term difficulties such as closures of roads and services to allow for construction, and strong uncertainty about the future business environment. Thus, grave danger is introduced into the very business neighborhoods that the renewal projects are meant to aid and improve. Using a working model, this USASBE session demonstrates how to create and run workshops that nurture fragile urban renewal business communities, protecting them in the present and preparing them for the future. The model partners a university center for entrepreneurship with the city government, the urban public transportation authority, and a capital-funding agency to provide broad-based support, participation and commitment to the survival and improvement of existing businesses. During this session we will: identify the need for such a workshop; examine potential partners for a collaborative workshop; discuss recruiting techniques for workshop participants; display techniques for marketing/promotion of workshops; present alternative funding sources; discuss a sustainable methodology to perpetuate the workshop series; assist participants in preparing budget proposals; offer realistic preparation and implementation timelines; offer suggestions for successful media coverage pre-post event; demonstrate “political” lessons, such as maximizing benefit for all parties and proper inter-agency, inter-department etiquette; examine how to include university faculty and community mentors to deliver maximum benefit to participants and validate the program; show how to utilize the collaborative workshops as real life case study material and; demonstrate intern and student opportunities as a result of the workshops.

**THE THREE KEYS TO ENTREPRENEURIAL SUCCESS:
REVENUE, REVENUE, REVENUE
A HOW-TO-GUIDE ON MASTERING THE MUST DO'S FOR
ACCELERATING REVENUE**

Richard Currier, Park City Marketing Institute
Bill Cunningham, Northern Kentucky University

Abstract

Quickly achieving rapidly accelerating revenue is the single most important factor in a company's early success. With positive revenue velocity, more capital and talent are readily acquired and a host of business problems more easily solved. A common entrepreneur shortcoming is to attribute sales growth potential to the right product, in the right market, at the right time and with lots of hard work. The authors believe that while products, markets, and timing are important, under-performing revenue growth most commonly reflects failure to master the three "must do's" for high growth: a message-based market leadership strategy; a high-leveraged sales model; and, a few high-impact marketing programs. The authors will provide rich real world case studies of major revenue turnaround projects fresh from the Silicon Valley that show how many companies are reinvigorating revenue growth even today's unforgiving economy.

WHAT EMPLOYERS LEARN FROM STUDENT TEAMS!

Charles Toftoy, George Washington University
John W. Rollins, George Washington University,
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Abstract

The purpose of this workshop is to reveal, for the first time, what business owners learn from the teams of entrepreneurship students assigned to work with them. The results to be disclosed are based on the recent experience of the presenters from GW's Entrepreneurship Program who have assisted over 1,700 Washington D.C.-area small businesses. The Workshop will include a description of the process used by GW's student teams and will solicit ideas, commentary and discussions of similar activities from the workshop attendees. The results presented can serve as a model as well as a point of departure for designing new programs.

**THE MOST TROBLESOME SMALL BUSINESS ISSUES:
INTERACTIVE DISCUSSION WITH THREE SMALL BUSINESS PRESIDENTS**

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President, Cora Bett Thomas Realty Co.

Ray Gaster
President, Gaster Lumber and Hardware

Al Kennickell, Jr.
President, Kennickell Print & Communications

Abstract

Small business owners confront a vast array of potential problems in day to day business as well as in long term strategic management. Many of these potential problems become reality and can be life-threatening to the business if not resolved. This WORKSHOP will address the most relevant problem areas faced by a panel of presidents from three of the top 25 small businesses in the Savannah area. Panelists will select three to five of the most pertinent problems from a list of 75 problems faced by small businesses. This list has been extracted from the most recent survey conducted by the National Federation of Independent Businesses (NFIB) entitled, "Small Business Problems and Priorities." After the panelist presentations, participants will break into discussion groups that will offer immediate feedback to the panel regarding the problem areas.

DEVELOPING A STRATEGIC PLAN FOR YOUR FAMILY BUSINESS PROGRAM

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Greg McCann
Stetson University Family Business Center

Abstract

This session will look at the long term strategic plans formulated for two different family business program. The presenters will share the actual plans and the process that was used to formulate these plans. They will also share the results of 1-2 years work on the plan and how the plan has changed since implementation.

The presenters will also discuss how the plan has been used to drive the activities of their respective centers, garner support from the University and family business communities and legitimize the existence of the centers.

TACTICAL TIPS FOR PROGRAMMING

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Peter M. Johnson
Director - Institute for Family Business
Eberhardt School of Business
University of the Pacific

Abstract

“This program rocks!” - If that’s not the most common comment on your members’ evaluations, then you should attend this interactive session where we will discuss home-run topics, presenters and formats. Identify and share successful program ideas that excite business owners and motivate them to make changes in their business. **Participates are asked to bring a blank template of their program evaluation form to share with other attendees.**

Included in this session:

- Defining what makes a good program and an effective presenter
- Using tools to evaluate programs and presenters
- Exploring different formats that are used in family business programs (conferences, workshops, case studies, speakers, panels, etc.)
- Identifying some of the most successful topics and speakers

CURRICULUM CHALLENGES AND TEACHING APPROACHES-CREDIT COURSES

Ramona K.Z. Heck, Baruch College, CUNY
Sandra King Kauanui, California State University-Pomona

Holly L. Schrank, Purdue University
Consumer Sciences & Retailing
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Abstract

Content and strategy for teaching family business courses at the undergraduate and graduate level were the focus of this session.

Examples of family business mistakes abound, but there are not many examples of what goes right in family businesses. The presenters offered suggestions for locating and using materials that showcase the “best practices” of family business.

Session participants discussed the range of content of their courses and a variety of teaching strategies such as the use of cases, video, genograms, experiential work, role play, texts and readings.

**START-UP FAMILY FIRMS—A 2002 STUDY OF 10 COUNTRIES AS PART OF
THE GEM PROJECT**

Carol Wittmeyer, Raymond Family Business Institute
Paul Reynolds, Babson College and the London Business School
Mark Green, Austin Family Business Center, Oregon State University

Abstract

The variation in proportion of family businesses among start-up and new firms was measured in a ten country pilot study completed as part of the 37 country Global Entrepreneurship Monitor assessment. For each country a representative sample of start-ups and new firms was developed. Those start-ups and new firms with over 50% ownership by the same family were identified in countries from all regions of the world. Using an expansive definition, from 52 to 85% of start-up and new firms would be considered family owned. Family owned and non-family owned start-ups and new firms are compared on a range of factors. Differences among countries with respect to the prevalence of family ownership is also considered. This pretest confirms the major role of family owned firms among those in the entrepreneurial process and suggests benefits from expansion to the full range of GEM countries for the year 2003 cycle.

FOUR PERSPECTIVES ON INTERNATIONAL RESEARCH & TEACHING WITH THE FULBRIGHT PROGRAM

Shawn M. Carraher, Texas A & M University – Commerce

Howard Van Auken, Iowa State University

Sherry Sullivan, Bowling Green State University

Mary Jo Vaughan, Mercer University

Abstract

This panel examines four perspectives on the International research and teaching in entrepreneurship through involvement in the Fulbright program. The four participants include one participant who has had two Fulbright grants, one with one Senior Specialist grant, one who would consider applying for a Fulbright in the Future and one who would not be willing to apply for a Fulbright grant. The advantages and disadvantages of the Fulbright grants are to be discussed as are strategies for increasing the likelihood of being accepted for a Fulbright grant.

SMALL BUSINESS – THE ANSWER TO THE CHANGING ECONOMIC SCENARIO: SOME INDIAN MODELS OF ENTREPRENEURSHIP

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Abstract

The main focus of this paper is on entrepreneurship models, particularly based on lessons derived from the ancient Indian scriptures. Such models of entrepreneurship are not specific to the Indian context but can be applied to any society. The main thrust is on tapping man's infinite potential.

Structure of paper:

Potential of small business in the context of globalization of the economy

Present stumbling blocks to entrepreneurship

Exploding the myths

Principles of entrepreneurship derived from ancient Indian scriptures

"Namaskar" model of entrepreneurship

Live case examples

CHALLENGES IN THE DESIGN, DEVELOPMENT AND IMPLEMENTATION OF AN ART AND ENTREPRENEURSHIP PROGRAM: THE FIRST SEMESTER

Rick Bibb, Associate Professor of Marketing at Millikin University
Edwin Walker, Associate Professor of Art at Millikin University
Sharon Alpi, Assistant Professor of Entrepreneurship at Millikin University

Abstract

This workshop will discuss the concept, program goals, curriculum structure and the use of a real business (retail art gallery) as a laboratory. The panel will discuss the following challenges:

- Developing framework in which business and arts faculty could collaborate effectively
- Recruiting and selecting appropriate students
- Creating exercises that provided business and art students understanding of how each defines and uses creativity
- Simultaneously developing the business plan and opening the retail art gallery
- Providing structure for true collaboration of business and art students

They will also discuss lessons learned including the strengths and weaknesses of the pedagogy and delivery, the laboratory experience, and the cross-disciplinary interactions.

ISSUES WITHIN THE RECORDING INDUSTRY AND EDUCATIONAL IMPLICATIONS

Jozef Nuyens
President, Castle Recording Studios, Inc.

Abstract

Jozef is a three times Grammy nominated record producer. Mr. Nuyens owns Castle Recording Studios in Franklin Tennessee along with three other companies including a music publishing company associated with Warner Brothers Music. Clients include Neil Diamond, Neville Brothers, Phish, and many others. He was born and raised in Europe, performed around the world as an artist and moved to the United States because of the entertainment industry's entrepreneurial opportunities in our nation. His session will focus on the state of the recording industry, what a student should be mentally prepared for, and the educational implications.

EDUCATIONAL CONFERENCES IN THE ARTS

Debra Oakes, Director of the Arts Foundation of Cape Cod
Gary Ernst, Executive Director of the Center for Entrepreneurship at North Central
College
Joseph Roberts, Coleman Foundation Professor of Arts Entrepreneurship Studies at
Columbia College

Abstract

Debra developed and coordinates Making Art and Making a Living, a program offering emerging and established visual and literary artists business and professional development opportunities. Sessions are led by successful artists, artisans, or professionals who are experts in their respective fields.

Gary runs the Self-Employment in the Arts (SEA) Conference in cooperation with other institutions including Columbia College, Purdue-Calumet, and Beloit College. Speakers are self-employed artists who speak on a variety of topics from marketing to legal issues.

This session will focus on the need for conferences on art and business and how to go about organizing one.

ENTREPRENEURSHIP IN THE ARTS: ETHICAL ISSUES

J. Dennis Rich, Chairperson, Arts, Entertainment and Media Management
Department, Columbia College Chicago

Joseph Roberts, Coleman Foundation Professor of Arts Entrepreneurship,
Columbia College Chicago.

Clarke A. Greene, Coordinator, Arts Entrepreneurship/Small Business Program,
Columbia College Chicago

Abstract

Every entrepreneur faces ethical issues. However, the arts entrepreneur must also deal with ethical problems peculiar to cultural enterprises. Some of these include artist relationships, community relationships, responsibilities to the audiences and/or customers, and aesthetic/ethical considerations and conflicts.

Exposure to ethics and ethical problems is an important part of the curriculum of the Arts, Entertainment and Media Department at Columbia College Chicago, including the Arts Entrepreneurship/Small Business program. The following panel will discuss how this is handled on a cross-curriculum basis.

THE ROLE AND IMPACT OF THE ARTS, SCIENCES AND HUMANITIES IN COMMUNITY AND ECONOMIC DEVELOPMENT

Chuck Sherwood
Senior Partner, Community Media Visioning Partners
Senior Associate, TeleDimensions, Inc.

Abstract

Chuck is a community and economic development consultant specializing in strategic action plans that integrate the arts, education, workforce development with telecommunications planning for regional economic development.

Studies have shown the importance of the arts industry cluster to the local and regional economic strength. This workshop will focus on the planning process that defines the arts industry cluster, outlines strategies for building collaborations between the arts, education and business sectors for the development of resource and needs assessments that can then be utilized for community and economic development action plans. Examples of communities implementing these strategies will be presented.

BUSINESS PLANS AND PLANNING FOR THE NON BUSINESS MAJORS

Mike Winchell, Director / Institute for Entrepreneurial Studies / College of Business /
Illinois State University

Mark Hoelscher, Assistant Professor / Management and Quantitative Methods
Department / College of Business Illinois State University

Jay Azriel, Assistant Professor / Management and Quantitative Methods Department /
College of Business Illinois State University

Abstract

Business plan preparation and beyond. Our initial approach to self-employment for one of the non-business fields. Plus, an overview of the Illinois State University's Institute for Entrepreneurial Studies today and tomorrow. There will be a discussion of our goals for Entrepreneurship in the Fine Arts I and Entrepreneurship in the Fine Arts II along with the identification and purpose of assignments and interaction with the Fine Arts community.

TECHNOLOGY ENTREPRENEURSHIP: WHAT IS IT? WHAT IS IT NOT?

George Kalidonis, Illinois Institute of Technology
Stanley Mandel, Wake Forest University
Howard Van Auken, Iowa State University
MacRae C. Banks, Worcester Polytechnic Institute

Abstract

Technology Entrepreneurship: What It Is, and What Is Not; How should the new USASBE Professional Division be defined and differentiated from existing professional divisions? What implications does this have for developing undergraduate and graduate school technology-centered entrepreneurship program?

FROM TORPEDOES (VIA IVY TOWER) TO THE MARKET PLACE: A CASE OF TECHNOLOGICAL ENTREPRENEURSHIP

For over a decade, we at the University of Baltimore have worked with commercializing technology and starting businesses which are based on technology that originated in the many federal, university, and private research laboratories located within the greater Baltimore and Washington Area - home to about half of all the federal labs in the nation. We hope that our experiences in this endeavor will be of value to other educators and universities who may be interested in collaborating with us in technological entrepreneurship. Our panel will present a workshop in which we will offer a multi-faceted discussion of our experiences in starting businesses, with speakers representing different aspects of our work. Listed below are the name of individuals, affiliations, and web sites of the organizations who will be presenting as part of this workshop:

Michael V. Laric, Professor, Director of the Management and Marketing Division, and Co-Director of our Center for Technology Commercialization, or Dean Anne M. McCarthy, University of Baltimore's Merrick School of Business - will moderate.
<http://www.ubalt.edu/ctc/>, http://business.ubalt.edu/Hot/hot_index.html

Lanny Herron, founder of the Lab-to-Market program, directs our Center for Technology Commercialization and will describe our educational program and the three courses underlying it. He will start the program and describe its elements, along with a brief history of the Wickford Technologies case. <http://www.ubalt.edu/ctc/>

Ron Hawkins, Adjunct Professor in the Lab to Market program and heads the technology extension of the University of Maryland Technology Extension Service in Baltimore. Ron was the adjunct professor for the team that explored the Wickford Technologies case. <http://www.erc.umd.edu/TES/>

J. Scott Dieter, Heads the Technology Transfer Office at the NAVSEA base of Indian Head, Maryland. His Office was the source of the case technology.
<http://www.ih.navy.mil/>

Jim Kucher, our past MBA student and Cindy Leahy, Co-Founder, Wickford Technologies will talk about their experiences through the program and beyond it.
<http://www.wickfordtechnologies.com/>

Steven Fritz, Director, Technology Transfer, The Maryland Technology Development Corporation (TEDCO) was instrumental in helping finance Wickford Technologies.
<http://www.marylandtedco.org>

Ann Lansinger, Manager, Emerging Technology Centers (ETC) a Baltimore City Incubator with which Wickford Technologies is associated, will describe her centers and how they collaborate with the Ivy Tower. <http://www.etcbaltimore.com>

Ann Patrice Rinker, Associate Director, Center for Technology Commercialization, will describe the experiences of an MBA student in our educational program.
<http://www.ubalt.edu/ctc/>

TECHNOLOGY ENTREPRENEURSHIP: DEVELOPING INTER-DISCIPLINARY PROGRAMS IN TECHNOLOGY AND THE SCIENCES

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Elizabeth C. Kisenwether
Pennsylvania State University
Director of the Engineering Entrepreneurship Program

Abstract

This workshop addresses the issues of why, how, and for what ends universities consider interdisciplinary programs involving entrepreneurship, technology and science. The paper compares and contrasts the efforts of four different universities, Rowan University, University of Tulsa, Pennsylvania State University, and Georgia Institute of Technology to show how they develop curriculums that leverage and integrate interdisciplinary strengths. Four goals include: creating an environment that “marries” technology and entrepreneurship, providing the conditions for the development of an academic “entrepreneurial corridor” tailored to the specific needs of each institution, converting innovative ideas into successful business ventures, and assisting in regional economic development.

COLEMAN OUTREACH: USASBE NETWORKING AND ALLIANCES

Mary Wilson Callahan, Principal, Work In Progress
Carolyn Gough, University of Texas at El Paso, The Franchise Center
Diane Welsh, John Carroll University, Muldoon Center for Entrepreneurship
Shawn Carraher, Texas A&M University, Commerce Department of Marketing &
Management

Abstract

As part of the Coleman-funded Knowledge Dissemination Initiative, four USASBE members received full or partial scholarships "to attend other professional, scholarly, and applied meetings to promote USASBE, gather information directly and indirectly affecting their work, and disseminate that information to others via newsletters, scholarly writing, more accessible business books and journals, and/or face-to-face meetings".

Speaker will provide information regarding

- * The organization that sponsored the conference -- mission, objectives, activities, membership, etc.
 - * Their experience at the conference
 - * Why they would or would not recommend the next such conference to fellow USASBE members
 - * Actual or potential joint activities/alliance between USASBE and the other organization and distribute brochures, website references, etc. for audience use.
- Questions and suggestions regarding both the organizations and the initiative will be encouraged.

SUSTAINING THE ENTREPRENEURIAL MOVEMENT: THE COLEMAN FOUNDATION'S JUNIOR FACULTY MENTORING PROGRAM

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Elisabeth Teal, Baylor University
Michael Wakefield, University of Southern Colorado
Joette Wisnieski, Indiana University of Pennsylvania

Abstract

The objective of the symposium is to share the lessons learned through the Coleman Foundation Junior Faculty Mentoring Program to enable junior entrepreneurship faculty to succeed and to contribute to the "Entrepreneurship Movement," as well as to promote the Coleman Foundation Junior Faculty Mentoring Program. **The issues/topics** that will be discussed include sustaining the "Entrepreneurship Movement," challenges faced by entrepreneurship junior faculty, the importance of mentoring for entrepreneurship junior faculty, and the Coleman Junior Faculty Mentoring. **The activities** include a discussion by Coleman Junior Faculty protégés/mentees on the above topics. Protégés/mentees will address topics addressed by the mentor program and discuss their strategic plan to accomplish their entrepreneurial education initiatives.