### Entrepreneurship

**Program Chair:** Robert Hisrich, Case Western Reserve University  
**Workshop Chair:** Thomas Dean, University of Tennessee

<table>
<thead>
<tr>
<th>Start Time</th>
<th>Regular Program</th>
<th>Shared Program</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Friday</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00 am</td>
<td>437. ENT Case Writing Project • HW: Sandburg</td>
<td>78. ENT, MED &amp; MOC Workshop on Creative Classroom Action • HW: Ogden</td>
</tr>
<tr>
<td>1:00 pm</td>
<td>438. ENT Doctoral Consortium • HW: Addams</td>
<td>79. New Doctoral Student Consortium • S: Alpine II</td>
</tr>
<tr>
<td>4:00 pm</td>
<td>439. ENT Workshop on Case Method • HW: McCormick</td>
<td>80. SME Development Programs in Entrepreneurship • S: Alpine II</td>
</tr>
<tr>
<td>6:00 pm</td>
<td>440. ENT Refreshment Break • HW: Addams</td>
<td>81. IAOM: Business Meeting &amp; Dinner • S: Alpine II</td>
</tr>
<tr>
<td>7:30 am</td>
<td>441. ENT Coffee and Croissants • HE: Grandballroom Lobby</td>
<td>82. IAOM: Competing in Latin America • S: Alpine II</td>
</tr>
<tr>
<td>8:30 am</td>
<td>442. Entrepreneurship Research in M • HE: Grandballroom D(N)</td>
<td>83. IP: SME Development Programs • HW: McCormick</td>
</tr>
<tr>
<td>8:45 am</td>
<td>443. ENT New Faculty Consortium • HW: Ogden</td>
<td>84. IAOM: Managerial Effectiveness in Latin America • S: Alpine II</td>
</tr>
<tr>
<td>9:00 am</td>
<td>444. Entrepreneur Doctoral Consortium • HW: Addams</td>
<td>85. Management of the Tenure Process • S: Alpine II</td>
</tr>
<tr>
<td>9:15 am</td>
<td>445. Central Problems for the Field • HE: Grandballroom C(N)</td>
<td>86. Management of the Tenure Process • S: Alpine II</td>
</tr>
<tr>
<td>10:00 am</td>
<td>446. Refreshment Break • HE: Grandballroom Lobby</td>
<td>87. IAOM: Managerial Effectiveness in Latin America • S: Alpine II</td>
</tr>
<tr>
<td>10:30 am</td>
<td>447. ENT: New Faculty Consortium • HE: Ogden</td>
<td>88. SME Development Programs in Entrepreneurship • S: Alpine II</td>
</tr>
<tr>
<td>12:00 pm</td>
<td>448. ENT Endowed Chairs Council Lunch • OS: See Contact</td>
<td>89. IAOM: Competing in Latin America • S: Alpine II</td>
</tr>
<tr>
<td>1:00 pm</td>
<td>449. ENT: Teaching Entrepreneurship • HE: Grandballroom D(N)</td>
<td></td>
</tr>
<tr>
<td>2:45 pm</td>
<td>450. ENT McCarthy-Hill Irwin Innovation Award • HE: Grandballroom D(N)</td>
<td></td>
</tr>
<tr>
<td>3:00 pm</td>
<td>451. Cognitive and Social Factors in Entrepreneurship • HE: Grandballroom D(N)</td>
<td>90. Resources and the Growth of En • HE: Grandballroom C(N)</td>
</tr>
<tr>
<td>6:00 pm</td>
<td>452. ENT: Teaching Entrepreneurship • HE: Grandballroom D(N)</td>
<td>91. IAOM: Challenges &amp; Approaches to Quality • S: Alpine II</td>
</tr>
<tr>
<td>7:00 pm</td>
<td>453. ENT: Teaching Entrepreneurship • HE: Grandballroom Lobby</td>
<td>92. IAOM: Business Meeting &amp; Dinner • S: Alpine II</td>
</tr>
<tr>
<td>7:30 pm</td>
<td>454. ENT: Teaching Entrepreneurship • OS: See Contact</td>
<td></td>
</tr>
<tr>
<td>8:00 pm</td>
<td>455. ENT: Teaching Entrepreneurship • HE: Grandballroom Lobby</td>
<td></td>
</tr>
<tr>
<td>8:30 pm</td>
<td>456. ENT: Teaching Entrepreneurship • HE: Grandballroom D(N)</td>
<td>93. IAOM: Business Meeting &amp; Dinner • S: Alpine II</td>
</tr>
<tr>
<td>9:00 pm</td>
<td>457. Entrepreneurship Division Pre — OS: See Contact</td>
<td></td>
</tr>
<tr>
<td>9:30 pm</td>
<td>458. ENT: Teaching Entrepreneurship • HE: Grandballroom Lobby</td>
<td></td>
</tr>
<tr>
<td>10:00 pm</td>
<td>459. ENT: Teaching Entrepreneurship • HE: Grandballroom Lobby</td>
<td></td>
</tr>
<tr>
<td>10:30 pm</td>
<td>460. ENT: Teaching Entrepreneurship • HE: Grandballroom Lobby</td>
<td></td>
</tr>
<tr>
<td>11:30 pm</td>
<td>461. ENT: Teaching Entrepreneurship • HE: Grandballroom D(N)</td>
<td></td>
</tr>
<tr>
<td>12:00 pm</td>
<td>462. ENT: Teaching Entrepreneurship • HE: Grandballroom D(N)</td>
<td></td>
</tr>
<tr>
<td>12:30 pm</td>
<td>463. ENT: Teaching Entrepreneurship • HE: Grandballroom D(N)</td>
<td></td>
</tr>
</tbody>
</table>

**Monday**

<table>
<thead>
<tr>
<th>Start Time</th>
<th>Regular Program</th>
<th>Shared Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am</td>
<td>464. ENT: Teaching Entrepreneurship • HE: Grandballroom Lobby</td>
<td></td>
</tr>
<tr>
<td>1:00 pm</td>
<td>465. ENT: Teaching Entrepreneurship • HE: Grandballroom Lobby</td>
<td></td>
</tr>
<tr>
<td>2:30 pm</td>
<td>466. ENT: Teaching Entrepreneurship • HE: Grandballroom Lobby</td>
<td></td>
</tr>
<tr>
<td>4:10 pm</td>
<td>467. ENT: Teaching Entrepreneurship • HE: Grandballroom Lobby</td>
<td></td>
</tr>
<tr>
<td>5:30 pm</td>
<td>468. ENT: Teaching Entrepreneurship • HE: Grandballroom Lobby</td>
<td></td>
</tr>
<tr>
<td>6:30 pm</td>
<td>469. ENT: Teaching Entrepreneurship • HE: Grandballroom Lobby</td>
<td></td>
</tr>
<tr>
<td>8:00 pm</td>
<td>470. ENT: Teaching Entrepreneurship • HE: Grandballroom Lobby</td>
<td></td>
</tr>
<tr>
<td>10:00 pm</td>
<td>471. ENT: Teaching Entrepreneurship • HE: Grandballroom Lobby</td>
<td></td>
</tr>
<tr>
<td>10:30 pm</td>
<td>472. ENT: Teaching Entrepreneurship • HE: Grandballroom Lobby</td>
<td></td>
</tr>
<tr>
<td>11:30 pm</td>
<td>473. ENT: Teaching Entrepreneurship • HE: Grandballroom Lobby</td>
<td></td>
</tr>
<tr>
<td>12:00 pm</td>
<td>474. ENT: Teaching Entrepreneurship • HE: Grandballroom Lobby</td>
<td></td>
</tr>
</tbody>
</table>

**Tuesday**

<table>
<thead>
<tr>
<th>Start Time</th>
<th>Regular Program</th>
<th>Shared Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am</td>
<td>475. ENT: Teaching Entrepreneurship • HE: Grandballroom Lobby</td>
<td></td>
</tr>
<tr>
<td>10:00 am</td>
<td>476. ENT: Teaching Entrepreneurship • HE: Grandballroom Lobby</td>
<td></td>
</tr>
<tr>
<td>10:30 am</td>
<td>477. ENT: Teaching Entrepreneurship • HE: Grandballroom Lobby</td>
<td></td>
</tr>
<tr>
<td>11:30 am</td>
<td>478. ENT: Teaching Entrepreneurship • HE: Grandballroom Lobby</td>
<td></td>
</tr>
<tr>
<td>12:00 am</td>
<td>479. ENT: Teaching Entrepreneurship • HE: Grandballroom Lobby</td>
<td></td>
</tr>
<tr>
<td>12:30 am</td>
<td>480. ENT: Teaching Entrepreneurship • HE: Grandballroom Lobby</td>
<td></td>
</tr>
<tr>
<td>1:00 pm</td>
<td>481. ENT: Teaching Entrepreneurship • HE: Grandballroom Lobby</td>
<td></td>
</tr>
</tbody>
</table>

**Wednesday**

<table>
<thead>
<tr>
<th>Start Time</th>
<th>Regular Program</th>
<th>Shared Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:00 pm</td>
<td>482. ENT: Teaching Entrepreneurship • HE: Grandballroom Lobby</td>
<td></td>
</tr>
</tbody>
</table>

**Friday 1:00 pm**

**Entrepreneurship Division Doctoral Consortium**

- **1:00-5:00 pm** Hyatt West: Sandburg
- Preregister with Nancy M. Carter at 651-962-4407 or at nmcarter@stthomas.edu
- **Organizers:** Nancy M. Carter, U. of St. Thomas; Timothy M. Stearns, California State U., Fresno
Presenters: Howard E. Aldrich, U. of North Carolina, Chapel Hill; Claudia B. Schoonhoven, U. of California, Irvine; Harry J. Sapienza, U. of South Carolina

439. The Case Method: Tips on Developing, Writing, Teaching, and Publishing Cases
   • 1:00-3:00 Hyatt West: McCormick
Organizer: Myra Hart, Harvard U.
_presenters: Myra Hart, Harvard U.; Candida G. Brush, Boston U.; Patricia G. Greene, U. of Missouri, Kansas City; Chi Anyansi-Archibong, North Carolina A&T State U.

Friday 3:00 pm

440. Refreshment Break
   • 3:00-3:30 Hyatt West: Addams
Organizer: Thomas J. Dean, U. of Colorado, Boulder

Friday 3:30 pm

441. How Creative Individuals Learn to be Entrepreneurial: Lessons & Experience from the Arts Industries
   • 3:30-5:00 Hyatt West: Ogden
Organizer: Thomas A. Bryant, Rutgers U.
_presenters: Thomas A. Bryant, Rutgers U.; Patricia Kettenring, Rutgers U.; Willem VanDoorn, WV Management

442. The Non-U.S. Scholar and the Academy: Entrepreneurship and Change, an International Journey
   • 3:30-5:00 Hyatt West: Wright
Organizer: Antoine Hermens, U. of Technology

443. Entrepreneurship on the Fringe of the Definition: Franchising, Co-ops, MLMs, and Non-Profits
   • 3:30-5:00 Hyatt West: McCormick
Organizer: Norris F. Krueger, Entrepreneurial Strategies

Friday 5:00 pm

444. Entrepreneurship Division New Faculty Consortium
   • 5:00-6:30 Hyatt West: Ogden
Preregister with Patricia G. Greene at 816-235-5841 or greenep@umkc.edu
Organizers: Patricia G. Greene, U. of Missouri, Kansas City; Jerome A. Katz, St. Louis U.

Saturday 9:00 am

445. Central Problems for the Field of Entrepreneurship
   • 9:00-10:30 Hyatt East: GndBall C(N)
Organizer: Charles E. Bamford, Texas Christian U.
Presenter: S. Venkataraman, U. of Virginia

Saturday 10:00 am

450. Refreshment Break
   • 10:00-10:30 Hyatt East: Grandballroom Lobby
Organizer: Thomas J. Dean, U. of Colorado, Boulder

Saturday 10:30 am

451. Managing the Revise and Resubmit Process
   • 10:30-12:00 Hyatt West: Ogden
Organizers: Patricia G. Greene, U. of Missouri, Kansas City; Jerome A. Katz, St. Louis U.
_presenters: Scott W. Kunkel, U. of San Diego; McRae C. Banks, Worcester Polytechnic Institute; S. Venkataraman, U. of Virginia; Elaine Romanelli, Georgetown U.
Saturday 12:00 pm

452. Council of Endowed Chairs Annual Luncheon
   • 12:00-1:00 Off Site: See Contact
   Preregister with Jerome Katz at katzja@slu.edu
   Organizer: Jerome A. Katz, St. Louis U.

Saturday 1:30 pm

453. The McGraw-Hill Irwin Innovation in Entrepreneurship Pedagogy Award Winner
   • 1:30-3:00 Hyatt East: GndBall D(N)
   Organizer: Connie Marie Gaglio, San Francisco State U.

Saturday 2:45 pm

454. Innovation in Entrepreneurship Education: Internet Delivery of Expert Assistance Tools
   • 2:45-4:30 Hyatt West: Ogden
   Organizers: Patricia G. Greene, U. of Missouri, Kansas City; Jerome A. Katz, St. Louis U.
   Presenters: Ronald K. Mitchell, U. of Victoria; Eric A. Morse, U. of Victoria; Brian McKenzie, U. of Victoria

Saturday 3:00 pm

455. Cognitive and Social Factors in Entrepreneurial Success
   • 3:00-5:00 Hyatt East: GndBall C(N)
   Organizer: Robert A. Baron, Rensselaer Polytechnic Institute
   Presenters: Robert A. Baron, Rensselaer Polytechnic Institute; Evan J. Douglas, Queensland U. of Technology; Gideon D. Markman, U. of Colorado, Boulder; Kelly G. Shaver, College of William and Mary; Dean A. Shepherd, Rensselaer Polytechnic Institute; Andrew L. Zacharakis, Babson College

456. Developing Practitioners for Teaching in the Entrepreneurship Classroom: Issues and Recommendations
   • 3:00-4:30 Hyatt East: GndBall D(N)
   Organizer: Randel S. Carlock, U. of St. Thomas
   Presenters: Nancy M. Carter, U. of St. Thomas; Randel S. Carlock, U. of St. Thomas; Jeffrey R. Cornwall, U. of St. Thomas

Saturday 7:00 pm

457. Entrepreneurship Division Pre-Conference Social Event
   • 7:00-10:00 Off Site: See Contact
   Preregistration required
   Organizer: Thomas J. Dean, U. of Colorado, Boulder

Sunday 7:30 am

458. ENT Coffee and Croissants
   • 7:30-8:30 Hyatt East: Grandballroom Lobby

Sunday 8:00 am

459. Entrepreneurship Division Doctoral Consortium
   • 8:00-12:00 Hyatt West: Addams
   Preregister with Nancy M. Carter at 651-962-4407 or nmcarter@stthomas.edu
   Organizers: Nancy M. Carter, U. of St. Thomas; Timothy M. Stearns, California State U., Fresno

Presenters: Jack W. Brittain, U. of Texas, Dallas; Gregory B. Northcraft, U. of Illinois, Urbana-Champaign; Connie Marie Gaglio, San Francisco State U.

Sunday 8:30 am

460. Entrepreneurship Division New Faculty Consortium
   • 8:30-12:00 Hyatt West: Ogden
   Preregister with Patricia G. Greene at 816-235-5841 or greenep@umkc.edu
   Organizers: Patricia G. Greene, U. of Missouri, Kansas City; Jerome A. Katz, St. Louis U.
   Presenters: Candida G. Brush, Boston U.; Elizabeth J. Gatewood, Indiana U.; Steven H. Hanks, Utah State U.; Frank Hoy, U. of Texas, El Paso; Donald Jacobs, Northwestern U.; Max S. Wortman, Iowa State U.

Sunday 9:00 am

461. Doctoral Education in the Field of Entrepreneurship: Preliminary Results from the Task Force
   • 9:00-10:00 Hyatt East: GndBall C(N)

462. eSocrates Online Learning Community for Entrepreneurship Studies
   • 9:00-10:00 Hyatt East: GndBall D(N)
   Organizer: Paul Shrivastava, Bucknell U.

Sunday 10:00 am

463. ENT Refreshment Break
   • 10:00-10:30 Hyatt East: Grandballroom Lobby
   Organizer: Thomas J. Dean, U. of Colorado, Boulder

Sunday 10:30 am

   • 10:30-12:00 Hyatt East: GndBall C(N)
   Organizer: Paul Reynolds, Babson College
   Presenters: Paul Reynolds, Babson College; Kelly G. Shaver, College of William and Mary; Nancy M. Carter, U. of St. Thomas; Bruce A. Kirchhoff, New Jersey Institute of Technology; Timothy M. Stearns, California State U.; Mary Williams, U. of Pennsylvania; Denny Dennis, National Federation of Independent Businesses; Per Davidsson, Jonkoping International Business School; Candida G. Brush, Boston U.; William B. Gartner, U. of Southern California

465. Opportunities to Enhance Teaching and Research through Linkages with University-Related Incubators
   • 10:30-12:00 Hyatt East: GndBall D(N)
   Organizer: Mark P. Rice, Rensselaer Polytechnic Institute
   Presenters: Mark P. Rice, Rensselaer Polytechnic Institute; Dinah Adkins, National Business Incubation Association; Terry C. Blum, Georgia Institute of Technology

Monday 8:30 am

466. Entrepreneurship Division Opening Welcome
   • 8:30-9:00 Hyatt West: Wrigley
   Organizer: Robert D. Hisrich, Case Western Reserve U.

Monday 9:00 am
Chair: Norris F. Krueger, Entrepreneurial Strategies

Presenters: Jon Entine, Ruffin; David Alexander, U. of Toronto; Jacob Park, U. of Maryland

Discussant: Marianne Jennings, Arizona State U.

Monday 10:40 am

468. Paper: **University Related and Home Based Businesses**
- 10:40-12:00 Hyatt West: Wrigley

Chair: Emeric Solymossy, Western Illinois U.

Geographic Proximity: A Stimulus for Greater Relationship Intensity and Outcomes Between Small Firms and University Research Centers, Michael D. Santoro, Lehigh U.; Joseph E. Coombs, James Madison U.


Determining the Incremental Impact of Legitimizing Tactics on Home-Based Businesses in the Construction Industry, Dale A. Henderson, Radford U.; Lester A. Digman, U. of Nebraska

Discussant: Susanna Khavul, Boston U.

Monday 12:20 pm

469. Paper: **Financing and the Entrepreneurial Firm**
- 12:20-2:10 Hyatt West: Wrigley

Chair: David Deeds, Case Western Reserve U.

"Residual Communism" Entrepreneurship and Micro-Enterprise Finance in Post-Communist Countries, Chao C. Chen, Rutgers U.; Nada T. Kobieissi, Rutgers U., Newark


Chief Executive Officer (CEO) Tenure in Initial Public Offering (IPO), Hitoshi Mitsuhashi, Cornell U.; Welbourne M. Theresa, Cornell U.

Discussants: Sandra West King, Frostburg State U.; Roger Hutt, Arizona State U., West

Monday 2:30 pm

470. Paper: **Human Resources and Human Capital**
- 2:30-3:50 Hyatt West: Wrigley

Chair: Anne M. McCarthy, Colorado State U.


Network Capital, Relational Rents, and the Competitive Advantage of Small Firms, Juan Florin, U. of Connecticut

Discussants: Alice Andrews, Valour Inc.; Emeric Solymossy, Western Illinois U.

Monday 4:10 pm

471. Paper: **Succession in Family Businesses**

Chair: Nancy B. Upton, Baylor U.

Confucianism and Succession in Chinese Family Business, Jun Yan, Texas Tech U.; Ritch L. Sorenson, Texas Tech U.


Smoothing the Transition to New Ownership: A Study of Succession Planning by Small, Family-Oriented Businesses, Josetta Shoemaker Mclaughlin, Radford U.; Richard A. Baynton, "Dick" Baynton, Industry Consultant

Discussants: Ramona K. Z. Heck, Cornell U.; Timothy M. Stearns, California State U., Fresno

Monday 5:30 pm

Meeting: **Entrepreneurship Division Business Meeting**
- 5:30-6:30 Hyatt West: Wrigley

Organizer: Robert D. Hisrich, Case Western Reserve U.

Monday 6:30 pm

472. Paper: **Strategy and Fairness in Family Businesses**
- 8:50-10:10 Hyatt West: Wrigley

Chair: Arnold C. Cooper, Purdue U., West Lafayette

Fairness in Family Firms: An Organizational Justice Perspective on Agency Problems, David C. Baldridge, U. of Connecticut; William S. Schulze, U. of Connecticut

Published in Conference Proceedings

Patterns of Strategy Formulation in a Family Firm, Bakr Ibrahim, Concordia U., Montreal; Jean B. McGuire, Concordia U., Montreal; Y. Ismail, Concordia U., Montreal; Collette Dumas, Suffolk U.

Founder Centrality and Strategy in the Family Owned Firm, Louise M. Kelly, Northeastern U.; Nicholas Athanassiou, Northeastern U.

Discussant: Susan C. Hanlon, U. of Akron

Tuesday 8:50 am

474. Paper: **Entrepreneurship in Existing Organizations**
- 10:30-11:50 Hyatt West: Wrigley

Chair: Roger D. Rodrick, Arkansas State U.

Levels and Patterns in the Intrapreneurship Model: An Exploratory Comparison, Bostjan Antoncic, Case Western Reserve U., U. of Ljubljana

A Dynamic Perspective of Internal Fit in Corporate Venturing, Stewart Thornhill, U. of British Columbia

Published in Conference Proceedings


Discussant: Scott W. Kunkel, U. of San Diego

Tuesday 10:30 am

475. Paper: **International Entrepreneurship**
- 10:30-11:50 Hyatt West: Wrigley

Chair: Robert D. Hisrich, Case Western Reserve U.

A Strategic Analysis of the Entrepreneurial Orientation of Small Businesses in the United Kingdom, Michael K. Venkataraman, Case Western Reserve U.; Ian MacMillan, Case Western Reserve U.

Published in Conference Proceedings


Discussant: Scott W. Kunkel, U. of San Diego

Tuesday 2:00 pm

476. Paper: **International Entrepreneurship**
Entrepreneurship

**Tuesday 3:40 pm**

Paper: Theory and Survival of International Entrepreneurial Firms
- 3:40-5:00 Hyatt West: Wrigley

*Chair:* Hamid Etemad, McGill U.

"Born Global" Firms: A Theoretical Exploration, Paula D. Harveston, U. of Memphis; Ben L. Kedia, U. of Memphis; Peter S. Davis, U. of Memphis


SME Survival in Hungary, Marjorie A. Lyles, Indiana U.; Kathleen Watson, California State U.; San Marcos; Todd Saxton, Indiana U., Indianapolis

*Discussants:* Robert C. Hill, U. of Houston

**Tuesday 5:30 pm**

**USASBE Board Meeting**
- 5:30-7:30 Hyatt West: Wrigley

*Organizers:* Lynn Neeley; Robert D. Hisrich, Case Western Reserve U.

**Wednesday 9:00 am**

Paper: Networks and Entrepreneurship
- 9:00-10:20 Hyatt West: Wrigley

*Chair:* Ha T. Hoang, Case Western Reserve U.


Published in Conference Proceedings

Personal Networking Activities and Venture Performance: An Assessment of the Moderating Effects of Firm Age Among Small High Technology Manufacturing Firms, Dilene R. Crockett, U. of Texas, Arlington; Jeffrey E. McGee, U. of Texas, Arlington

The Role of Relational Contracting in Realizing the Benefits of Key Customer Relationships, Helena Yli-Renko, London Business School; Harry J. Sapienza, U. of South Carolina; Michael Hay, London Business School

*Discussant:* William M. Mayfield, Wichita State U.

**Wednesday 10:40 am**

Paper: Partnering and Entrepreneurship
- 10:40-12:00 Hyatt West: Wrigley

*Chair:* Lene Foss, Norwegian Institute of Fisheries and Aquaculture Ltd.

Sustaining Strategic Partnerships Between Entrepreneurial Firms: An Outcome/Legitimacy-Based Approach, Craig Erwin, U. of Arizona; Keith G. Provans, U. of Arizona

*Publishing in Conference Proceedings*

Young Entrepreneurial Firms and the Liabilities of International Joint Venture Relationships, Lloyd P. Steier, U. of Alberta

*Discussants:* Sharon Alvarez, Ohio State U.; Prescott C. Ensign, U. of Western Ontario

**Wednesday 12:20 pm**

Paper: Innovation and Creativity in Entrepreneurial Firms
- 12:20-2:10 Hyatt West: Wrigley

*Chair:* Lowell W. Busenitz, U. of Oklahoma


Responding to Innovations in Marketing and Service: The Strategies of Independent Retailers, Michael J. Rubach, U. of Central Arkansas; McGee M. Jeffrey, U. of Texas, Arlington

*Discussants:* Karen L. Belanger, Columbia U.; Connie Marie Gaglio, San Francisco State U.