

SUSTAINABILITY

ETHICS

ENTREPRENEURSHIP



2012 SEE CONFERENCE

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

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The Foundation of Entrepreneurship





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// THURSDAY, APRIL 12

1:00 PM - 4:30 PM	NREL TOUR - Limited to 40 participants, leaves from DU and the Burnsley Hotel at 1:00pm, pre-registration online is required
5:30 PM - 6:30 PM	OPENING RECEPTION POSTER SESSION - Craig Hall, Community Room
	<p>Gagnon & Michael - <i>A Confirmatory Factor Analysis of Sustainable Orientation, Commitment & Identification</i></p> <p>Kopf - <i>Awareness of Ethical Consumption: Post Deepwater Horizon (BP) Oil Spill</i></p> <p>de Vries - <i>Being Vegan as a Business Model: Moral Choices Made Visible in (the Marketing of) Consumer Goods</i></p> <p>Leary - <i>Conceptualizing Green Household Consumption: A Behavioral Reasoning Theory Approach</i></p> <p>Perry & Markova - <i>Ethics and Sustainability in New Family Ventures</i></p> <p>Kiefer - <i>Examining the Effects of Online Petitions</i></p> <p>Andersson - <i>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</i></p> <p>Coats - <i>Is Microfinance Resistant to the Tragedy of the Commons? An Experimental Investigation</i></p> <p>Ronquillo - <i>Re-purposing Profit: Sustainable Social Service Provision through Low-Profit Limited Liability Companies (L3Cs)</i></p> <p>Verrengia - <i>Sustainability at NREL</i></p> <p>Krahnke & Wanasika - <i>Sustainability through the Spirit of Shinise: Long-Lived Japanese Companies</i></p> <p>Gifford - <i>Toward a New Model for Sustainable Development in Poorer Nations: Extending the Concept of Local Legitimacy to NGOs Working in Haiti</i></p> <p>Martinez - <i>Value Creation in Sustainable Entrepreneurship: A Participative Research with Indigenous Coffee Growers</i></p> <p>Lane & Vizenor - <i>When Does Sustainability Orientation Bolster Entrepreneurial Intentions Among Business Students? The Role of Self-Reported Conditions for Entrepreneurial Success</i></p>
6:30 PM - 6:50 PM	DINNER - Craig Hall, Community Room
6:50 PM - 6:55 PM	WELCOME - <i>Paul Oik</i> , University of Denver, Craig Hall, Community Room
6:55 PM - 7:00 PM	INTRODUCTION BY DEAN CHRISTINE RIORDAN , University of Denver, Craig Hall, Community Room
7:00 PM - 7:45 PM	KEYNOTE SPEAKER - SANKARAN VENKATARAMAN - THE DIFFERENT VIEWS OF SUSTAINABILITY: PERSPECTIVES FROM ENTREPRENEURSHIP, ENVIRONMENT, AND ETHICS, Craig Hall, Community Room

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// FRIDAY, APRIL 13

7:30 AM - 8:20 AM	BREAKFAST - Joy Burns Building, Dining Room
8:20 AM - 8:25 AM	OPENING REMARKS BY GIDEON MARKMAN , Colorado State University, Joy Burns Building, Dining Room
8:25 AM - 8:30 AM	INTRODUCTION BY DEAN DON GUDMUNDSON , University of Northern Colorado, Joy Burns Building, Dining Room
8:30 AM - 9:15 AM	KEYNOTE SPEAKER - TOM DEAN - SUSTAINABLE ENTREPRENEURSHIP: THOUGHTS ON AN EMERGING FIELD, Joy Burns Building, Dining Room
9:20 AM - 10:35 AM	PARALLEL SESSION #1 , Session Chairs: Roland Kidwell and Mark Peterson
	EXPLORATION & EVALUATION IN ETHICS - Joy Burns Building, Room 117 Robbins - <i>Towards an Ethics of Innovation: Conflict of Interest, Policy Failure, and the Need to Restructure the Innovation System</i> Schnackenberg - <i>The Ethical Implications of Transparency on Sustainable Entrepreneurship</i> D'Intino - <i>New Social Enterprise Legal Forms: How Institutional System Design Can Sustain Social and Ethical Entrepreneurship</i>
	MOTIVATIONS & ACTIONS IN SUSTAINABILITY - Joy Burns Building, Room 231 Mitra & Buzzanell - <i>Bounded Empowerment and Contingencies of Sustainability Entrepreneurships</i> Lahneman - <i>Entrepreneurship and Sustainability in the Oregon Wine Industry: How Local Values Inform Unique Cultures</i> Mittelstaedt, Holehonnur & Gras - <i>Adoption of Sustainable Business Practices: An Evolutionary Growth Model</i>
10:50 AM - 12:05 PM	PARALLEL SESSION #2 , Session Chairs: Keiko Krahnke and Sharon Clinebell
	INTERNATIONAL ENTREPRENEURSHIP - Joy Burns Building, Room 117 Forbes, Cummings & Vaaler - <i>Migration, Institutional Norms and the Venture Investment Environment in Developing Countries</i> Gallagher - <i>Indigenous Entrepreneur Identity Work</i> Dinger, Conger & Bustamante - <i>I am Joplin: Social Identity, Entrepreneurs and Environmental Disasters</i>
	SOCIAL ENTREPRENEURSHIP & ENTERPRISE - Joy Burns Building, Room 231 Miller - <i>Social Entrepreneurial Intent: A Unifying Definition and Construct</i> Brown & Forster - <i>Moral Legitimacy and Social Entrepreneurship</i> Peterson - <i>Social Enterprise in an Era of Sector Convergence</i>
12:10 PM - 12:50 PM	LUNCH - Joy Burns Building, Dining Room
12:55 PM - 1:00 PM	REMARKS BY DEAN BRENT HATHAWAY , University of Wyoming, Joy Burns Building, Dining Room
1:00 PM - 1:45 PM	KEYNOTE SPEAKER - JIM O'TOOLE - THE JOYS OF SACHS: WHAT B-SCHOOLS CAN LEARN FROM GOLDMAN'S ETHICAL PROBLEMS, Joy Burns Building, Dining Room
2:00 PM - 3:15 PM	PARALLEL SESSION #3 , Session Chairs: Paul Seaborn and Don Mayer
	INVESTING IN SUSTAINABLE PRACTICES - Joy Burns Building, Room 117 SESSION CHAIRS Thompson, Herrmann, Hekkert & Boschma - <i>The Legitimacy of Sustainable Entrepreneurship Under Conditions of Institutional Complexity</i> Täube, Schock & Migendt - <i>Cleantech Venture Capital Investments - Co-Evolution of Technology Emergence and New Investment Categories</i>

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

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

York & Wry - *Money, Love and Change: Why do Entrepreneurs Pursue Non-economic Goals?*

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

Stinchfield & Silverberg - *Entrepreneurship, Sustainability, and Civil Disorder*

3:25 PM - 4:40 PM

PARALLEL SESSION #4, Session Chairs: *Dara Szyliowicz and Susanna Khavul*

SUSTAINABILITY – EXPLORING CHANGE - Joy Burns Building, Room 117

Byrne, Smith, Kiersch, Cross, Lueck, Franzen & Reeves - *Green Leadership: How Leaders Transform Organizational Climate and Culture to Embrace Environmental Sustainability*

de Lange - *Field Structuration around New Issues: Examining Localized Energy Choices in Emerging Economies*

Kausch - *A Cross-Cultural Comparison of the Attitude Towards Corporate Sustainability and its Antecedent*

PERFORMANCE MEASUREMENT & VALUATION - Joy Burns Building, Room 231

Ali & Sarasvathy - *Re-conceptualizing Entrepreneurial Performance from a Human Development Perspective*

Sarason - *Social Entrepreneurship and Religious Organization: How Pastors Define Success*

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

4:40 PM - 4:50 PM

BREAK

4:50 PM - 5:35 PM

KEYNOTE SPEAKER - DONALD SIEGEL - STRATEGIC CORPORATE AND ENVIRONMENTAL SOCIAL RESPONSIBILITY: LESSONS LEARNED AND A RESEARCH AGENDA, Joy Burns Building, Room 117

5:35 PM - 6:30 PM

CLOSING RECEPTION - Joy Burns Building, Atrium

**DENVER UNIVERSITY
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CONFERENCE ORGANIZERS

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