

USASBE

United States Association
for Small Business and
Entrepreneurship

January 23 - 27, 2019

TradeWinds Island Grand Resort
St. Pete Beach, Florida



Call for ENGAGEMENT

**Submit examples of BOLD teaching, scholarship, & practice
in entrepreneurship education**

Teaching Tracks: **Share & Learn**

Competitive Experiential Exercises
Emerging Teaching Exercises
Competitive Teaching Cases, Modules,
Courses, & Workshops

Research Tracks: **Present & Discuss**

Competitive Research Papers
Emerging Research Papers
Competitive Provocative Research Panels & Workshops

Program Tracks: **Build and Collaborate**

Programming Exposé
Programming Challenges, Charrettes and Workshop

Submission website opens **May 16, 2018**

Deadline for all sessions is **October 15, 2018**

Deadline for all Proceedings is **December 31, 2018**

GO TO USASBE.ORG FOR COMPLETE CALL FOR ENGAGEMENT RULES AND GUIDELINES



Entrepreneurship Teaching Tracks

Competitive Experiential Exercises

The Competitive Experiential Exercises Track is designed for educators to demonstrate their most impactful classroom exercises. The objective is to showcase those who are teaching entrepreneurship by doing, and doing so to create a community within USASBE where we can share the varying types of classroom experiences that bring learning to life. During the sessions in this track, you will have 30 minutes to perform your exercise, or an abbreviated version of your exercise. The audience will act as your students and will expect to participate in active learning by doing; treat them like your students (**but be kind**).

Competitive Experiential Exercises

Diana Hechavarria – dianah@usf.edu

Competitive Teaching Cases

Eden Blair – esblair@fsmail.bradley.edu

Emerging Teaching Exercises Chair

Chien-Chi Tseng – chien-chi.tseng@morgan.edu

Competitive Teaching Cases

The Competitive Teaching Cases Track is for attendees to present innovative cases on entrepreneurial companies that are facing a particular challenge or dilemma. Cases should challenge both business or nonbusiness students. Cases can be “mini” or “traditional” in length, but a detailed teaching note must be submitted in addition to the case.

Emerging Teaching Exercises

The Emerging Teaching Exercises Track is for educators who have an emerging idea, tool or approach to enable more experiential learning. Presenters submitting for this track should bring an idea or prototype to the conference, rather than a validated exercise or approach. Presenters should be ready to give a short summary of their idea, tool or approach, and be prepared to receive feedback on next steps. Additional follow-up conversations and collaborations may develop around the ideas.



GUIDELINES:

Entrepreneurship Teaching Tracks

Competitive Experiential Exercises

THE COMPETITIVE EXPERIENTIAL EXERCISES TRACK IS FOR EDUCATORS TO PRESENT INNOVATIVE, IMPACTFUL EXPERIENTIAL EXERCISES THAT ARE USED IN TEACHING ENTREPRENEURSHIP.

- A 1200-word typed summary (including text, figures, tables, and references) explaining the exercise, including general topic area (i.e., ideation, finance, marketing, customer development, design thinking) in a Microsoft Word file.
- Submissions must be typed and double-spaced with one inch margins using 12-point Times Roman font and contained in a single Microsoft Word file. Microsoft Word files will be converted to PDFs by the system before being distributed for review.
- Timeline(Schedule) for the session. In other words, how will you use the participants as students and what will the “students” do during the session?
- A note to instructors that outlines how the exercise is intended to be used, the courses and levels for which it is appropriate (i.e., undergraduate or graduate level), the major concepts or issues addressed, key discussion questions and points the educator can use to debrief and reflect on the exercise, and lessons learned or teaching tips from your experience using the exercise.
- Clearly comment on the impact of the exercise, the feasibility of performing it live during a USASBE session, and the transferability of the exercise to other USASBE members into their classrooms, including key take-always for educators.
- All submissions will be blind reviewed; authors must avoid revealing their identities in the body of the paper. Identification in the body of the paper will result in automatic rejection.
- Selection for inclusion in this track will be based upon innovativeness, quality, focus, and practical classroom usefulness as determined by the review process. Additionally, the exercise must be able to be performed (in some fashion) during the session. No evidence of action and participation will also result in an automatic rejection.
- Authors submitting exercises agree, if their submission is accepted, to have at least one author attend the conference.

GUIDELINES:

Entrepreneurship Teaching Tracks

Competitive Teaching Cases

THE COMPETITIVE TEACHING CASES TRACK IS FOR ATTENDEES TO PRESENT INNOVATIVE CASES OR MINI-CASES THAT CAN BE USED IN ENTREPRENEURSHIP CLASSROOMS OR IN ENTREPRENEURSHIP MODULES.

- Submissions must be entirely original, not previously published, and must not be under concurrent consideration or scheduled for presentation elsewhere.
- Submissions must be typed and double-spaced with one-inch margins using 12-point Times Roman font and must contained in a single Microsoft Word file. Microsoft Word files will be converted to PDFs by the system before being distributed for review.
- Case submissions should not exceed 30 pages, including the abstract, exhibits, references and teaching note. Mini-cases are acceptable (i.e. a one to three-page case)
- All cases must include a teaching note including case summary, how the case is intended to be used, the courses and levels for which it is appropriate, the major concepts or issues addressed, the key discussion points, its contribution to case pedagogy and teaching tips or lessons learned from your experience using the case.
- Cases may be based upon a primary or secondary data source reflecting the situation of an actual organization.
- Submissions will be blind reviewed. Authors must avoid revealing their identities in the body of the case. Doing so will result in automatic rejection.
- Selection for inclusion in the conference program will be based upon quality, focus and practical classroom usefulness as determined by the review process. Reviewers will be directed to first assess the teaching note.
- Authors submitting cases agree that if accepted, at least one author will attend the conference to present the case.



GUIDELINES:

Entrepreneurship Teaching Tracks

Emerging Teaching Exercises

THE EMERGING TEACHING EXERCISES TRACK IS FOR ATTENDEES TO PRESENT AN EMERGING CONCEPT, TOOL, OR APPROACH TO ENABLING A MORE EXPERIENTIAL ENTREPRENEURSHIP LEARNING EXPERIENCE.

- A 500-word typed summary (including text, figures, tables, and references) explaining the proposed classroom idea, including general topic area (i.e. , ideation, finance, marketing, customer development, design thinking), and the impact on students' experience in a Microsoft Word file.
- Submissions must be typed and double-spaced with one-inch margins using 12-point Times Roman font and must be in a single Microsoft Word file.
- All submissions will be blind reviewed; authors must avoid revealing their identities in the body of the summary. Identification in the body of the summary will result in automatic rejection.
- Selection for inclusion in this track will be based upon innovativeness and practical classroom usefulness as determined by the review process. Because this is an emerging track, create an explicit statement what you hope to learn from the audience.
- Considered materials and handouts need to be included in the presentation.
- Exercises in this track do not need to be performed, but detailed descriptions of activities, successes, failures and desired lessons learned are appropriate.

Entrepreneurship Research Tracks

Competitive Research Papers

The Competitive Research Papers Track is designed for researchers who have completed theoretical and empirical manuscripts focusing on various entrepreneurship-related topics. In addition to presenting their findings, we ask that during the presentation, scholars discuss how the findings inform the teaching and learning of entrepreneurship.

Competitive Provocative Research Panels

The Provocative Research Panels are designed for researchers who have published complementary or contradictory findings to important research questions. The objective is to showcase the dynamic and developing issues around various topics and how the topics ultimately inform the teaching and learning of entrepreneurship.

Emerging Research Papers

The Emerging Research Paper Track is for researchers who are at the early stages of a research study. Presenters submitting for this track are essentially bringing an abstract to the conference rather than a manuscript. Presenters should be ready to give a short summary of their proposed research question, methodology and impact/outcomes, describe the impact of their research on entrepreneurship education, and be prepared to receive critical and developmental feedback on next steps. Additional follow-up conversations and collaborations may develop around the ideas throughout the conference.

Competitive Research Papers

Patrick Krieser – pkrieser@iastate.edu

Andac Arikan – aarikan@fau.edu

Competitive Provocative Research Panels

Justin Webb – Justin.W.Webb@uncc.edu

Emerging Research Papers

Christoph Winkler – cwinkler@iona.edu



GUIDELINES:

Entrepreneurship Research Tracks

Competitive Research Papers

THE COMPETITIVE RESEARCH PAPERS TRACK IS DESIGNED FOR RESEARCHERS WHO HAVE COMPLETED THEORETICAL AND EMPIRICAL MANUSCRIPTS FOCUSING ON VARIOUS ENTREPRENEURSHIP-RELATED TOPICS, WITH PRESENTATIONS HIGHLIGHTING HOW THE FINDINGS INFORM THE TEACHING AND LEARNING OF ENTREPRENEURSHIP. SUBMISSIONS FROM ALL FIELDS OF ENTREPRENEURSHIP ARE WELCOME.

- Submissions must be entirely original, not previously published, and must not be under concurrent consideration or scheduled for presentation elsewhere.
- Submissions must be typed and double-spaced with one inch margins using 12-point Times Roman font and must be in a single Microsoft Word file.
- Competitive papers should not exceed 30 pages – including abstract, body, exhibits (tables and figures) and references.
- Because USASBE is the leading conference for entrepreneurship education and pedagogy, submissions should include an “Implications for Entrepreneurship Education” discussion. This discussion addresses the contribution of the author’s work to entrepreneurship learning and pedagogy.
- In addition to the full text of the manuscript, all submissions must include an abstract (no more than 100 words).
- Submissions will be blind reviewed. Authors should avoid revealing their identities in the body of the paper. Doing so will result in automatic rejection.
- Selection for inclusion in the conference program will be based upon the quality, originality and relevance of the manuscript as determined by the blind review process.
- Authors submitting competitive papers agree that, if accepted, at least one author will attend the conference.
- During the submission process, authors will be asked if they would like to be included in a conference proceedings (assuming their submission is accepted). Please be prepared to answer that question when submitting¹.



GUIDELINES:

Entrepreneurship Research Tracks

Competitive Provocative Research Panels

THE COMPETITIVE PROVOCATIVE RESEARCH PANELS ARE DESIGNED FOR RESEARCHERS WHO HAVE PREVIOUSLY PUBLISHED COMPLEMENTARY OR CONTRADICTORY FINDINGS TO IMPORTANT RESEARCH QUESTIONS. WE WELCOME ANY RESEARCH AND PANEL DISCUSSION THAT ENHANCES SCHOLARLY UNDERSTANDING OF ENTREPRENEURSHIP THEORY (PROCESS, BEHAVIORS, ATTITUDES, CONTEXTS, STAKEHOLDERS, ETC.) OR CONCEPTS (OPP RECOGNITION AND EVALUATION, SOCIAL ENTREPRENEURSHIP, VENTURE CAPITAL, ANGEL INVESTMENT, GENDER/RACE AND ENTREPRENEURSHIP, FAMILY FIRMS, ETC)

- Because USASBE is the leading conference for entrepreneurship education and pedagogy, submissions should include an “Implications for Entrepreneurship Education” discussion. This discussion addresses the contribution of the author’s work to entrepreneurship learning and pedagogy.
- Submissions must be typed and double-spaced with one inch margins using 12-point Times Roman font and must be in a single Microsoft Word file.
- Panel descriptions should not exceed 10 pages – including abstract, body, exhibits and references.
- In addition to the panel description, all submissions must include a descriptive abstract (no more than 100 words).
- Authors submitting a panel proposal agree that all authors will attend the conference.
- Submissions will be blind reviewed. Authors should avoid revealing their identities in the body of the paper. Doing so will result in automatic rejection.
- Selection for inclusion in the conference program will be based upon quality, originality and relevance as determined by the review process.

¹ The proceedings papers will be posted to the web. The conference committee reserves the right to cancel the proceedings due to insufficient author interest. Papers in the proceedings must be presented at the conference. Papers that are not presented will be withdrawn from the proceedings



GUIDELINES:

Entrepreneurship Research Tracks

Emerging Research Papers

THE EMERGING RESEARCH PAPERS TRACK IS FOR RESEARCHERS WHO ARE AT THE EARLY STAGES OF A RESEARCH STUDY.

- A 500-word typed summary (including text, figures, tables, references) explaining the proposed research question, theoretical framework, methodology, and potential impact on entrepreneurship pedagogy in a Word file.
- Submissions must be typed and double-spaced with one inch margins using 12-point Times Roman font and must be in a single Microsoft Word file.
- All submissions will be blind reviewed; authors should avoid revealing their identities in the body of the summary. Identification in the body of the summary will result in automatic rejection.
- Authors are encouraged to clearly identify the problems they are facing with their research question, the level of openness they are to feedback and critique, and the ability to collaborate at the current stage of their research.
- Authors should address how their proposed work impacts entrepreneurship pedagogy.



Entrepreneurship Programming Tracks

Programming Exposé

The Programming Exposé Track is designed for those running various programming initiatives at all levels (e.g., those running entrepreneurship centers, incubators, accelerators, non-degree programs, student organizations, makerspaces, and SME training programs). The objective is to share best practice in program creation, building, and management. Programs submitting to this track should have a track-record in order to show measurable outcomes, achievements, lessons learned, and influence and impact on entrepreneurship education.

Programming Expose

Wendy Plant – wplant@jimmoranschool.fsu.edu

Programming Challenges, Charrettes & Workshops

Julie Shields – jshields@millikin.edu

Programming Challenges & Charrettes*

Programming Challenges & Charrettes is for presenters to leverage audience members to resolve conflicts and challenges related to entrepreneurship education programming. Presenters submitting for this track are essentially bringing a challenge to the conference rather than a “solution”. Presenters should be prepared to provide a summary of the problem, and also be prepared to receive feedback on possible solutions or frameworks. Additional follow-up conversations and collaborations may develop around the ideas throughout the conference.

* A charrette is a meeting in which all stakeholders in a project attempt to resolve conflicts and map solutions.



GUIDELINES:

Entrepreneurship Programming Tracks

Programming Exposé

THE PROGRAMMING EXPOSÉ TRACK IS FOR ATTENDEES TO SHARE THEIR PROGRAM AS A BEST PRACTICE OF INITIATIVES INCLUDING, BUT NOT LIMITED TO, ENTREPRENEURSHIP CENTERS, INCUBATORS, ACCELERATORS, NON-DEGREE PROGRAMS, STUDENT ORGANIZATIONS, MAKERSPACES, SME TRAINING PROGRAMS, ETC.

- A 1500-word typed summary (including text, figures, tables, and references) explaining the program and the program's impact on entrepreneurship education in a Microsoft Word file.
- Clearly comment on the impact of the program, and the transferability of the program to other USASBE members' campuses, including key take-aways for educators and administrators.
- All submissions will be blind reviewed; authors must avoid revealing their identities in the body of the summary. Identification in the body of the paper will result in automatic rejection.
- Selection for inclusion in this track will be based upon innovativeness, quality, focus, and practical usefulness as determined by the review process.
- Authors submitting programming exposés agree, if their submission is accepted, to have at least one author attend the conference.

Programming Challenges & Charrettes

THE PROGRAMMING CHALLENGES & CHARRETTES TRACK IS FOR ATTENDEES WHO HAVE A PROGRAMMATIC EMERGING PRACTICE, A PROGRAMMATIC CHALLENGE OR PROBLEM TO BE SOLVED OR OPPORTUNITY TO BE LEVERAGED.

- A 500-word typed summary (including text, figures, tables, and references) explaining the challenge/problem or opportunity, and the potential impact of the potential program on entrepreneurship education in a Microsoft Word file.
- All submissions will be blind reviewed; authors must avoid revealing their identities in the body of the paper. Identification in the body of the paper will result in automatic rejection.
- Selection for inclusion in this track will be based upon authors clearly identifying the problems they are facing with their programmatic challenge, the level of openness they are to feedback, critique, and collaboration. Develop some specific things you want the audiences assistance with.

Key Conference Contacts

Competitive Experiential Exercises

Diana Hechavarria – dianah@usf.edu

Competitive Teaching Cases

Eden Blair – esblair@fsmail.bradley.edu

Emerging Teaching Exercises Chair

Chien-Chi Tseng – chien-chi.tseng@morgan.edu

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Patrick Krieser – pkrieser@iastate.edu

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Emerging Research Papers

Christoph Winkler – cwinkler@iona.edu

Programming Expose

Wendy Plant – wplant@jimmoranschool.fsu.edu

Programming Challenges, Charrettes & Workshops

Julie Shields – jshields@millikin.edu

Awards Chair

Ethne Swartz – swartz@fdu.edu

Rule of Three Notice

The USASBE 2018 Conference utilizes a “Rule of 3” for submission purposes. No one may submit more than three submissions. Appearances include roles as authors and/or presenters. Multiple appearances in a single sessions count as one session. Exceptions will be made for invited sessions.

Submission Process & Requirements

All competitive and emerging proposals must be submitted through the online submissions system at www.usasbe.org.

Deadline for all session submissions is October 15, 2018.

Deadline for all Proceedings is December 31, 2018.