

# Ivey Entrepreneur

[www.ivey.uwo.ca/entrepreneurship](http://www.ivey.uwo.ca/entrepreneurship)

## A Gathering of Great Minds

### *Ivey hosts the Babson College Entrepreneurship Research Conference*

You could call it speed dating for academics.

Researchers sat at long tables in Western University's majestic Great Hall. Each researcher had 10 minutes to present his or her work, with five minutes for discussion. A moderator with a stopwatch kept things moving on schedule. When 15 minutes elapsed, it was on to the next topic and the next researcher. "It was very useful to sit down with a handful of my colleagues and discuss my views with them," said one participant. "I got some good feedback, and I hope I was able to return that on their papers."

The "Interactive Papers" session was one of the unique features of the Babson College Entrepreneurship Research Conference (BCERC), held at Ivey in early June. The conference, which attracted over 300 professors and doctoral students from around the world, also included two and a half days of traditional conference sessions, a Doctoral Consortium

Program, and a gala awards dinner complete with performers from Cirque Eloize, as well as many opportunities for informal interaction. Presentation topics ranged from high-tech and social media entrepreneurship to the impact of age, experience and gender and the challenges of family business succession.

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**"What we are trying to do is institutionalize entrepreneurship in large organizations. If you think back, 40 years ago, there's no such thing called a marketing department. Where would we be without marketing departments today? Our baseline premise is that's where we need to be with innovation and entrepreneurship."**  
~**Andrew Corbett, Babson College**

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The Babson Conference is considered the world's premier conference for academic research in entrepreneurship. "It started 34 years ago with the forefathers of entrepreneurship research and has continued to build on that momentum every year," says Dr.

continued

## InstituteBuzz

**Spring finally arrived at Ivey and the Institute welcomed her with a trio of impactful events for entrepreneurs and business families.**

In April, it was my pleasure to host former Prime Minister Paul Martin as our guest speaker for the 10<sup>th</sup> Annual National Family Business Day Celebration, co-hosted by the Business Families Centre. Mr. Martin spoke of his experiences as an entrepreneur and the challenge of



InstituteBuzz

By **David Simpson**, MBA '88  
Executive Director,  
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transmitting his business interests to his sons. He reinforced the importance for Canadian business leaders to understand the unique character of family ownership as most business in the global economy are family controlled.

We celebrated Canadian entrepreneurs with another session of QuantumShift™, Canada's leading program for high growth entrepreneurs. The week-long experience challenges successful entrepreneurs to broaden and round out their skills as they share the experiences of entrepreneurial life with peers.

And finally, June was a celebration of entrepreneurship research with Ivey hosting the Babson College Entrepreneurship Research Conference on its return to Canada in 26 years. Over 300 of the world's best academics in the field shared a week together, presenting papers, networking and furthering research links with a global network. It was a sign that the Institute had come of age and been recognized as a global brand for entrepreneurship research and education.

Spring was also the season of transition for a graduating class of HBA & MBA students, along with welcoming a new MBA class. This summer presents opportunities for refreshing and resettling as we prepare for another exciting fall season for entrepreneurship at Ivey.



Andrew Zacharakis, Director of BCERC and the John H. Muller, Jr. Chair in Entrepreneurship at Babson College.

Zacharakis says one of the strengths of the conference is its international character. The conference is held at a different university every year.

“We partner with high quality schools in North America and Europe,” he says. “Typically 40 percent of the presenters are from outside North America when it’s in the U.S. or Canada, and the reverse when it’s held in Europe.”

Planning for the conference begins years in advance, with universities vying for the privilege of hosting it. The call for papers is issued in July for the following year. Zacharakis counts on a core team of 12 exceptional reviewers, and several additional ad-hoc reviewers to thoroughly review and select papers for presentation. The results speak for themselves: many papers presented at BCERC go on to appear as articles in the top journals in the field.

Zacharakis says the Ivey conference was an unequivocal success. “The venue was perfect and the paper quality was very, very good. Everybody learned a lot and had an opportunity to build relationships with other researchers.” Among the most important outputs of the BCERC are the collaborations that develop among researchers from different institutions.

Georgia Papavasiliou, manager of the conference and a long-time event planner at Babson College, agrees that the Ivey conference was exceptional. Papavasiliou has been handling the complex arrangements for BCERC



since 2002, and has faced down many logistical challenges. But she says the Ivey event was “perfect.”

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**“Over the past 50 years, there’s been a move more and more to entrepreneurship literally behaving, functioning and motivating like an industry... Our investigation is the first attempt to try to examine entrepreneurship and define it as an industry and to scale it. We’ve found that it’s a \$12 billion global industry, one of the top 10 fastest growing industries in the past 15 years.” ~Richard Hunt, Virginia Polytechnic institute**

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“Everything went wonderfully at Ivey. The food and hotel were great, and Ivey staff members did a fantastic job of pulling everything together. And the building – you can’t beat it, it’s magnificent!”

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Cirque Éloize performs at the 2014 BCERC Awards Ceremony

# On the World Stage:

## Ivey hosts the Babson College Entrepreneurship Research Conference



Professor Eric Morse remembers his arrival at Ivey 12 years ago. At the time, he was the only professor at the School dedicated full-time to teaching and research in the field of entrepreneurship.

Things changed rapidly, due to Morse's vision and the generosity of Pierre Morrisette, founder and Executive Chairman of Pelmorex Media Inc. Today, there are five full-time teacher-scholars associated with the Pierre L. Morisette Institute for Entrepreneurship and the Entrepreneurship Cross-enterprise Leadership Centre, and there will be six by fall, making it one of the largest Entrepreneurship faculties in North America. Ivey has developed innovative teaching and outreach programs and made a significant contribution to entrepreneurship research.

In early June, Morrisette, Morse and others had an opportunity to celebrate a coming-of-age of sorts, as Ivey hosted the Babson College Entrepreneurship Research Conference (BCERC). "We had big ambitions in terms of what we could do here at Ivey and what we could do for

Canada and for entrepreneurs globally," says Morse. "The growth has been dramatic. Babson is a huge milestone and a clear recognition of the quality of research and researchers we have at Ivey."

Morrisette, who has contributed \$5 million to the Institute for Entrepreneurship since 2006, shares Morse's sense of achievement. "Attending the conference I felt proud of Ivey, Western and the Institute for what we have been doing over the past decade. This was an opportunity to showcase our progress to the

entrepreneurship academic community from around the world."

Morrisette attended the conference from Thursday evening to Saturday morning, sitting in on several paper presentations. He was impressed by the diversity of subject matter and the quality and depth of the research, as well as the smooth operation of the conference itself.

Morrisette points out that entrepreneurship is the engine of growth for most economies. "Creating more successful entrepreneurs through education and the transfer of intellectual capital is a tremendous value-add for our communities," he says. "These academics are the creators of that intellectual capital, and any research activity in this area is a tremendous investment in future economic growth."

Professor Simon Parker, Director of Ivey's Entrepreneurship Cross-Enterprise Leadership Centre and Co-Director of the 2014 BCERC, was delighted with event. "Entrepreneurship research is something that we do very well," he says. "And we are very interested in turning our research findings into useful advice for entrepreneurs and policy makers." Hosting the BCERC, he says, helped raise Ivey's profile internationally. "The conference gave us an opportunity to showcase all that we have on offer here at Ivey, to attract future faculty members and doctoral students, and to highlight our case writing and outreach activities. It provided a window into what we do for the outside world, and an invitation to come and join us."



**A Special Thanks** to Sarah Buck and our Ivey planning team, including Shanthal Perera, Laura McLeod, Yolanda Echeverria and Great Hall Catering, Connect Dot Management Inc., Tenth Floor Studios and Danielle Suzanne for making the 2014 BCERC an astounding success.

A Special Thanks also to Georgia Papavasiliou and the Babson College team, including Antonette Ho, Jennifer MacDonald, Derishai Gordon-Staton and So Yoon Jun.

**Simon Parker**, Director of BCERC, Co-Director of Doctoral Consortium

One participant summed up the experience of the Ivey BCERC this way: "The conference had good energy. People are in a field that is hopeful and they're excited about their research. It's great to feel the energy."

Plans are well under way for the 35th anniversary BCERC, which will be held at Babson College in Massachusetts next June. For more information, check out [www.babson.edu/Academics/centers/blank-center/bcerc/Pages/home.aspx](http://www.babson.edu/Academics/centers/blank-center/bcerc/Pages/home.aspx)



< Ivey Professor J. Robert Mitchell and Gabriella Cacciotti accept the National Federation of Independent Business (NFIB) Award for the Best Paper for Excellence in Research on the General Topic of Entrepreneurship (1997-2014) for their work *Understanding Fear of Failure in Entrepreneurship: A Cognitive Process Framework*. Other co-authors include James C. Hayton, Andreas Giazitzoglu and Ivey PhD Candidate Chris Ainge.

To see more sights and sounds from the 2014 Babson College Entrepreneurship Research Conference at Ivey, please visit [www.ivey.uwo.ca/entrepreneurship/2014-bcerc-ivey/](http://www.ivey.uwo.ca/entrepreneurship/2014-bcerc-ivey/)



BABSON CONFERENCE PHOTOS: Dannielle Suzanne; 2014 BCERC Ivey Business School Doctoral Consortium group image: Gabe Ramos.

## Celebrating Family Business with Paul Martin



Getting back into the family business after years in public service hasn't been a simple transition for former Prime Minister Paul Martin, who shared his experiences at

the 10<sup>th</sup> National Family Business Day Celebration at the London Hilton.

Known primarily for his political career, highlighted by his years as Canada's 21st Prime Minister, Martin has close ties to family business. He started out working with one of Canada's great business leaders, Paul Desmarais, in the Power Corporation. Later, Martin became president and owner of Canada Steamship Lines Group before launching his political career.

Upon his retirement from politics, his transition back into business was a challenge. Two of Martin's sons, who had taken leadership roles in the business, took him aside to explain they were quite comfortable with the way the organization was being managed without their father's help.

"I did not receive the overwhelming joy from my sons that I thought I was going to receive," he said, noting that at some point in a family business, one must hand over the reins to the next generation.

For Martin, the special opportunity that sets family business apart is the inherent mentorship. Mothers and fathers naturally want to teach their sons and daughters, nieces and nephews – and the family business is a natural place to do it.

The celebration was capped off with Moffatt and Powell being named Southwestern Ontario Family Enterprise of the Year.