4th International Conference on Innovation and Entrepreneurship (ICIE 2016)

Toronto, Canada 28 – 29 April 2016

Editors:

Kenneth A Grant Sean Wise

ISBN: 978-1-5108-3726-3

Printed from e-media with permission by:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© The Authors, (2016). All Rights Reserved.

No reproduction, copy or transmission may be made without written permission from the individual authors.

Papers have been double-blind peer reviewed before final submission to the conference. Initially, paper abstracts were read and selected by the conference panel for submission as possible papers for the conference.

Many thanks to the reviewers who helped ensure the quality of the full papers.

Printed by Curran Associates, Inc. (2017)

Published by Academic Conferences and Publishing International Ltd. 33 Wood Lane Sonning Common RG4 9SJ UK

Phone: 441 189 724 148 Fax: 441 189 724 691

info@academic-conferences.org

Additional copies of this publication are available from:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571 USA

Phone: 845-758-0400 Fax: 845-758-2633

Email: curran@proceedings.com Web: www.proceedings.com

Contents

Paper Title	Author(s)	Page No
Preface		iv
Committee		v
Biographies		vii
Research Papers		
Promoting Peace Through Entrepreneurship Training and Development in Pakistan	Sadaf Abid	1
Deepening Innovation in Family Businesses: The Case of SMEs in Ghana	Samuel Addae-Boateng and Smile Gavua Dzisi	11
Resource Orchestration in IT-Enabled Innovation: An Important Missing Link	Suchit Ahuja and Yolande Chan	21
Student Project Laboratory as the Ground for Realizing Innovative Business Ideas	Svetlana Apenko and Gulnara Chernobaeva	30
Teacherpreneurs : From Vocation to Innovation	Anthony Paul Buckley and Kisito Futonge Nzembayie	36
Fostering Sustainable Entrepreneurship Through Innovative Pedagogy: A Futuristic Overview	Sakshi Chhabra and R. Raghunathan	44
Competing Through Organizational Ambidexterity: The Entrepreneurial way to Meet Strategic Goals	Paolo Di Muro	53
Connected Health Innovation Within SMEs: Understanding the Market Place	Liam Glenny, Yvonne Costin, Patrick O'Connor, Jerry O'Mahoney and Ita Richardson	63
Forces Driving SMEs' Innovative Performance: Entrepreneurial Orientation and Basic Absorptive Capacity	Theresia Gunawan, Jojo Jacob and Geert Duysters	72
Exploring the Roles of Incubator Managers Play in the Niche: Empirical Evidence From China	Jin Hong, Yang Yang and Yunhao Zhu	80
Exploring Women's Entrepreneurship and Innovation in Micro Business	Salmi Mohd Isa, Mazidah Musa, Rashidah Shuib, Intan Osman, Nor Hafizah Selamat and Saridan Abu Bakar	88
Business Incubation and Business Model Innovation	Diane Isabelle and Mika Westerlund	95
Knowledge Entrepreneurship in Emerging Economies	Nowshade Kabir	103
The Effects of Emotional Intelligence and Relationship Quality on Innovation and Performance	Lori Kendall	112
A Case Study of College/Rural Community Collaboration for Project-Based Learning Entrepreneurship Education	Kim Kennedy	122
Triggering Power Strategy Variance due to Conflicts in Entrepreneurial Relationship Businesses	Muhammad Rahatullah Khan and Robert Raeside	131
Managers' Intention to Innovate as Predicted by Attitude, Perceived Capacity and Organizational Climate	Justine Massu, Xavier Caroff, Hélène Souciet and Todd Lubart	142
Barriers and Challenges for Technology Transfer at R&D Organisations	Adam Mazurkiewicz and Beata Poteralska	150

Paper Title	Author(s)	Page No
Risk Perception and Entrepreneurial Leadership: The Voices of Japanese Entrepreneurs	David Methé	159
Culture and Entrepreneurship in the United Arab Emirates	Wasif Minhas	167
How Millennial Generation Entrepreneurs use Mentors to Improve Performance	Nathanael Moulson and Anne Davis	175
Entrepreneurial Aspects of Eco-Tourism	Temirkhan Mukhambetov, Gulnar Janguttina and Urzada Esaidar	183
Managing Knowledge for Innovation to Gain Competitiveness in Higher Education: A Review	Hang-Thanh Nguyen, Steven Pattinson and Jonathan Scott	191
Factors Explaining the Risk Attitude Toward Entrepreneurship in Pakistan: A Comparative Analysis	Mohammed Nishat and Talha Nadeem	198
Empowering Entrepreneurial Women in Traditional Herb Business in Southwestern Nigeria	Mustapha Olayiwola Opatola and Charles Temitope Jegede	207
Improving Innovation Activity in Transport Sector: The Case of Kazakhstan	Alexandr Pasternak, Irina Onyusheva and Abu Mukhammedov	216
Complex Technology Assessment System of Innovative Products	Beata Poteralska and Adam Mazurkiewicz	221
Opportunity Creation in Industries Driven by Deep Knowledge Specialization: Evidence From the High- Performance Computing Industry	Joseph Rubleske, Nicholas Berente and Ben Martz	231
Green Marketing and its Impact on Consumer Based Brand Equity	Sadiq Sohail	238
The Relationship Between Transformation Leadership and Entrepreneurship in SMEs of the Guilan Province	Marian Azgomi and Alireza Soloukdar	247
Swimming Against the Current: Why is the 'Open Innovation' Concept so Rarely Criticized?	Amir Taherizadeh	255
Entrepreneurship Development and Innovation Management: Key Connections	Tejvir Singh Tomar	263
Entrepreneurship Education: The Best Practices of Leading Universities	Maxim Vlasov and Svetlana Panikarova	272
Product Innovation Versus Business Model Innovation: The Case of the Walkman and the iPod	Fangqi Xu and Hideki Muneyoshi	281
Greening Cities Experiences	Yi-Mond Yuan	286
PHD Research Papers		295
E-Entrepreneur Critical Success Factors for e- Entrepreneurship in the Virtual World	Mona Bokharaei Nia and Parvaneh Gelard	297
Analysis of Consumer Behaviours in Presence of a Radical Innovation	Biagio Di Franco and Monica Izvercian	307
Innovative Behavior of U.S. Pharmaceutical Firms	Michal Jirásek	317
Supply Network in Open Innovation From Perspective of Social Network	Niloofar Kazemargi	325

Paper Title	Author(s)	Page No
Equity Crowdfunding: Impact of the Innovation Degree on Fundraising Campaigns	Benjamin Le Pendeven	335
The Framework for Future Business Model Scenario Road-Mapping	Maryam Mirzaei, Fatemeh Saghafi and Sepehr Ghazi- noory	345
Assessing Entrepreneurship Pedagogic Impact on Knowledge Creation and Human Capital Development	Chidimma Odira Okeke	353
Actualizing Entrepreneurship's Potential in a Late Emerging Economy: Role of Manufacturing SMEs	Olaleye Olayinka	358
Innovation Ecosystems Centred in EU-Based Science Parks: Recent Past and new Trends	Alcino Pascoal and Maria do Rosário Cabrita	367
Evaluation of Students' Perceptions of Entrepreneurship Education	Philip Reeves, Sarah Zappe and Elizabeth Kisenwether	374
Assessment of an Entrepreneurship Education Program	Philip Reeves, Sarah Zappe and Elizabeth Kisenwether	383
Masters Research Paper		391
Introducing an Integrated Innovation Governance Framework (I2GF)	Yosheen Padayachee and Mlungisi Duma	393
Non Academic Paper		401
Baltic Creative Community Interest Company: Critical Success Factors in Creative and Digital Clusters in Liverpool, UK	Fiona Armstrong-Gibbs	403
Work In Progress Paper		409
Teacher Leadership	Bakyt Amirova	411
Late Submission Paper		415
The Challenges and Mindset Limitations Impacting Innovation in Manufacturing SMEs in Regional Australia	Nina Evans, Rachelle Bosua and Louis Fourie	417