2019 California Entrepreneurship Educators’ Conference Brochure
CALIFORNIA ENTREPRENEURSHIP EDUCATORS CONFERENCE 2019:
Transformation: An Opportunity to Evolve the Entrepreneurship Field!

As educators and researchers, we have to evolve with the times. The shifting landscape of entrepreneurship education and research indicates that it is important to transition and adapt in order to continue offering impactful entrepreneurship education for the next generation of entrepreneurs. Students are going to the “university” of Google and YouTube to acquire and learn information relative to their pursuits. We need to develop new areas of research and pedagogy methodology to engage these same students in meaningful ways. The Lavin Entrepreneurship Center at San Diego State University realizes the importance of this mission, which is why we have created the California Entrepreneurship Educators Conference.

At the 2019 California Entrepreneurship Educators Conference, we sought out the “transformers” in our field and have asked them to share what they are learning, teaching and researching with respect to entrepreneurship. This conference will be highly interactive, creating an environment to learn, share and collaborate. We invite you to interact with your peers and examine how we teach entrepreneurship and conduct research today, as well as brainstorm how we might “transform” entrepreneurship education for our students of today and tomorrow.

BAJA EXPERIENCE

In addition to the conference, we decided to bring back the Pre-Conference Baja Entrepreneurship Experience! During this tour, we will explore the emerging entrepreneurship climate currently taking place in Baja California. Participants will have a chance to meet and interact with local entrepreneurs at places such as the Bit Center, a coworking space for entrepreneurs and the CETYS Universidad campus in Ensenada. To close off the evening, we will enjoy food and wine at a famous Valle De Guadalupe winery.

This tour gives us the perfect opportunity to network with peers and counterparts at CETYS Universidad. Registration for the Entrepreneurship Baja Experience is $119 and includes transportation on both sides of the border, lunch and wine tasting. Participants attending the tour must bring their passport since we will be crossing the international border. Simply select the “Pre-Conference Baja Entrepreneurship Experience” button for an additional $119 to maximize your overall conference experience.

PANELISTS, BREAKOUT SESSION LEADERS, AND SPEAKERS

We have assembled a stellar group of session leaders to help us consider dynamic approaches to the way we teach and research entrepreneurship.

ALEX DENOBLE
San Diego State University
Executive Director, Lavin Entrepreneurship Center

ANATOLY ZHUPLEV
Loyola Marymount University
Professor of International Business

ALEXANDER GLOSENBERG
Loyola Marymount University
Assistant Professor, Entrepreneurship

ANTHONY ELLIS
University of Phoenix
Lead Faculty Area Chair, Law and Ethics
ARNON KATZ
M-Bios
Founder and Researcher

BERNARD SCHROEDER
San Diego State University
Director, Lavin Entrepreneurship Center Programs

BRET GILBERT
American University
Associate Professor

CANDIDA BRUSH
Babson College
Vice Provost, Global Entrepreneurial Leadership

CHRISTIAN BROBERG
Wichita State University
Associate Professor of Entrepreneurship

CONSTANT BEUGRE
Delaware State University
Professor of Management

CRAIG ARMSTRONG
University of Alabama
Associate Professor of Entrepreneurship

CRAIG GALBRAITH
University of North Carolina
Professor, Entrepreneurship and Technology Management

DAN WADHWANI
University of the Pacific
Professor, Chair in Entrepreneurship

DANIEL OBODOVSKI
Scale Incubator
Co-Founder

DAVID CHOI
Loyola Marymount University
Professor, Director of the Fred Kiesner Center for Entrepreneurship

DAVID NEWTON
University of California, San Diego
Professor of Entrepreneurship and Finance

DEBORAH BRAZEAUL
Cal Poly Pomona
Professor

DEL FOIT JR.
University of California, San Diego
Director of Life Sciences Programs at Extended Studies

DENISE PARRIS
University of Oklahoma
Assistant Professor of Entrepreneurship

DIANA HECHAVARRIA
Muma College of Business, University of South Florida
Assistant Professor, Entrepreneurship

ELISSA GROSSMAN
University of Southern California
Associate Professor of Clinical Entrepreneurship

ERICA SNIDER
San Diego State University
Zahn Innovation Platform Launchpad
Marketing and Entrepreneur Advisor

ERICK CALDWELL
City of San Diego
Deputy Chief Operating Officer

GAYLEN CHANDLER
Wichita State University Barton
Distinguished Chair in Entrepreneurship

GEOFFREY GRAYBEAL
Georgia State University
Clinical Assistant Professor

HANNAH LEVINSON
Davidson College
Director of Innovation and Entrepreneurship

JAKE GRANDY
California State University, Long Beach
Assistant Professor of Strategy

JEFF HORNBY
University of Missouri, Kansas City
Chair of Entrepreneurship and Interim Director

JEFF RUBIN
Rubin-Hagan Associates, LLC

JENNIFER AMARANENI
San Diego State University
Zahn Innovation Platform Launchpad
Director of Social Innovation

JOHN YORK
Akita Biomedical
Medical Communications & Consulting

JONATHAN BOLZ
San Diego State University
Director of Internship Programs, Lavin Entrepreneurship Center

JOSE GONZALEZ
Belmont University
Assistant Professor of Entrepreneurship

KIM FOLSOM
National University Adjunct Professor
KUMAR ASHISH
Institute of Public Enterprise, Hyderabad
Assistant Professor of Entrepreneurship

KURT JACOBS
Fortis Solutions, Inc.
Founder and Chairman

LEWIS SHEATS
North Carolina State University Assistant
Vice Provost

LEYLAND PITT
Simon Fraser University
Chair of Business at the Beedie School of Business

LOIS SHELTON
California State University, Northridge
David Nazarian Professor of Management

MARIA BALLESTROS
California State University, Channel Islands
Assistant Professor of Management

MARTINA MUSTEEEN
San Diego State University
Professor of Entrepreneurship and Global Business

MICHAEL LAWLESS
University of San Diego
Clinical Professor,
Academic Director of Entrepreneurship Initiatives

MICHAEL MORRIS
University of Florida
Professor

NASTARAN SIMARASL
Cal Poly Pomona
Assistant Professor of Strategic Management

NEIL SENTURIA
Blackbird Ventures
CEO

PATRICIA GREENE
U.S. Department of Labor
18th Director of the Women’s Bureau

PHAM VAN HONG
Vietnam National University
Vice Dean, Hanoi School of Business and Management

RANGAPRIYA KANNAN-NARASIMHAN
University of San Diego
Associate professor of Management

RICARDO ALVAREZ
CETYS Universidad Graduate School of Business
Professor of Entrepreneurship

ROB MATHEWS
Ball State University
Director of the Entrepreneurial Leadership Institute

SAMI ULLAH
COMSATS University Islamabad
Lahore Campus Lecturer

SANJAY JAIN
California State University, Northridge
Professor

SARAH LORD FERGUSON
Simon Fraser University
PhD Student and Instructor

STINE ØYNA
University of Ager
Assistant Professor

TED BAKER
Rutgers University
Professor and George F. Farris Chair in Entrepreneurship

TED ZOLLER
University of North Carolina
Clinical Scholar, Professor, and Director of the Center for Entrepreneurial Studies

THOMAS NORMAN
California State University, Dominguez Hills
Management Professor

TOM LUMPKIN
University of Oklahoma
Director, Entrepreneurship and Economic Development

TONY MENDES
Managing Director - Regnier Institute for Entrepreneurship & Innovation - UMKC
CONFERENCE AGENDA

Thursday April 11, 2019
Baja Exploration

9:00 am – 7:00 pm
Learning Journey
Baja California’s Emerging Entrepreneurial Ecosystem
(optional pre-conference activity – extra fee will apply)
*separate agenda for this (See Baja Page for more info)

Thursday April 11, 2019
Precon at SDSU

9:45 am - 10:45 am
Erica Snider (San Diego State University)
Overview of the Zanh Innovation Platform Launchpad Incubator

10:45 am - 11:00 am
Break

11:00 am - 12:00 pm
Bernhard Schroeder (San Diego State University)
Entrepreneurship-Special topics

12:00 pm - 1:30 pm
Lunch (On your own)
Enjoy the SDSU Farmers Market

1:30 pm - 2:30 pm
Jonathan Bolz (San Diego State University)
How to leverage financial capital through building an internship program

2:30 pm - 2:45 pm
Break

2:45 pm – 3:45 pm
Bernhard Schroeder (San Diego State University)
Creating an Entrepreneurship Specialty Cohort – A Review of the Lavin Entrepreneur Program

3:45 pm – 4:00 pm
Break

4:00 pm – 5:00 pm
Student Panel

5:00 pm – 6:30 pm
Networking at Oggi’s

Friday April 12, 2019

7:00 am – 7:45 am
Breakfast and Networking

7:45 am – 8:00 am
Welcoming Remarks
Alex DeNoble (San Diego State University)

8:00 am – 9:00 am
Un-Keynote
Elissa Grossman (University of Southern California)

9:00 am – 9:10 am
Break
<table>
<thead>
<tr>
<th>Time</th>
<th>Workshop 1</th>
<th>Lightning Round 1</th>
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<tbody>
<tr>
<td>9:10 am – 9:55 am</td>
<td>Craig Armstrong:</td>
<td>Sami Ullah (Lancaster University, UK)</td>
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<td>(University of Alabama)</td>
<td>Entrepreneurial Ecosystem of Pakistan</td>
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<td>How to Gamify your Entrepreneurship Classroom</td>
<td>Diana Hechavarria (University of South Florida)</td>
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<td>An Action Learning Framework for Enterprising Behavior</td>
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<td>Pham Van Hong (Vietnam National University, Hanoi School of Business and Management)</td>
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<td>Formalization of Informal Sector to Achieve Target of One Million Enterprises by 2020 in Vietnam</td>
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<td>9:55 am – 10:05 am</td>
<td>Break</td>
<td>Lightning Round 2</td>
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<td>10:05 am – 10:50 am</td>
<td>Workshop 2</td>
<td>Deborah Brazeal (Cal Poly Pomona)</td>
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<td>Rob Mathews</td>
<td>The Dark Side of Entrepreneurship: The Power of Adversity and Happiness</td>
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<td></td>
<td>(Ball State University)</td>
<td>Constant Beugre (Delaware State University):</td>
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<td>Using Entrepreneurial Styles to Empower Students</td>
<td>Transforming Global Entrepreneurship Education Through Modern Higher Education Institutions:</td>
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<td>A Case Study</td>
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<td>Craig Galbraith (University of North Carolina, Wilmington)</td>
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<td>Crisis management, disasters and other unfortunate acts: topics for the entrepreneurship class room</td>
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<td>10:50 am – 11:00 am</td>
<td>Break</td>
<td>Lightning Round 3</td>
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<td>11:00 am – 11:45 am</td>
<td>Workshop 3</td>
<td>Dr. Jose D Gonzalez (Belmont University)</td>
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<td>Leyland Pitt</td>
<td>Shark Tank en Español: An International Entrepreneurship Partnership Case Study between Argentina/US Undergraduate Students</td>
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<td>(Beedie School of Business, Simon Fraser University)</td>
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<td></td>
<td>Writing, Using and Teaching Case Studies</td>
<td>David Choi (Loyola Marymount University)</td>
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<td>Jumpstarting Your Students' Startups with Growth Marketing/Hacking</td>
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<td>Michael Lawless (University of San Diego)</td>
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<td>Business Plan Alternatives</td>
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11:45 am – 1:00 pm  
Lunch

1:00 pm – 1:45 pm  
Workshop 4
Lois Shelton: Facilitator  
(California State University, Northridge)
Neil Senturia (CEO Blackbird Ventures)
Del Foit Jr. (University of California, San Diego)
Kim Folsom (Founder First Capital Partners LLC)

What REALLY Matters in Entrepreneurship Education

Lightning Round 4
Maria Ballesteros-Sola (California State University, Channel Islands)
Incorporating B Corps in our Entrepreneurship Classes: Why & How
Arnon Katz (M-Bios)
Systemic Approach as a Perception for Managing to Success of Entrepreneurship
Jeff Hornsbi (University of Missouri, Kansas City)
Incorporating Design Thinking in the Entrepreneurship Classroom

1:45 pm – 1:55 pm  
Break

1:55 pm – 2:40 pm  
Workshop 5
Tom Lumpkin (University of Oklahoma)

Conducting Social Entrepreneurship Research

Round Table Discussions 1
Arnon Katz (M-Bios)
Systemic Approach as a Perception for Managing to Success of Entrepreneurship
Kurt Jacobs (Syracuse University)
Entrepreneurial Incubation Consulting Projects
John York (University of California, San Diego)
Enhancing Interviewing Skills for Customer Discovery
Jeff Hornsbi (University of Missouri, Kansas City)
Incorporating Design Thinking in the Entrepreneurship Classroom

2:40 pm – 2:55 pm  
Break

2:55 pm – 3:40 pm  
Workshop 6
Gaylen Chandler and J. Christian Broberg: (Wichita State University)

Using a University New Venture Competition to Assess an Entrepreneurship Program

Lightning Round 5
Martina Musteen (San Diego State University) and Lois Shelton (California State University, Northridge):
Fostering Global Mindset in Entrepreneurship Education
Lewis Sheats (North Carolina State University):
Emde, Engage, Execute: Using the Hospital Teaching Model for Entrepreneurship Education
Thomas Norman (California State University, Dominguez Hills):
Lessons Learned from Building a Social Entrepreneurship Focused incubator
3:40 pm – 3:50 pm    Break

3:50 pm – 4:35 pm    Workshop 7

Daniel Obodovski
(The Silent Intelligence)

Erick Caldwell

Jeff Rubin (Rubin-Hagan
Associates LLC)

Smart Cities

Martina Musteen (San Diego State University) and
Lois Shelton (California State University, Northridge):
Fostering Global Mindset in Entrepreneurship Education

Lewis Sheats (North Carolina State University)
Embed, Engage, Execute: Using the Hospital Teaching
Model for Entrepreneurship Education

Jake Grandy (CSU Long Beach)
Entrepreneurship in Regulated Markets

5:30 pm – 7:00 pm    Networking reception:
Cosmopolitan Hotel in Old Town

Saturday April 13, 2018

7:00 am – 7:45 am    Breakfast and Networking

7:45 am – 8:00 am    Welcome and Announcements

8:00 am 9:00 am    Opening Keynote

Michael Morris (University of Florida)
The Changing Job of the Entrepreneurship Professor

9:00 am – 9:10 am    Break

9:10 am – 9:55 am    Workshop 8

David Newton (University of California San Diego)
Integrating business models into all forms of entrepreneurial teaching

Jeff Rubin: (Rubin-Hagan Associates LLC)
Entrepreneurial Opportunities in an Age of Longevity and Transformation

Hannah Levinson (Michelson 20MM Foundation)
The Intangible Advantage: Closing the IP Education Gap

Sarah Lord Ferguson (Simon Fraser University)
Perceptions of Academic Dishonesty Among Undergraduate Business Students

9:55 am – 10:05 am    Break
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<tr>
<th>Time</th>
<th>Session</th>
<th>Speakers</th>
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<tr>
<td>10:05 am – 10:50 am</td>
<td>Workshop 9 - Part 1</td>
<td>Lois Shelton (California State University, Northridge)</td>
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<td>Sanjay Jain (California State University, Northridge)</td>
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<td>Ted Baker (Rutgers Business School – Newark and New Brunswick)</td>
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<td>Rangapriya Kannan-Narasimhan (University of San Diego)</td>
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<td>Dan Wadhwani (University of the Pacific)</td>
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<td>Brett Anitra Gilbert (American University)</td>
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<td>Qualitative Methods in Entrepreneurship Research</td>
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<td>10:50 am – 11:00 am</td>
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<td>11:00 am – 11:45 am</td>
<td>Workshop 9 - Part 2</td>
<td>Tom Lumpkin and Denise Parris (Price College of Business, University of Oklahoma)</td>
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<td>Anthony Ellis (University of Phoenix)</td>
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<td>Thomas Norman (California State University, Dominguez Hills)</td>
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<td>Note: this session will go until 12:00 pm</td>
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<td>Round Table Discussions 3</td>
<td>Jeff Rubin (Rubin-Hagan Associates LLC)</td>
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<td>Anatoly Zhuplev (Loyola Marymount University)</td>
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<td>Stine Øyna (University of Agder)</td>
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<td>Round Table Discussions 4</td>
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<td>Tom Lumpkin and Denise Parris (Price College of Business, University of Oklahoma)</td>
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<td>Thomas Norman (California State University, Dominguez Hills)</td>
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<td>Bringing Student Entrepreneurs Abroad: Building a Cafe in Bulgaria</td>
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11:45 am – 1:00 pm
Lunch

1:00 pm – 1:45 pm
Patricia Greene (U.S. Department of Labor) and Candida Brush (Babson College)
Fireside Chat: Women in Entrepreneurship

1:55 pm – 2:40 pm
Workshop 10
Craig Galbraith (University of North Carolina, Wilmington)
Teaching Green Entrepreneurship and Sustainable Enterprises

Lightning Round 8
Kurt Jacobs (Syracuse University)
External Stakeholders and Managerial Control Systems
Geoffrey Graybeal (Georgia State University)
Incorporating Career Readiness Competencies into Entrepreneurship Curriculum & Assessment

2:40 pm – 2:55 pm
Break

2:55 pm – 3:40 pm
Workshop 11
Ricardo Alvarez (CETY’S University)

Lightning Round 9
Nastaran Simarasl (Cal Poly Pomona)
How Entrepreneurs Develop Mentorship Relationships?
Kumar Aashish (Institute of Public Enterprise, Hyderabad, India)
Impact of Experiential Entrepreneurship Education (E3) on Entrepreneurial Self Efficacy: Mediating role of metacognitive awareness
Alexander Glosenberg (Loyola Marymount University)
Implementing Personal Initiative (PI) Training in the Classroom

3:40 pm – 3:55 pm
Break

3:55 pm – 4:35 pm
Closing Keynote
Ted Zoller (UNC Kenan-flagler)
MythBusting & Mentoring: Insights from the Entrepreneurs Genome Project.

4:35 pm – 4:45 pm
Closing Comments – Dr. Alex DeNoble

4:45 pm – 6:30 pm
Closing Reception