



Entrepreneurship & Technology Symposium

December 1–2, 2023
1010 Commonwealth Avenue
Boston, MA

**Exploring New Challenges in
Innovation, Technology, and
Entrepreneurship in Education**

Hosted by Boston University Metropolitan College's
Department of Administrative Sciences.

UNVEILING THE
INVISIBLE

Welcome to the 2023 Entrepreneurship & Technology Symposium

With great pleasure and enthusiasm, we welcome you to the Entrepreneurship & Technology Symposium—hosted by the Department of Administrative Sciences at Boston University’s Metropolitan College (MET). Our theme is “Exploring New Challenges for Innovation, Technology, and Entrepreneurship in Education,” and we invite you to join the pursuit of understanding and advancing the role of entrepreneurship in today’s dynamic global landscape.

Once perceived as a means of livelihood, entrepreneurship has undergone a transformative journey, emerging as a strategic partner crucial to industrial growth and regional economic development. Today, entrepreneurship extends its influence into the realms of innovation, technology, and management knowledge hubs, reaching an epistemological edge that intertwines seamlessly with the intricate fabric of contemporary business ecosystems. A burgeoning body of research emphasizes the pivotal role of practice-oriented education in service quality, customer relationship management, engagement, and the influence of augmented technologies, especially artificial intelligence. We recognize the profound impact of entrepreneurship, innovation, and education on fostering multilevel applications across finance, operations, and business domains.

BU MET’s Entrepreneurship & Technology Symposium delves into the multifaceted dimensions of entrepreneurship in the 21st century. Together, we will collectively unravel the entrepreneurial crux and offer innovative and technological solutions to strengthen its contribution to the global economy and growth. We will scrutinize core issues faced by micro, small, and medium enterprises, spanning international borders and related disciplines, from manufacturing, operations, and economics to innovation, technology, and global marketing. With 37 research papers contributed by authors from 11 countries, this symposium aims to critically analyze the convergence of international entrepreneurship, innovation, technology, entrepreneurial finance, business practices, public policies, and consumer values.

As attendees participate in research presentations and discussions, strategies that foster international entrepreneurship and industrial alliances in manufacturing, services, and marketing organizations will be explored. Recognizing entrepreneurs’ challenges, this symposium encourages discussions on adapting to disruptive trends, rebuilding capabilities, and developing cooptation outlooks for ensuring business continuity and growth.

Thank you for being a part of this intellectual journey. We extend our gratitude to Metropolitan College’s deans, the Administrative Sciences department chair, supporting staff, faculty members, graduate students, and all participants whose enthusiasm and collaboration make this event one of its kind. May our deliberations pave the way for a future where international and domestic entrepreneurship, innovation, and technology harmoniously shape the global-local business paradigm.

We look forward to collaborating with you as we explore the iceberg challenges in entrepreneurship— and identify strategies for success.



Dr. Marcus Goncalves
Associate Professor of the Practice
Associate Chair, Administrative Sciences



Dr. Rajagopal
Visiting Professor,
Administrative Sciences

Symposium Agenda

Note that all meeting times are Eastern Standard Time (EST).

For speaker bios, visit sites.bu.edu/metsymposium.

Friday, December 1, 2023

Registration Venue: 1st Floor Lobby

9 am–4 pm **Check-In**

9 am **Refreshments**

Inaugural Session Venue: Room 101

9:30–9:35 am **Introduction to the Symposium**
• Dr. Irena Vodenska, Chair, Administrative Sciences,
Boston University Metropolitan College

9:35–9:40 am **Opening Remarks**
• Dr. Tanya Zlateva, Dean, Boston University Metropolitan College

9:40–10:10 am **Inaugural Address**
• Cynthia Cohen, Vice Chair of the Board of Trustees of Boston University

Technical Session I: Entrepreneurship Development

Session Chair: Dr. Marcus Goncalves | Usher: Andreana Ursini

Venue: Room 101

10:15 am–12 pm **Drivers for Women Entrepreneurship in Lebanon: A Case Analysis of Start-Ups**

- In-person presentation by Nolla Haidar
- Authors: Marcus Goncalves, Nolla Haidar, and Elif Celik (Boston University, USA)

The Effect of Intellectual Capital on the Probabilities of Survival of Nascent Entrepreneurial Ventures

- In-person presentation
- Authors: Carlos Canfield and Victor Valdez (Universidad Anáhuac México, México)

Drivers for Women Entrepreneurship in Central Asia: A Case Analysis of Kazakhstani Enterprises

- Virtual presentation by Gulnur Smagulova
- Authors: Gulnur Smagulova (Astana University, Kazakhstan) and Marcus Goncalves (Boston University, USA)

Social Entrepreneurship: Innovative Practices to Maximize Impact

- Virtual presentation
- Authors: Meriam Razgallah (Paris School of Business, France), Severine Le Loarne Lamaire (Grenoble School of Management, France), and Adnan Maalaoui (Prince Mohammed Bin Salman College of Business & Entrepreneurship, Saudi Arabia)

(continued)

Friday, December 1, 2023 (cont.)

10:15 am–
12 pm

Institutions, Dynamic Capabilities, and Corporate Entrepreneurship Performance: An Analysis in a Developing Country

- Virtual presentation
- Authors: Jairo Orozco (EGADE Business School del Tecnológico de Monterrey, México), Andreu Turro, and David Urbano (Universitat Autònoma de Barcelona, Spain)

Exploring Women Entrepreneurial Leadership in Ireland: A Comparative Study of Drivers, Perceptions, and Government Support

- In-person presentation by Megan Trainor-Nocivelli
- Authors: Marcus Goncalves, Megan Trainor-Nocivelli, and Andreana Ursini (Boston University, USA)

Technical Session II: Entrepreneurial Finance

Session Chair: Professor Peter Mayer | Usher: Elif Celik
Venue: Room 122

10:15 am–
12 pm

An Exploratory Comparison of Stock Prices Prediction Using Multiple Machine Learning Approaches Based on Global Stock Indices

- Virtual presentation by João Alexandre Lobo Marques
- Authors: Chinyang Lin and João Alexandre Lobo Marques (University of Saint Joseph, Macao, China SAR)

Utilizing IDX's Acceleration Listing Board for Startups and SMEs Growth in Indonesia

- Virtual presentation by author Neng Lanny Jauhari (BINUS University International, Indonesia)

Startups and Market Meltdowns: Identifying Success/Survival Factors by Machine Learning

- In-person presentation by Sarthak Patnaik
- Authors: Sarthak Patnaik and Eugene Pinsky (Boston University, USA)

Financial Trading in ISO-New England Energy Market

- In-person presentation
- Authors: Yijie Lou, Xinran Yu, Meiqi Tao, Fang Zhang, and Keyao Pan (Boston University, USA)

Navigating the Challenges of Overfunding in Startup Ventures: A Case Study

- In-person presentation
- Authors: Sandilya Bhagavathula and Mark Carroll (Boston University, USA)

Halal Supply Chain Financing (HSCF): A Multi Islamic Financial Institutions (IFIs) Financing Collaboration to Boost the MSMEs Business

- Virtual presentation
- Authors: Murniati Mukhlisin, Yaser Taufik Syamlan, and Afrad Arifin (Tazkia Islamic University College, Indonesia)

12–12:45 pm

Lunch Break

Friday, December 1, 2023 (cont.)

Technical Session III: Innovation and Technology (A)

Session Chair: Dr. Marcus Goncalves | Usher: Andreana Ursini

Venue: Room 101

12:45–1:55 pm The Pursuit of Sustainable Energy: Combating Climate Change through Technological Entrepreneurship

- Virtual presentation by author David Rainey (Boston University, USA)

Technological Intervention in Frugal Innovation among Ethnic Entrepreneurs in Emerging Markets: A Study of Fashion Industry in Mexico

- Virtual presentation by author Ananya Rajagopal (Universidad Anáhuac México, México)

Examining the Role of Business Resilience and Digital Transformation Intention on Business Model Innovation in Post-Pandemic Era

- Virtual presentation
- Authors: Ranjani Kumari (Chandragupt Institute of Management Patna, India) and Rajeev Verma (Indian Institute of Management Ranchi, India)

Acceptance of Payment Methods across Stages of Product Life Cycle: Extending UTAU2 for Mobile Payments, Digital Wallets, and RFID Tags

- Virtual presentation
- Authors: Pável Reyes-Mercado (Universidad Anáhuac México, México), Dorian-Laurentiu Florea (Centrum Católica Graduate Business School, Pontificia Universidad Católica del Perú, Perú) and José Roberto Balmori de la Miyar (Universidad Anáhuac México, México)

Technical Session IV: Innovation and Technology (B)

Session Chair: Dr. Kathleen Park | Usher: Elif Celik

Venue: Room 122

12:45–1:55 pm Environmentally Sustainable Innovation: A Case of Indian Fashion Industry

- Virtual presentation by author Anup Raj (Narsee Monjee Institute of Management Studies, India)

Exploring the Wholesale Battery Energy Storage Market in New England

- In-person presentation
- Authors: Taylor Ryan and Shuzhe Wang (Boston University, USA)

The Impact of Digital Entrepreneurship Factors on Equitable Economic Development: A Case from India

- Virtual presentation
- Authors: Priyanka Pandey (Doon Business School, Dehradun, Uttarakhand, India), Satish Chandra Pant (Doon Business School, Dehradun, Uttarakhand, India), Hema Yadav (Vaikunth Mehta National Institute of Cooperative Management, Pune, MH, India), and Lalit Singh (Graphic Era Hill University, Bhimtal, Uttarakhand, India)

Managing Innovation: The Aquadronic Experiment and Market Response

- In-person presentation by author Esteban de la Vega Ahumada (Boston University, USA)

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Friday, December 1, 2023 (cont.)

Technical Session V: Artificial Intelligence and Data Analytics

Session Chair: Dr. Vladimir Zlatev | Usher: Putranegara Riauwindu

Venue: Room 122

2:05–4:05 pm **Putting Generative AI in a Context: Querying a Proprietary Knowledge Graph with the Help of LLM**

- Virtual presentation
- Authors: Penko Ivanov and Elitsa Pavlova (New Bulgarian University, Bulgaria)

Machine Learning for Insurance: Enhancing Disaster Risk Assessment

- In-person presentation by author Ismail Okur (Boston University, USA)

Machine Learning for Analyzing Innovation in ESGs and Enterprise Management

- In-person presentation by Akhil Subramani and Kathleen Park
- Authors: Akhil Subramani, Yue Ying, Kathleen Park, and Eugene Pinsky (Boston University, USA)

The Impact of AI Tools on Project Management Education: A Comparative Study

- In-person presentation by Vijay Kanabar and Richard Maltzman
- Authors: Vijay Kanabar, Richard Maltzman, and Jason Wong (Boston University, USA)

Exploring Analytics-Related Occupations: A Data Mining Perspective on US Labor Market Insights for Analytics Students and Graduates

- In-person presentation
- Authors: Putranegara Riauwindu and Vladimir Zlatev (Boston University, USA)

Applied Data Science and Business Analytics for Pharmaceutical Industry: Multiple Sclerosis Patient Segmentation

- In-person presentation
- Authors: Xiang Ji, Abhishek Cherukupalli, Jiaqi Hao, Jinghao Lu, Zongze Yang, and Yihan Xia (Boston University, USA)

Generative AI and the Changing Nature of Work: Early Evidence for Impact on Structure, and Skills, and Productivity

- In-person presentation
- Authors: Timur Bektur, Ziyu Zhou, Yijia Lu, Yi Jin Khor, Kexin Xi, and Tanya Zlateva (Boston University, USA)

4:05–5:30 pm **Reception**

- Remarks by Dr. Rajagopal, Visiting Professor, Administrative Sciences, Boston University Metropolitan College

Saturday, December 2, 2023

Technical Session VI: Entrepreneurial Education

Session Chair: Dr. Vladimir Zlatev | Usher: Ryongweon Kang

Venue: Room 101

9–10:25 am **Assessing Entrepreneurial Readiness among Bachelor-Level School of Business Students at Tecnológico de Monterrey**

- Virtual presentation
- Authors: Hugo Alberto Alvarez-Perez, Linda Elizabeth Ruiz-Castro, and Aldahir Caballero-Campbell (EGADE Business School, Tecnológico de Monterrey, México)

Saturday, December 2, 2023 (cont.)

**9–10:25 am Decoding Success Factors in Massive Open Online Courses (MOOCs):
A PCA Approach**

- In-person presentation by author Junho Eum (Boston University, USA)

**Entrepreneurial Parents, Children Too? A Latin American Vision from the
Entrepreneurial University**

- Virtual presentation
- Authors: Lizette Huezo-Ponce (Tecnológico de Monterrey, México), Ana Montes-Merino (Universidad de Jaén, Spain), and Paola Isabel Rodríguez-Gutiérrez (Universidad Autónoma de San Luis Potosí, México)

**Applying Lightcast Analyst and Enterprise and Staffing Solutions
for ABA Graduates**

- In-person presentation
- Authors: Putranegara Riauwindu, Yusen Zhou, Ryongweon Kang, Priyam Prakashbai Dholiya, and Vladimir Zlatev (Boston University, USA)

**Entrepreneurship Education and Economics: The Helix Effect on
Business Management**

- In-person presentation by author Dr. Rajagopal (Boston University, USA)

Technical Session VII: Globalization and Marketing

Session Chair: Dr. Rajagopal | Usher: Nilubon Bunyalug

Venue: Room 122

**9–10:25 am Reframing Internationalization: A Holistic Framework for Lusophone African
Entrepreneurs**

- In-person presentation by author Marcus Goncalves (Boston University, USA)

**Consumer Insights in Action: The Strategic Role of Product Development
in Modern Markets**

- In-person presentation by author Esteban de la Vega Ahumada (Boston University, USA)

Understanding the Internationalization of Turkish SMEs: A Multidimensional Analysis

- Virtual presentation by Ayse Kayaci
- Authors: Marcus Goncalves (Boston University, USA), Ferhan Kuyucak Sengur (Eskisehir Technical University, Turkey), Ayse Kayaci (Dicle University, Turkey), and Elif Celik (Boston University, USA)

Market Instability from Options Flow

- In-person presentation by Amir Alamir
- Authors: Amir Alamir and Alexander Becker (Boston University, USA)

Product Serialization for Controlled Substances within Multiparty Supply Chains

- In-person presentation
- Authors: Krystie Dickson and Rajeev Kumar (Boston University, USA)

Closing Remarks Venue: Room 101

- 10:30 am** • Dr. Marcus Goncalves, Associate Professor of the Practice, Administrative Sciences, Boston University Metropolitan College

Poster Session Venue: 1st Floor Lobby





**10:35–
11:30 am Poster Session: Entrepreneurship and Technology**

- Presentations at Poster Points and Discussion
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Boston University Metropolitan College



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