

2025 California Entrepreneurship Educators Conference Tentative Program

Conference Location: Conrad Prebys Aztec Student Union, San Diego State University

Conference Rooms: 2nd Floor - Templo Mayor, Mata'yuum, Metztli; 3rd Floor – Legacy Suite, Presidential Suite

Sessions Format

The program consists of two types of sessions: Paper Presentations and Roundtable Sessions (see the sessions highlighted in yellow)

Paper Presentations: Each paper presenter will have 12 minutes for their PowerPoint presentation, followed by a 5 minute Q&A discussion.

Roundtable Presentations: Each paper presenter will have 8 minutes for their presentation (no PowerPoint slides), followed by an 8-minute Q&A discussion. Feel free to bring a brief summary of your paper or key points, or a QR code linking to a digital copy of your paper, slides, or additional resources to share with the audience.

Friday, April 25

7:30 – 8:45 am BREAKFAST (Templo Mayor)

8:00 – 8:40 am WELCOME (Templo Mayor)

8:45 – 9:45 am KEYNOTE (Templo Mayor)

Human-centric Perspectives on Entrepreneurship

Dr. Dan Wadhwani – University of Southern California, USA

9:45 am – 10:00 am BREAK

10:00 – 11:00 am Friday Session #1A (Mata'yuum)

Session Chair: John York

Female Entrepreneurship in Sub-Saharan Africa: A Systematic Literature Review

John York (Akita Biomedical, USA), Christopher O. Wallace (Pfizer), Mariam Hanna (Sanofi), Fatimata Ly-Baro, PhD (Le Mans Université, France), Orsolya Ihász (Cranfield University, UK)

Building Inclusive Ecosystems: Addressing Barriers for Women and Dropout Towards Entrepreneurship

*Ada Ak. Akwari, Tina Nwaze, Eric Nwaze, **Wisdom Akwari** (David Umahi Federal University of Health Sciences, Nigeria)*

Women and Online Entrepreneurship: Motivations, Challenges, and Opportunities

Jonathan C Gano-an (University of Southeastern Philippines, Philippines)

10:00 – 11:00 am Friday Session #1B (Templo Mayor)

Session Chair: Jan Rehak

Immersive Entrepreneurship Education: Enhancing Student Competencies through Virtual Reality and AI

Jan Rehak, Víctor Manuel Jiménez Rodríguez, Hugo Alberto Álvarez Pérez, Daniel Forcada, Linda Elizabeth Ruiz Castro, Nelly Matz Salas Flores, Roberto Gomez Tobias (Tecnológico de Monterrey, Mexico)

AI-Powered Entrepreneurship: From Idea to Launch in 1 Hour

Shalini Gopalkrishnan (Golden Gate University, USA)

Preparing Entrepreneurs for Their AI-Enhanced Futures

Lynn M. Forsythe, Lizhu Y. Davis (Fresno State University, USA)

10:00 – 11:00 am Friday Session #1C (Metztli)

Session Chair: Nils Hoegsdal

Moving the Needle in Entrepreneurship Education and Bridging the Gaps

Nils Hoegsdal (Hochschule der Medien Stuttgart/Stuttgart Media University, Germany), June Nardiello (NXTGN, Germany), Piet Kleessen (Mercedes-Benz Management Consulting, Germany)

The Flourishing Business Model Canvas: An Entrepreneurship Pedagogy for Designing Future Enterprises for Flourishing

Larry Clay, Sharon Salvador (Marymount University, USA)

Experiential Learning in Entrepreneurship Education

Raymond Combs (Santa Clara University, USA)

10:00 – 11:00 am Friday Session #1D (Legacy Suite)

Session Chair: Fabian Eggers

The Impact of Artificial Intelligence on Lean Startup: Evidence from a Mixed-Methods Experimental Approach

Fabian Eggers (Menlo College, USA), Nicholas Dew (Naval Postgraduate School, USA), Thomas Niemand (TU Clausthal, Germany), Rodrigo Nieto-Gomez (Naval Postgraduate School, USA), Kyra Woodward (LaunchPad Central, USA), Jim Hornthal (LaunchPad Central, USA)

Biases Against AI-Centric Business Models: Implications for Resource Acquisition by Early-Stage Entrepreneurs and Mitigation Strategies

Robert Strohmeyer (University of Mannheim, Germany), Vartuhi Tonoyan (Fresno State University, USA), Baris Istiplier (University of Mannheim, Germany), Mujtaba Ahsan (San Diego State University, USA)

Blockchain-Enabled Crowdfunding in Global Healthcare Start-Ups: Exploring Impacts, Factors, and Long-Term Effects

Wisdom Akwari, Tabang Bising, Eric Nwaze, Tina Nwaze, Ada Akwari (David Umahi Federal University of Health Sciences, Nigeria)

11:00 – 11:10 am BREAK

11:10 am – 12:10 pm Friday Session #2A (Mata'yuum)

Session Chair: Alex DeNoble

Urban Poverty Business Initiative

Alex DeNoble (San Diego State University, USA), Theresa Harris (Center for Leadership and Entrepreneurial Studies, USA)

Building an Open Adaptive Learning Framework for Entrepreneurship Skills Development for Individuals, Teams, Institutions, and Ecosystems

David Munir Nabti, Bilal Ghalib, Dara Mouracade (Bloom, USA)

11:10 am – 12:10 pm Friday Session #2B (Templo Mayor)

Session Chair: Jamey Darnell

Level 2 Generative AI teaching exercises for Entrepreneurship

Jamey Darnell (Pennsylvania State University, USA), Kurt Jacobs (University of Tennessee - Knoxville, USA)

AI leveraged Design Thinking Learning Experience for Creating Innovative Entrepreneurial Projects with Positive Social Impact

Sandro Alberto Sanchez Paredes (Pontificia Universidad Católica del Perú, Peru)

Adaptive Business Models: Navigating the AI Landscape for Startup Success

Shalini Gopalkrishnan (Golden Gate University, USA), Isabelle Monlouis (Georgia State University, USA)

11:10 am – 12:10 pm Friday Session #2C (Metztli)

Session Chair: Samuel Adomako

Navigating Autonomy Amid Discrimination: The Entrepreneurial Journeys of Marginalized Women from Different Racial/Ethnic Identities

Jennifer Jarquin, Carly Bertrand (San Marcos State University, USA)

Implications of Racial Stereotypes for Job Application Intentions at Technology Startups

Robert Strohmeyer (University of Mannheim, Germany), Vartuhi Tonoyan (Fresno State University, USA), Andrew Keyes (Fresno State University, USA)

Entrepreneurial Opportunities, Freedom, and Subjective Well-Being Across Societies

Sohrab Soleimanof (Louisiana State University, USA)

11:10 am – 12:10 pm Friday Session #2D (Legacy Suite)

Session Chair: Emil Milevoj

Innovative Experiential Learning in Entrepreneurship Education: Integrating Hands-On Opportunities into the Classroom

Emil Milevoj, Akhil Kanodia (Fresno State University, USA)

Creating the Post-COVID Global Family Business Classroom

Monika Hudson (University of San Francisco), Pilar Unidad-Tolentino (Ateneo de Manila University, Philippines), Maria del Pilar Rivera Franco (Pontificia Universidad Javeriana, Columbia)

Building Inclusive Ecosystems: Addressing Barriers for Women and Dropout Towards Entrepreneurship

Wisdom Akwari, Eric Nwaze, Tina Nwaze, A. A. Akwari (David Umahi Federal University of Health Sciences, Nigeria)

12:10 -1:40 pm LUNCH (Templo Mayor)

12:35-1:35 pm PANEL DISCUSSION

Bridging innovation, startups & intellectual property

Sudepto Roy – Vice President of Engineering, Qualcomm Technology Licensing, USA

Dr. Bernard Greenspan – Founder, Greenspan IP Management, USA

1:40 – 1:50 pm BREAK

1:50 – 2:50 pm Friday Session #3A (Templo Mayor)

Session Chair: Yue Song

How Complements Influence the Variation, Selection, and Retention of Dominant Designs

Yue Song (San Diego State University, USA), Rahul Kapoor (University of Pennsylvania, USA)

The Dual Role of Knowledge Dependencies in Open Innovation: Leadership and Engagement in AI-Driven Ecosystems

Parisa Haim Faridian (San Diego State University, USA)

High-Technology Entrepreneurial Diasporas as Engines of Philanthropy

Sarika Pruthi, Susanna Khavul (San Jose State University, USA)

1:50 – 2:50 pm Friday Session #3B (Metztli)

Session Chair: Jennifer Jarquin

Actors Associated in Choosing Entrepreneurship as a Profession

Jonathan C Gano-an (University of Southeastern Philippines, Philippines)

Unlocking Entrepreneurship: Pedagogical Tools to a Comprehensive Resource Hub for Entrepreneurs and Students

Jakob Hatlestad, Jennifer Jarquin, Paola Ometto, Carly Offidani-Bertrand (San Marcos State University, USA)

A Model for Applied Entrepreneurship Education: The MEL Curriculum's Approach to Bridging Theory and Practice

Clarissa J. Sparks (She Sparks, USA)

1:50 – 2:50 pm Friday Session #3C (Presidential Suite)

Session Chair: Anuradha Basu

Using AI for Entrepreneurship Education: Lessons Learned

Anuradha Basu (San Jose State University, USA)

Building an Inclusive Entrepreneurial Education Ecosystem and Strategies

Fostering Diversity for University Undergraduates with Disabilities

Ada Ak. Akwari, Tina Nwaze, Eric Nwaze, Wisdom Akwari (David Umahi Federal University of Health Sciences, Nigeria)

AI Applications in Teaching International Entrepreneurship

Anatoly Zhuplev (Loyola Marymount University, USA)

2:50 – 3:00 pm BREAK

3:00 – 4:00 pm Friday Session #4A (Templo Mayor)

Session Chair: Audra Quinn

Human-Centric Perspectives on Entrepreneurship

Audra Quinn, Glenn Fox, Dan Wadhwani, Abby Fifer Mandell (University of Southern California, USA)

3:00 – 4:00 pm Friday Session #4B (Metztli)

Session Chair: Martina Musteen

Sustainability in iSMEs across Europe – Insight from Denmark, Spain, and Bulgaria

Martin Hannibal, Victor Martin-Sanchez & Elham Kalhor (University of Southern Denmark)

Lean Startup for Sustainable Development? A Bibliometric Comparison of Entrepreneurial Methods

Cedric Bayard, Andreas Liening (TU Dortmund, Germany)

A Call to Entrepreneurs to View Sustainability as a Region's Economic Development Opportunity: Evidence from Northern California's Climate Impacted Community

Nadiya Parekh (Sonoma State University, USA)

3:00 – 4:00 pm Friday Session #4C (Presidential Suite)

Session Chair: Sarika Pruthi

Educating for Innovation, Social Transformation and Impact: Insights from the Honors Approach

Sarika Pruthi, Nathaniel Lupton (San Jose State University, USA)

Experimenting with a 21st Century Skills Badge in Resilience in Entrepreneurship Courses

Lily Davidov (Rio Salado College)

Unlocking Entrepreneurial Success: Assessing and Developing Corporate Entrepreneurship Competencies (CEC)

Jona Asbach (HTWG Konstanz – University of Applied Sciences, Germany)

4:00 – 4:10 pm BREAK

4:10 – 5:00 pm PLENARY SESSION

Building World-Class Entrepreneurship Programs: Insights from Virginia Tech's Success

Dr. Devi Gnyawali – Virginia Tech, USA

5:00 - 7:00 pm RECEPTION @ Aztec Lanes – Conrad Prebys Aztec Student Union

Saturday, April 26

7:30 – 8:45 am BREAKFAST (Templo Mayor)

8:30 – 9:30 am PLENARY DIALOGUE (Templo Mayor)

Leveraging Research in Entrepreneurship Education

Dr. Dan Forbes – University of Minnesota, USA

Dr. Erin Scott – Massachusetts Institute of Technology, USA

9:30 am – 9:45 am BREAK

9:45 – 10:45 am Saturday Session #1A (Mata'yuum)

Session Chair: Lois Shelton

Employment Relations in Entrepreneurial Contexts: A Look at the Impact of Uncertainty on Work Arrangements

Lois Shelton (California State University -Northridge, USA), Anna Lahtinen (Haaga-Helia University of Applied Sciences, Finland)

Determinants of Gig Worker Performance in Nepal: Entrepreneurial Self-Efficacy, Routinization Propensity, and Educational Attainment

Nischal Thapa (University of Wisconsin-Green Bay, USA), Puspa Shah (University of Wisconsin-Oshkosh, USA), Yogendra Adhikari (Apex College, Nepal), Binita Manandhar (Tribhuvan University, Nepal)

Unlocking the Potential: Tailored Entrepreneurship Education and Research Initiatives for Rural Women in Uzbekistan's Nascent Entrepreneurial Ecosystem

Laylo Yakhshiboeva (Tashkent State University of Economics, Uzbekistan), Gordana Pesakovic (Webster University, USA)

9:45 – 10:45 am Saturday Session #1B (Templo Mayor)

Interactive Roundtable: Leveraging Research in Entrepreneurship Education

Dr. Dan Forbes, University of Minnesota, USA, Dr. Erin Scott, Massachusetts Institute of Technology, USA

9:45 – 10:45 am Saturday Session #1C (Metztli)

Session Chair: María de los Dolores González-Saucedo

Triple-loop Learning Persistency, Process, and Impact in Entrepreneurial Teams Showing Initial Evidence of Such Practices

John York (Akita Biomedical, USA), Neil Turner (Cranfield University, UK), Stephanie Hussels (Cranfield University, UK)

Does Communication Fuel Collaboration? Unpacking Success in Entrepreneurial Ecosystems

Sumita Sarma, Angela Titi Amayah, Jeremy Woods (California State University – Bakersfield, USA)

Boosting Entrepreneurial Intentions: The Impact of Education and Family Background

Diana Vélez-Sánchez, María de los Dolores González-Saucedo (Tecnológico de Monterrey, Mexico)

10:45 – 10:55 am BREAK

10:55 am -12:10 pm Saturday Session #2A (Mata'yuum)

Session Chair: Martin Hannibal

The Cost of Activism: Founder Identity, Social Justice, and Crowdfunding Success

Erlinde Cornelis, Alex Yao, Mujtaba Ahsan (San Diego State University, USA)

Identity-Based Market Category Maintenance and Buy-In from Entrepreneurs: Cases from Southern California

Chacko George Kannothe (California State University-Dominguez Hills, USA), Paola Ometto (San Marcos State University, USA)

Craft as Entrepreneurship: Case Studies on Mexican Craft Beer Production as Sociability, Identity, and Economic Heritage

Francisco Alberto Núñez-Tapia, Paulina A. Vargas-Larraguivel (CETYS Universidad, Mexico)

Have Narcissists Cracked the Code? How Narcissism Boosts Funding Chances for New Ventures in Nepal

Nischal Thapa (University of Wisconsin-Green Bay, USA), Puspa Shah (University of Wisconsin-Oshkosh, USA), Yogendra Adhikari (Apex College, Nepal), Binita Manandhar (Tribhuvan University, Nepal)

10:55 am -11:55 am Saturday Session #2B (Templo Mayor)

Session Chair: Alex DeNoble

From Lab to Market: Integrating Technology Commercialization into Entrepreneurship Education

Craig S. Galbraith (University of North Carolina-Wilmington, USA), Alex F. DeNoble (San Diego State University, USA)

Fostering Impact Entrepreneurship in Higher Education: An Analysis of Pedagogical Strategies and Curriculum Integration Based on Grant Applications

Nils Hoegsdal (Hochschule der Medien Stuttgart/Stuttgart Media University, Germany), June Nardiello (NXTGN, Germany), Claudia Lutz (Hochschule der Medien Stuttgart/Stuttgart Media University, Germany)

Navigating Global Regulatory Requirements for BioTech & MedTech Startup Companies

Kim Walker (San Diego State University, USA)

10:55 am -12:10 pm Saturday Session #2C (Metztli)

Session Chair: Ami Doshi

Investigator Invitation for Evaluating New Venture Valuation Signals in Entities Participating in Domestic and International Academic Entrepreneurship Development Programs

John York (Akita Biomedical, USA), Dennis Abremski (UC San Diego, USA), Orsolya Ihasz (Cranfield University, UK)

Entrepreneurship Education and Research in Uzbekistan's Emerging Entrepreneurial Landscape

Laylo Yakhshiboeva (Tashkent State University of Economics, Uzbekistan)

Will Every Student Be an Entrepreneur? The Future of Education & the End of Traditional Careers

Shalini Gopalkrishnan (Golden Gate University, USA)

Scaling International New Ventures and High-Growth Start-Ups: Bridging IE and IB Research & Scholarship

Sarika Pruthi, Nathaniel Lupton (San Jose State University, USA)

12:20 -1:45 pm LUNCH (Templo Mayor)

12:40-1:40 pm PANEL DISCUSSION

Rethinking Entrepreneurship Education

Dr. Robert Eberhart – University of San Diego, USA; *Dr. Dan Wadhwani* – University of Southern California; *Lois Shelton* – California State University -Northridge, USA)

1:40 – 1:50 pm BREAK

1:50 – 3:05 pm Saturday Session #3B (Templo Mayor)

Session Chair: Vartuhi Tonoyan

Exploring the Intersection of AI and Entrepreneurship — Emerging Research and Open Questions

Robert Strohmeyer (University of Mannheim, Germany), *Vartuhi Tonoyan* (Fresno State University, USA), *Baris Istiplier* (University of Mannheim, Germany), *Mujtaba Ahsan* (San Diego State University, USA)

Advancing Entrepreneurship Training for Environmental Sustainability: Challenges, Opportunities, and Impact Assessment

John York (Akita Biomedical, USA), *Vanessa Scott*, *Fatimata Ly-Baro* (Le Mans Université, France), *Orsolya Ihasz* (Cranfield University, UK)

1:50 – 3:05 pm Saturday Session #3A (Metztli)

Session Chair: Shalini Gopalkrishnan

The Improvisational Mind: An Active Exploration

Johanna Smith (California State University-San Bernardino)

Building Operating Revenue and Expense Assumptions to Determine Pro Forma P&L and Cash Flow

Stephen Abbott (JES Industries LLC), *Dr. Paul Kirwan*, *Edward Timmons*, *Karim Algabarty* (Aallie)

Moving Beyond Business Plans: Integrating Brand Strategy Frameworks in Entrepreneurship Education

Clarissa J. Sparks (She Sparks, USA)

No Founding Team? No Problem! Use AI for That.

Jamey Darnell (Pennsylvania State University, USA), *Shalini Gopalkrishnan* (Golden Gate University, USA)

3:05 – 3:10 pm BREAK

3:10 – 3:30 pm Closing Remarks and Call for Action (Templo Mayor)

**Discussion and Q&A on the *Long Range Planning* Special Issue:
Entrepreneurship and SMEs in Times of Geopolitical Crisis. Submission
Deadline: October 15, 2025.**

<https://www.sciencedirect.com/special-issue/320128/entrepreneurship-and-smes-in-times-of-geopolitical-crisis>

Dr. Samuel Adomako – University of Birmingham, UK

*****Conference Concludes*****

Thank you for coming.

**We look forward to seeing you at the next CEEC — April 15–18,
2026**

Safe travels.