



2014 Conference

Memphis
24-26 September, 2014



Wednesday, September 24

Officer meeting: 2:00 p.m.

Registration: 4:00-6:00 p.m.-

Welcome Reception: 5:30 p.m.-7:30

Thursday, September 25

Session I: 8:20-9:00 am

Does Gender Matter in Small Business?

Henry S. Cole, University of Louisiana at Monroe
Eugene Ardoin, University of Louisiana at Monroe
Stan Williamson, University of Louisiana at Monroe

Goliath vs. David: Why Small Businesses Need to be Aware of The Lanham Act

Laurie Babin, University of Louisiana at Monroe
Deborah Golemon, University of Louisiana at Monroe
Melissa Melancon, University of Louisiana at Monroe

Session 2: 9:00-10:20 am

IPO Investor Reactions to Female Directors: Evolving Role Congruity

Christopher R. Reutzler, Sam Houston State University
Carrie A. Belsito, Western Illinois University

The Strategic Move to Adopt a New Technology. SMEs Trends to Incorporate Wireless
Business in Their Business Model

Michael Stoica, Washburn University
William Roach, Washburn University
Anca Gata, "Dunarea de Jos" University of Galati

Successful Small Businesses and Their Owner-Managers

Mildred Golden Pryor, Texas A&M University, Commerce
Leslie A Toombs, Texas A&M University, Commerce
Lisa Pryor Singleton, Golden, Pryor & Associates

Analyzing the Link between Strategy and Performance: Comparing Small Business Owners and
Professional Managers

William C. McDowell, Middle Tennessee State University
Shanan G. Gibson, East Carolina University
Michael L Harris, East Carolina University
Donald L. Lester, Middle Tennessee State University
Joshua Aaron, Middle Tennessee State University

Morning Break : 10:20-10:30

Session 3: 10:30-11:50

What a Rhetorical Analysis of a Company Website Reveals about the Company's Commitments

Anca Gata, Dunarea de Jos University of Galati
Michael Stoica, Washburn University

Explaining Entrepreneurial Characteristics, Motivation, Barriers, and Outcomes for Small versus Large Multifunctional Farm Enterprises in New England

Chyi-Lyi (Kathleen) Liang, University of Vermont
Paul Dunn, University of Louisiana at Monroe

A Study of Social Media Usage by Small Business Owners

Martin S Bressler, Southeastern Oklahoma State University
Kitty Campbell, Southeastern Oklahoma State University
Brett Elliott, Southeastern Oklahoma State University

Gender Differences of Entrepreneurs in Micro Businesses

Carl A. Kogut, University of Louisiana at Monroe
Donna W. Luse, University of Louisiana at Monroe
Larry E. Short, University of Louisiana at Monroe

Lunch: 12:00-1:30

Session 4: Workshop

1:30-2:30

Advanced Business Model Applications in Teaching

Daniel James Scott, USF St. Petersburg

2:30– 3:30

Art, War, and B-School Innovation

Nathan Schwagler, USF St. Petersburg

Afternoon Break : 3:30-3:45

3:45– 4:45

Training and Educating Grass-Root Leaders in Entrepreneurship and Rural Development for the 22nd Century Utilizing the Teen Reaching Youth (TRY) Model and Other Approaches

Kathleen Liang, University of Vermont
Paul Dunn, University of Louisiana at Monroe

Friday, September 26

Session 5: 8:00-9:00

Creativity and Entrepreneurship: A Review of Selected Literature and Propositions

Elizabeth Stammerjohan, University of Louisiana at Monroe
Thomas DeNardin, University of Louisiana at Monroe
William W. Stammerjohan, Louisiana Tech University

Exploring The Red Queen Effect on Vietnamese Small Business and Innovation Post Hurricane

Katrina: A Qualitative Study

Joanne M. Tran, Louisiana Tech University

Understanding Complaining on the Web: A Response Framework for Small Business

Christopher Martin, Centenary College of Louisiana

Session 6: 9:00-10:20

Workplace Safety: What Small Business Owners Need to Know

Kitty Campbell, Southeastern Oklahoma State University
Wayne Jones, Southeastern Oklahoma State University
Nick Nichols, Southeastern Oklahoma State University
Kelli Taylor, Southeastern Oklahoma State University

Just Do It: A Proof of Concept Case Study

Dale Spradling, Stephen F. Austin State University

Fe-Lines, Inc.: Don't Declaw...Get Sticky Paws

Leslie A. Toombs, Texas A&M University-Commerce
Courtney Kernek, Southeastern Oklahoma State University
Miildred Golden Pryor, Texas A&M University

X, Y, or Z? A Theoretical Comparison of Managing Small Business in China and India

Qiang Yan, St. Benedict College and Saint John's University
Kingshuk Mukherjee, St. Benedict College and Saint John's University

Break: 10:20-10:30

Session 7: 10:30-11:50

King Digital IPO: A Case Study

Dr. Arturo Rodriguez, University of Louisiana at Monroe
Dr. Eugene Ardoin, University of Louisiana at Monroe
Dr. Alair Tudor, University of Louisiana at Monroe

Encouraging Craft, Arts, and Micro Enterprises for Creative Entrepreneurship and Innovative Business Growth

Christopher Ziemnowicz, University of North Carolina at Pembroke

Michael Menefee, University of North Carolina at Pembroke

Vulnerability and Resource Dependency of Nonprofit Organizations in Alabama's Black Belt:
Call for a Better Measure of Perceived Revenue Diversification

Aliquippa Allen, University of West Alabama

Russ Henley, University of West Alabama

Adrian Doss, University of West Alabama

The State of Entrepreneurship in Iraq-A First-Hand Experience

William T. Jackson, USF St. Petersburg



Lunch : 12:00-1:30

Membership Meeting

Awards Ceremony

