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CEEC 2025 FUTURESCAPE

2025 California Entrepreneurship Educators' Conference Program

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ENTREPRENEUR & INNOVATION EXCHANGE

**California State University
SAN MARCOS**

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

Conference Overview

Friday, April 25th

7:30 – 8:45 am: Breakfast

8:15 am: Welcome

8:45 – 9:45 am: Keynote by
Dr. Dan Wadhwani

9:45 – 10:00 am: BREAK

10:00 – 11:00 am: Session 1

11:00 – 11:10 am: BREAK

11:10 – 12:10 pm: Session 2

12:10 – 1:40 pm: LUNCH

12:35 – 1:35 pm: Lunch Panel

1:40 – 1:50 pm: BREAK

1:50 - 2:50 pm: Session 3

2:50 - 3:00pm: BREAK

3:00- 4:00 pm: Session 4

4:00 - 4:10 pm: BREAK

4:10 - 5:00 pm: Plenary Session

5:00 -7:00 pm: Reception

Saturday, April 26th

7:30 – 8:45 am: Breakfast

8:30 – 9:30 am: Plenary
Dialogue

9:30 – 9:45 am: BREAK

9:45 – 10:45 am: Session 1

10:45 – 10:55 am: BREAK

10:55 – 12:10 pm: Session 2

12:20 – 1:45 pm: LUNCH

12:40 - 1:40 pm: Lunch Panel

1:40 - 1:50 pm: BREAK

1:50 - 3:05 pm: Session 3

3:05 - 3:10 pm: BREAK

3:10 - 3:30: Closing

Friday April 25, 2025 (Conrad Prebys Aztec Student Union)

7:30 - 8:45 am   Breakfast
(Templo Mayor)

8:15 am   Welcome to CEEC 2025
(Templo Mayor)

8:45 - 9:45 am   Human-centric Perspectives on Entrepreneurship- *Keynote*
Dr. Dan Wadhwani (University of Southern California, USA)
(Templo Mayor)

9:45 - 10:00 am   BREAK

FRIDAY SESSION #1
10:00 - 11:00 am
(Concurrent Sessions)

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 Ihasz (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)*

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 Matzí 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)

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)

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

FRIDAY SESSION 2
11:10 am - 12:10 pm
(Concurrent Sessions)

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)*

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)

Session #2C: Metzli

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)

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	Lunch Panel Discussion: Bridging innovation, startups & intellectual property
	Sudeepto Roy (Vice President of Engineering, Qualcomm Technology Licensing, USA); Dr. Bernard Greenspan (Founder, Greenspan IP Management, USA)

1:40 - 1:50 pm	BREAK

FRIDAY SESSION 3
1:50 - 2:50 pm
(Concurrent Sessions)

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)

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)*

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

FRIDAY SESSION 4
3:00 - 4:00 pm
(Concurrent Sessions)

Session #4A: Templo Mayor
Session Chair: Audra Quinn

-   **Human-Centric Perspectives on Entrepreneurship**
    ***Audra Quinn**, **Glenn Fox**, **Hovig Tchalian**, **Abby Fifer Mandell** (University of Southern California, USA)*

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)

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 20, 2024 (Conrad Prebys Aztec Student Union)

7:30 - 8:45 am   Breakfast
                     (Templo Mayor)

8:30 - 9:30 am   Plenary Dialogue: Leveraging Research in Entrepreneurship
                     Education
                     Dr. Daniel Forbes *(University of Minnesota, USA);* ***Dr. Erin Scott***
                     (Massachusetts Institute of Technology, USA)
                     (Templo Mayor)

9:30 - 9:45 am   BREAK

SATURDAY SESSION 1
9:45 - 10:45 am
(Concurrent Sessions)

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)

Session #1B: Templo Mayor

- **Interactive Roundtable: Leveraging Research in Entrepreneurship Education**
Dr. Daniel Forbes (University of Minnesota, USA); Dr. Erin Scott (Massachusetts Institute of Technology, USA)

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 - 12:10 pm
(Concurrent Sessions)

Session #2A: Mata'yuum
Session Chair: Martin Han

- **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 Kannothra (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-Larraguível (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)

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)

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
                              (Ballroom)

12:40 - 1:40 pm   Lunch Panel Discussion: Rethinking Entrepreneurship Education
                              Dr. Robert Eberhart (University of San Diego, USA); Elissa Grossman(University of Southern California); Lois Shelton (California State University -Northridge, USA)

1:40 - 1:50 pm   BREAK

SATURDAY SESSION 3

1:50 - 3:05 pm
(Concurrent Sessions)

Session #3A: 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)*

Session #3B: 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
                        Discussion and Q&A on the *Long Range Planning* Special Issue:
                        Entrepreneurship and SMEs in Times of Geopolitical Crisis.
                        Dr. Samuel Adomako (University of Birmingham, UK)

Thank you for coming.

We look forward to seeing you at the next CEEC
April 15 - 18, 2026

Safe travels!

PARKING GUIDE

Wednesday, April 23: Reception

Directions to Parking Structure 1:
- Traveling on I-8 East: Exit College Ave and turn right
- Traveling on I-8 West: Exit College Ave and turn left PS 1 will be on your left

Walking Directions to The Lavin Center (In the EIS/Engineering and Interdisciplinary Studies building)

Complimentary Parking Pass: There will be a QR code at the registration table. Participants can use this QR code to register their vehicle for complimentary parking. It is your responsibility to register your car (license plate) for the complimentary parking pass daily when you arrive on campus to avoid getting a ticket. Please contact CEEC team if you have any questions at lavincenter@sdsu.edu

For any questions regarding parking/directions, please contact Rachel Son at 714-457-7733

Thursday, April 24: Pre- Conference
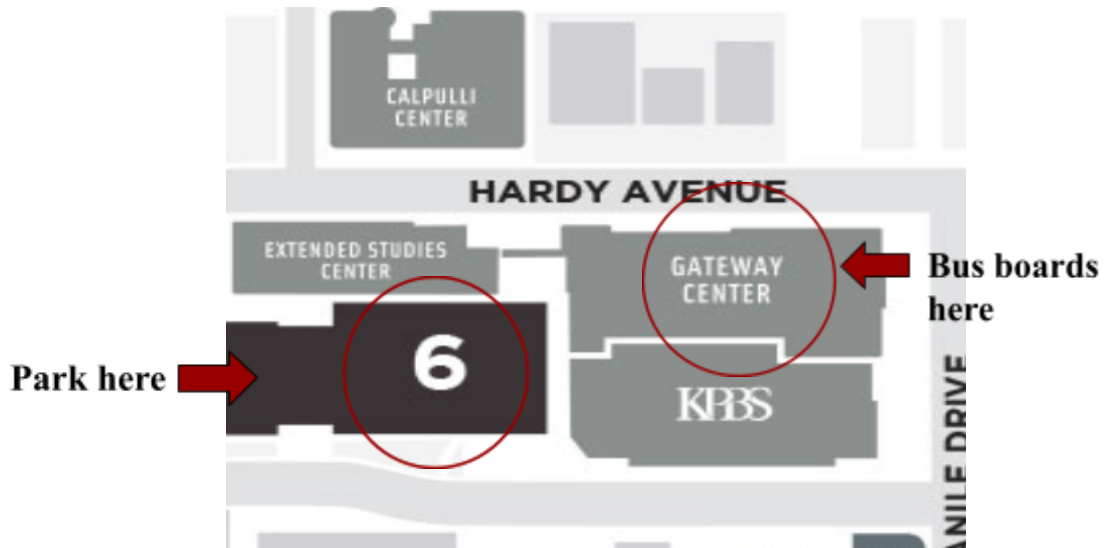
Directions to Parking Structure 6:

FROM THE EAST:

- Take I-8 West to College Avenue (Exit 10) and turn left.
- Take College Avenue south approximately 1 mile
- Turn right at Montezuma Road
- Take Montezuma Road to Campanile Drive
- Turn right on Campanile Drive then left on Hardy Avenue
- Parking 6 will be on the left.

FROM THE WEST:

- Take I-8 East to College Avenue (Exit 10) and turn right
- Take College Avenue south approximately 1 mile
- Turn right at Montezuma Road
- Take Montezuma Road to Campanile Drive
- Turn right on Campanile Drive then left on Hardy Avenue
- Parking 6 will be on the left

Pre-Conference attendees will meet at Gateway Center to board buses

Friday, April 25th - Saturday, April 26th

Directions to Parking Structure 3:

- From Interstate 8, exit at College Avenue and go south
- San Diego State University will be on your right
- Continue south on College Avenue through the Canyon Crest Drive/Alvarado Road stop light
- Turn left at the next light on Zura Way and then right on East Campus Drive
- **Parking 3 (P3)** will be the first parking structure

Walking Directions to the Student Union:

- Exit the parking structure
- Walk west toward the residence halls and the large arched bridge
- Cross the bridge and you will enter into Conrad Prebys Aztec Student Union
- Walk up the stairs next to Aztec Lanes or take the elevator to

Complimentary Parking Pass: There will be a QR code at the registration table. Participants can use this QR code to register their vehicle for complimentary parking. It is your responsibility to register your car (license plate) for the complimentary parking pass daily when you arrive on campus to avoid getting a ticket. Please contact CEEC team if you have any questions at lavincenter@sdsu.edu

For any questions regarding parking/directions, please contact Rachel Son at 714-457-7733

CEEC 2025 Wifi

Option 1 (for SMS supported devices):

1. Select Wifi Network "SDSU_Guest" or click "Guests" on the page of Wifi options & register (24 hour access - can be renewed)

Option 2 (for non-SMS supported devices):

1. Select Wifi Network "SDSU_Guest"
2. Click on "Conference Guests"
from options (see image to the left)
3. Enter the following credentials:

        Username: CEEC
        Password: SDSU2025

SAN DIEGO STATE UNIVERSITY

Welcome to SDSU

Please choose from one of the following options to connect to Wi-Fi:

eduroam Secure Wi-Fi (recommended)

- eduroam is SDSU's secure Wi-Fi network for students, faculty, and staff. Note that you must already have claimed your **SDSUid** (yourusername@sdsu.edu) to use this network.

Guests

- Guests can login to our wireless network by registering and will be granted access for 24 hours. This access is renewable at the time of expiration.

Conference Guests

- Please select this option if you have been given an access code by a conference coordinator or an SDSU employee.

For assistance with wireless registration, Students please contact the Student Computing Help Desk at (619) 594-3189 (LL-200). Staff and Faculty, please contact the ETS Help Desk in Love Library (LL-200) or call (619) 594-5261.