



2012 SEE CONFERENCE POSTER PRESENTATIONS

SUSTAINABILITY

ETHICS

ENTREPRENEURSHIP

APRIL 12 - 13, 2012 // UNIVERSITY OF DENVER // DENVER, COLORADO

// THURSDAY, APRIL 12

POSTER SESSION - 5:00PM - 6:30PM, Craig Hall Community Room

A Confirmatory Factor Analysis of Sustainable Orientation, Commitment & Identification

Mark Gagnon, Pennsylvania State University &
Judd Michael, Pennsylvania State University

Awareness of Ethical Consumption: Post Deepwater Horizon (BP) Oil Spill

Dennis Kopf, University of Wisconsin - Whitewater

Being Vegan as a Business Model: Moral Choices Made Visible in (the Marketing of) Consumer Goods

Pascal de Vries, Windesheim University

Conceptualizing Green Household Consumption: A Behavioral Reasoning Theory Approach

Richard Leary, University of Wyoming

Ethics and Sustainability in New Family Ventures

John Perry, Wichita State University
Gergana Markova, Wichita State University

Examining the Effects of Online Petitions

Kip Kiefer, University of Colorado at Boulder

Handwiring for a Sustainable Venture: Using a Trans-Disciplinary Course as a Tool for Evaluating Early-Stage Technology Innovation Ideas in University-Based Venture Creation

David Andersson, Chalmers University of Technology

Is Microfinance Resistant to the Tragedy of the Commons? An Experimental Investigation

Jennifer Coats, Colorado State University

Re-purposing Profit: Sustainable Social Service Provision through Low-Profit Limited Liability Companies (L3Cs)

John Ronquillo, DePaul University School of Public Service

Sustainability at NREL

Joe Verrengia, NREL

Sustainability through the Spirit of Shinise: Long-Lived Japanese Companies

Keiko Krahnke, University of Northern Colorado
Isaac Wanasika, University of Northern Colorado

Toward a New Model for Sustainable Development in Poorer Nations: Extending the Concept of Local Legitimacy to NGOs Working in Haiti

Blair Gifford, University of Denver

Value Creation in Sustainable Entrepreneurship: A Participative Research with Indigenous Coffee Growers

Christina Martinez, IE Business School

When Does Sustainability Orientation Bolster Entrepreneurial Intentions Among Business Students? The Role of Self-Reported Conditions for Entrepreneurial Success

Michelle Lane, Humboldt State University
Nancy Vizenor, Humboldt State University



2012 SEE CONFERENCE PAPER PRESENTATIONS

SUSTAINABILITY

ETHICS

ENTREPRENEURSHIP

APRIL 12 - 13, 2012 // UNIVERSITY OF DENVER // DENVER, COLORADO

// FRIDAY, APRIL 13

PARALLEL SESSION #1 - 9:20AM - 10:35AM

EXPLORATION & EVALUATION IN ETHICS - Joy Burns Building, Room 117

Towards an Ethics of Innovation: Conflict of Interest, Policy Failure, and the Need to Restructure the Innovation System

Jane Robbins, University of Arizona

Evaluates and explores current ethical issue in the sciences. Describes the existing ethical framework and outlines new parameters to minimize the frequency of conflicts of interest.

The Ethical Implications of Transparency on Sustainable Entrepreneurship

Andrew Schnackenberg, Case Western Reserve University

Explores information management in relation to corporate transparency. Analyzes and illustrates transparency's effect on sustainability, ethics, and entrepreneurship.

New Social Enterprise Legal Forms: How Institutional System Design Can Sustain Social and Ethical Entrepreneurship

Robert D'Intino, Rowan University

Examines the current legal environment surrounding companies created for ethical purposes (social enterprises). Evaluates current deficiencies in the legal environment (legal formation/form categories) and outlines changes to eliminate these issues.

MOTIVATIONS & ACTIONS IN SUSTAINABILITY - Joy Burns Building, Room 231

Bounded Empowerment and Contingencies of Sustainability Entrepreneurships

Rahul Mitra, Purdue University

Patrice Buzzanell, Purdue University

Examines how a sustainable entrepreneur is affected by their personal career and work experiences.

Entrepreneurship and Sustainability in the Oregon Wine Industry: How Local Values Inform Unique Cultures

Brooke Lahneman, University of Oregon

Investigates how entrepreneurs (in the Oregon wine industry) value and enact various sustainability practices. Includes an assessment of personal and industry values effect on the resulting practices implemented.

Adoption of Sustainable Business Practices: An Evolutionary Growth Model

John Mittelstaedt, University of Wyoming

Abhijith Holehonnur, Pennsylvania State University

David Gras, Syracuse University

Aims to match a firm's efforts (as a whole) to their underlying motivations or intentions to identify possible patterns to the adoption of sustainability practices.



2012 SEE CONFERENCE PAPER PRESENTATIONS

SUSTAINABILITY

ETHICS

ENTREPRENEURSHIP

APRIL 12 - 13, 2012 // UNIVERSITY OF DENVER // DENVER, COLORADO

// FRIDAY, APRIL 13

PARALLEL SESSION #2 - 10:50 AM - 12:05 PM

INTERNATIONAL ENTREPRENEURSHIP - Joy Burns Building, Room 117

Migration, Institutional Norms and the Venture Investment Environment in Developing Countries

Daniel Forbes, University of Minnesota

Michael Cummings, University of Minnesota

Paul Vaaler, University of Minnesota

Examines how migration effects the entrepreneurial behavior in developing “home-countries.”

Indigenous Entrepreneur Identity Work

Bryan Gallagher, Simon Fraser University

Investigates “indigenous entrepreneurship” and its effects on the indigenous Canadian people with respect to culture and identity.

I am Joplin: Social Identity, Entrepreneurs and Environmental Disasters

Jenni Dinger, University of Colorado at Boulder

Michael Conger, University of Colorado at Boulder

Carla Bustamante, University of Colorado at Boulder

Explores an environmental disaster’s affect on entrepreneurship.

SOCIAL ENTREPRENEURSHIP & ENTERPRISE - Joy Burns Building, Room 231

Social Entrepreneurial Intent: A Unifying Definition and Construct

Doug Miller, Washington State University

Evaluates contextual and social issues faced by social entrepreneurs.

Moral Legitimacy and Social Entrepreneurship

Jill Brown, Lehigh University

William Forster, Lehigh University

Investigates how social entrepreneurs manage and shape their companies to create moral legitimacy.

Social Enterprise in an Era of Sector Convergence

Mark Peterson, University of Wyoming

Examines social entrepreneurship, social marketing, and sector convergence to better explain the structure of these types of ventures.



2012 SEE CONFERENCE PAPER PRESENTATIONS

SUSTAINABILITY

ETHICS

ENTREPRENEURSHIP

APRIL 12 - 13, 2012 // UNIVERSITY OF DENVER // DENVER, COLORADO

// FRIDAY, APRIL 13

PARALLEL SESSION #3 - 2:00PM - 3:15PM

INVESTING IN SUSTAINABLE PRACTICES - Joy Burns Building, Room 117

The Legitimacy of Sustainable Entrepreneurship under Conditions of Institutional Complexity

Neil Thompson, Utrecht University

Andrea Herrmann, Utrecht University

Marko Hekkert, Utrecht University

Ron Boschma, Utrecht University

Outlines the motivations of sustainable entrepreneurs and details how they attach meaning to their behavior. Aims to provide a better understanding of the organizational sociology of a company within a complex institutional industry.

Cleantech Venture Capital Investments - Co Evolution of Technology Emergence and New Investment Categories

Florian Täube, EBS Business School

Florian Schock, EBS Business School

Michael Migendt, EBS Business School

Identifies success factors and barriers in order to develop more accurate investment categories for the clean-tech industry (renewable energy, alternate transportation, etc.). Aims to develop better categories to allow for improved asset allocation, support industry framework, and support government regulations.

Beyond Life Cycle Assessment to the Environmental Value Chain: Synergies, Stakeholders, and Sharing Responsibility

Kevin Laverty, University of Washington Bothell

Combines the insights of the engineering tool Life Cycle Assessment and the strategy tool Value Chain Analysis to help understand the relationship between sustainable business activities and profitability.

ENTREPRENEURSHIP - INDIVIDUAL, INDUSTRY & REGIONAL EFFECTS - Joy Burns Building, Room 231

Money, Love and Change: Why do Entrepreneurs Pursue Non-economic Goals?

Jeff York, University of Colorado at Boulder

Tyler Wry, University of Pennsylvania

Applies identity theory to entrepreneurs and examines how it affects their actions/behavior.

Non-Market Actors and Emerging Industry Growth: The Case of Solar Energy

Desiree Pacheco, Portland State University

Examines the interdependencies among organizations in sustainable industries and how these dependencies shape the nature of the market conditions.

Entrepreneurship, Sustainability, and Civil Disorder

Bryan Stinchfield, Franklin & Marshall College

Ross Silverberg, Franklin & Marshall College

Explores entrepreneurship and sustainability's effect on the frequency of civil disorder within the region.



2012 SEE CONFERENCE PAPER PRESENTATIONS

SUSTAINABILITY

ETHICS

ENTREPRENEURSHIP

APRIL 12 - 13, 2012 // UNIVERSITY OF DENVER // DENVER, COLORADO

// FRIDAY, APRIL 13

PARALLEL SESSION #4 - 3:25PM - 4:20PM

SUSTAINABILITY - EXPLORING CHANGE - Joy Burns Building, Room 117

Green Leadership: How Leaders Transform Organizational Climate and Culture to Embrace Environmental Sustainability

Zinta Byrne, Colorado State University
Christine Smith, Colorado State University
Christa Kiersch, Colorado State University
Jennifer Cross, Colorado State University
Michelle Lueck, Colorado State University
Bill Franzen, Sage2 LLC
Stu Reeves, Poudre School District

Investigates how intercompany leaders and leadership create the climate and culture necessary to allow sustainability practices to be successful.

Field Structuration around New Issues: Examining Localized Energy Choices in Emerging Economies

Deborah de Lange, Memorial University of Newfoundland

Explores the influence of the local community and other organizational actors when deciding whether to change/adopt a clean alternative energy source.

A Cross-Cultural Comparison of the Attitude Towards Corporate Sustainability and its Antecedents

Caterina Kausch, Otto-von-Guericke University Magdeburg

Outlines a scale for evaluating an individual's attitudes (e.g. consumers, future employees, etc.) towards sustainable business practices. An improved understanding of these attitudes and their effect on behavior will allow a company to make more informed changes to their business.

PERFORMANCE MEASUREMENT & VALUATION - Joy Burns Building, Room 231

Re-conceptualizing Entrepreneurial Performance from a Human Development Perspective

Ishrat Ali, University of Virginia
Saras Sarasvathy, University of Virginia

Illustrates a different measurement system for evaluating entrepreneurial enterprise. Re-defines the primary unit of value creation (and assessment) as the change in stakeholders as opposed to those financing the company.

Social Entrepreneurship and Religious Organization: How Pastors Define Success

Yolanda Sarason, Colorado State University

Explores social entrepreneurship through various religious organizations. Details the challenges faced and addresses how pastors define and measure their personal performance and success.

Which Networks Matter Most and When: Technology Commercialization in Green Chemistry

Andrew Earle, University of Oregon

Investigates the successful commercialization of green chemistry to create a measure of innovation and define the nexus of innovation and sustainability. Examines and emphasizes the importance of networks to successful commercialization of green technology.



2012 SEE CONFERENCE KEYNOTE SPEAKERS

SUSTAINABILITY

ETHICS

ENTREPRENEURSHIP

APRIL 12 - 13, 2012 // UNIVERSITY OF DENVER // DENVER, COLORADO

// THURSDAY, APRIL 12

SANKARAN VENKATARAMAN (“VENKAT”) - 7:00PM - 7:45PM, Craig Hall, Community Room

“THE DIFFERENT VIEWS OF SUSTAINABILITY: PERSPECTIVES FROM ENTREPRENEURSHIP, ENVIRONMENT, AND ETHICS”

Sankaran Venkataraman (“Venkat”) is the MasterCard Professor of Business Administration at the Darden Graduate School of Business Administration, University of Virginia. He is a member of the Strategy, Entrepreneurship and Ethics area at Darden and teaches MBA and executive level courses in strategy, entrepreneurship, and ethics. He is an internationally renowned scholar and educator in the field of entrepreneurship. He has published extensively and has lectured around the world. He has earned the “Outstanding Faculty Award” at Darden and was voted the “Most Popular Professor” at Business Week Online based on a poll of Darden students. The Academy of Management, the largest professional body of management educators in the world, has recognized his research by awarding him the inaugural IDEA award for Foundational Research in entrepreneurship and in 2010, the Academy of Management Review, a leading journal of the academy, cited one of his papers as the most influential in the past decade from among the papers published in that journal.

As a corporate planning executive in a major Indian firm, he was a part of a founding team that created and developed a highly successful new business venture. He consults with Fortune 500 firms as well as several small companies. He facilitates strategy discussion for firms and is advisor to firms, universities and government organizations. He has been a speaker for and advisor to the Entrepreneurial Forum, a program of the International Trade Administration of the U.S. Department of Commerce aimed at promoting trade through entrepreneurship around the world. He is a faculty in numerous executive education programs at Darden and the Indian School of Business, and is on the faculty team of The Executive Program. Venkat is also the Faculty Director for the GEMBA program of the Darden School.

Venkat was the first holder of the Bruggeman Distinguished Chair at Rensselaer Polytechnic Institute, and, from 1989 to 1995, he was Paul Yeakel Term Assistant Professor of Management at the Wharton School. He received his MA in Economics from the Birla Institute of Technology and Science, Pilani, India; his MBA from the Indian Institute of Management (Calcutta); and his Ph.D. from the University of Minnesota.

// FRIDAY, APRIL 13

TOM DEAN - 8:30AM - 9:15AM, Joy Burns Building, Dining Room

“SUSTAINABLE ENTREPRENEURSHIP: THOUGHTS ON AN EMERGING FIELD”

Thomas J. Dean, serves as Professor of Entrepreneurship and Sustainable Enterprise and Daniel’s Ethics Initiative Fellow at Colorado State University.

Having authored some of the first articles and courses in environmental entrepreneurship, he is a pioneer in the field of entrepreneurship and sustainability. He focuses his programmatic and conceptual efforts on understanding the opportunities present in emerging environmental trends. He teaches in CSU’s Global, Social, and Sustainable Enterprise MBA Program, and sits on the Advisory Boards of the Clean Energy Supercluster and School of Global Environmental Sustainability. He serves on the Board of Directors for VanDyne SuperTurbo, and has advised numerous start-up companies. He also served as Chair of the Academy of Management Entrepreneurship Division. At the University of Tennessee, Professor Dean developed one of the first business



2012 SEE CONFERENCE KEYNOTE SPEAKERS

SUSTAINABILITY

ETHICS

ENTREPRENEURSHIP

APRIL 12 - 13, 2012 // UNIVERSITY OF DENVER // DENVER, COLORADO

school environmental management programs, which was ranked in the top-ten national environmental management programs. He served as Academic Director at the Deming Center for Entrepreneurship at the University of Colorado, where he helped start the Sustainable Venturing Initiative, the Cleantech Venture Challenge, and Sustainable Opportunities Summit. He has published articles in journals such as the Academy of Management Journal, the Strategic Management Journal, the Journal of Business Venturing and the Journal of Environmental Economics and Management. He holds a B.S. degree in Environmental Resource Management from Penn State University, an M.B.A. from Oklahoma State University, and a Ph.D. in Strategic Management and Industrial Economics from the University of Colorado.

JIM O'TOOLE - 1:00PM - 1:45PM, Joy Burns Building, Dining Room

“THE JOYS OF SACHS: WHAT B-SCHOOLS CAN LEARN FROM GOLDMAN’S ETHICAL PROBLEMS”

James O’Toole is the Daniels Distinguished Professor of Business Ethics at the University of Denver’s Daniels College of Business. Previously, at the University of Southern California’s business school he held the University Associates’ Chair of Management, served as Executive Director of the Leadership Institute, and editor of New Management magazine.

O’Toole’s research and writings have been in the areas of leadership, philosophy, ethics, and corporate culture. He has addressed dozens of major corporations and professional groups, and has over one hundred published articles. Among his sixteen books, Vanguard Management was named “One of the best business and economics books of 1985” by the editors of Business Week. His latest books are Creating the Good Life (2005), The New American Workplace (with Edward Lawler, 2006), Transparency (with Warren Bennis and Daniel Goleman, 2008) and Good Business (editor, with Don Mayer, 2010).

O’Toole received his Doctorate in Social Anthropology from Oxford University, where he was a Rhodes Scholar. He served as a Special Assistant to Secretary of Health, Education and Welfare, Elliot Richardson, as Chairman of the Secretary’s Task Force on Work in America, and as Director of Field Investigations for President Nixon’s Commission on Campus Unrest. He has served on the Board of Editors of the Encyclopaedia Britannica, and as editor of The American Oxonian magazine. From 1994-97 O’Toole was Executive Vice President of the Aspen Institute, and later, Mortimer J. Adler Senior Fellow at the Institute. He also has served as Chair of the Booz/Allen/Hamilton Strategic Leadership Center.

O’Toole has won a Mitchell Prize for a paper on economic growth policy. Recently, he was named one of the “100 most influential people in business ethics” by the editors of Ethisphere, one of “the top 100 thought leaders on leadership” by Leadership Excellence magazine, and author of one of the “hundred most influential business articles by the editors of Strategy+Business.

DONALD SEIGEL - 4:50PM - 5:35PM, Joy Burns Building, Room 117

“STRATEGIC CORPORATE AND ENVIRONMENTAL SOCIAL RESPONSIBILITY: LESSONS LEARNED AND A RESEARCH AGENDA”

Dr. Donald Siegel (Ph.D. Columbia University) is Dean of the School of Business and Professor of Management at the University at Albany, SUNY. Dr. Siegel is editor of Academy of Management Perspectives and the Journal of Technology Transfer and has co-edited 30 special issues of leading journals in economics, management, and finance. Don was recently ranked #2 in the world for academic research on university entrepreneurship. He has published 96 articles and 6 books on issues relating to university technology transfer and entrepreneurship,



2012 SEE CONFERENCE KEYNOTE SPEAKERS

SUSTAINABILITY

ETHICS

ENTREPRENEURSHIP

APRIL 12 - 13, 2012 // UNIVERSITY OF DENVER // DENVER, COLORADO

corporate and environmental social responsibility, the effects of corporate governance on economic performance and productivity analysis in such leading journals as the American Economic Review, Economic Journal, The Review of Economics and Statistics, Journal of Law and Economics, Journal of Financial Economics, Brookings Papers on Economic Activity, Research Policy, Academy of Management Review, Academy of Management Journal, Academy of Management Perspectives, Academy of Management Learning & Education, Strategic Management Journal, Journal of Business Venturing, Journal of International Business Studies, Journal of Management Studies, and Journal of Management. His most recent books are Innovation, Entrepreneurship, and Technological Change (Oxford University Press) and the Oxford Handbook of Corporate Social Responsibility (Oxford University Press). He is currently co-editing the Handbook of University Technology Transfer (University of Chicago Press) and the Oxford Handbook of Corporate Governance (Oxford University Press).

Dr. Siegel has received grants or fellowships from the Alfred P. Sloan Foundation, NSF, Kauffman Foundation, NBER, American Statistical Association, W. E. Upjohn Institute for Employment Research, and the U.S. Department of Labor. He has also served as a consultant or advisor to the United Nations, the National Research Council, the Council on Competitiveness, the U.K., Italian, and Swedish governments, the U.S. Department of Justice, the U.S. Environmental Protection Agency, Chase Manhattan, the Securities Industry Association, Morgan Stanley, Goldman Sachs & Co, Deloitte and Touche, and the National Association of Manufacturers. He is co-chair of the National Research Council Committee on "Best Practice in National Innovation Programs for Flexible Electronics" and an advisor to the National Research Council on the Small Business Innovation Research (SBIR) Program.

APRIL 12 - 13, 2012 // DENVER, COLORADO

JOY BURNS CENTER // 2044 E. EVANS AVENUE // UNIVERSITY OF DENVER



2012 SEE CONFERENCE

<http://biz.colostate.edu/SEEConference>

SPONSORED BY

KAUFFMAN
The Foundation of Entrepreneurship

 **Leeds School of Business**
UNIVERSITY OF COLORADO BOULDER

 **UNIVERSITY OF DENVER**
Daniels College
of Business

Colorado State
University
COLLEGE OF BUSINESS

MONFORT
COLLEGE OF BUSINESS
University of Northern Colorado

 **UNIVERSITY OF WYOMING**
COLLEGE OF BUSINESS