

**CONFERENCE HIGHLIGHTS:**

Program

The 2002 Victoria Conference

On

Information Processing and Entrepreneurial Cognition

July 17 – 19<sup>th</sup> 2002

# *The 2002 UVic Cognition Conference*

Sponsored by:

**The Francis G. Winspear Endowment  
The Office of the VP Research, at the University of Victoria  
Indiana University  
Entrepreneurship Theory & Practice  
The International Centre for Venture Expertise**

Location:

**The University of Victoria Dunsmuir Lodge  
July 17 – July 19, 2002**

ALL SESSIONS WILL BE IN THE MAIN CLASSROOM

## *PROGRAM SCHEDULE*

### **Wednesday July 17, 2002**

- All day
- Guests arrive and check into Dunsmuir Lodge
  - Conference packets available
- 4:30 – 5:30p Welcome wine and cheese get together, Peninsula Lounge
- Sponsors:
- Food and venue, courtesy of Entrepreneurship Theory & Practice
  - Beverages, courtesy of the Winspear Endowment
- 5:30p – evening Dinner on your own (at Dunsmuir Lodge or off-site suggestions available from local participants)

### **Thursday July 18, 2002**

- 7:45 – 8:45a Breakfast – Dining Room
- 8:45 – 8:50a Opening Comments and Format Remarks, Ron Mitchell, University of Victoria
- 8:50 – 9:00a University Welcome, Martin Taylor, VP Research, University of Victoria
- 9:00 – 10:00a Introduction of Presenter #1, Patricia P. McDougall, Indiana University, and Winspear Scholar, University of Victoria
- Presentation #1, Dr. Saras Sarasvathy, University of Washington
- Topic: The implications of focusing on the entrepreneur as the unit of analysis for research using entrepreneurial cognition.

- 10:00 – 10:15a Break
- 10:15 – 11:15a Commentary and discussion on Presentation #1 led by Discussion Chair 1, Patricia P. McDougall, Indiana University, and Winspear Scholar, University of Victoria:
- Dean Shepherd, University of Colorado, Commentator 1 (15 minutes)
  - Susan Houghton, Georgia State University, Commentator 2 (15 minutes)
  - Open Discussion led by Chair 1 (30 minutes)
- 11:15 – 11:30a Break
- 11:30a – 12:30p Presentation #2: Entrepreneurial cognition research: Past directions and current issues
- Lowell Busenitz, University of Oklahoma (30 minutes)  
Topic: Entrepreneurial cognition research: Early experience
  - Ron Mitchell, Winspear Chair, University of Victoria (30 minutes)  
Topic: SI editors' perspective on the development of ENT cognition research
- 12:30 – 1:30p Lunch – Dining Room
- 1:30 – 2:30p Commentary and Discussion on Presentation #2 led by Discussion Chair 2, Eric Morse, University of Victoria:
- Theresa Lant, New York University, Commentator 3 (15 minutes)
  - Kelly Shaver, William and Mary, Commentator 4 (15 minutes)
  - Open Discussion led by Chair 2 (30 minutes)
- 2:30 – 2:45p Break
- 2:45 – 3:45p Presentation #3: Perspectives on opportunity
- Maw-Der Foo, National University of Singapore (30 minutes)  
Paper: "Opportunity evaluation under risky conditions: The cognitive processes of entrepreneurs."
  - Connie Marie Gaglio, San Francisco State University (30 minutes)  
Paper: "The role of mental simulations and counterfactual thinking in the opportunity identification process."
- 3:45 – 4:00p Break
- 4:00 – 5:00p Commentary and Discussion on Presentation #3 Papers led by Discussion Chair 3, Brock Smith, University of Victoria:
- Reg Litz, University of Manitoba, Commentator 5 (15 minutes) on "Opportunity evaluation under risky conditions: The cognitive processes of entrepreneurs."

- Norris Krueger, Boise State University, Commentator 6 (15 minutes) on “The role of mental simulations and counterfactual thinking in the opportunity identification process.”
- Open Discussion led by Chair 3 (30 minutes)

5:00 – 7:00p Break

7:00 – 10:00p Dinner (Panorama Room) sponsored by Indiana University:

- Emcee, Patricia P. McDougall, Indiana University, and Winspear Scholar, University of Victoria
- Welcome, Roger Wolff, Immediate Past Dean, Faculty of Business, University of Victoria.
- Winspear Tribute, Ron Mitchell, Francis G. Winspear Chair in Public Policy and Business, University of Victoria: “Our benefactor’s perspective on entrepreneurial cognition: *Out of my mind* (Winspear, 1969).”

## Friday July 19, 2002

8:00 – 9:00a Breakfast – Dining Room

9:00 – 10:00a Presentation #4: Entrepreneurial motivation and intention

- Elizabeth J. Gatewood, Indiana University (30 minutes)  
Paper: “The effects of perceived entrepreneurial ability on task effort, performance and expectancy.”
- Dean A. Shepherd, University of Colorado (30 minutes)  
Paper: “Entrepreneurial teams and social cognition: An intentions-based perspective.”

10:00 – 10:15a Break

10:15 – 11:15a Commentary and discussion on Presentation #4 Papers led by Discussion Chair 4, Theresa Lant, New York University:

- Daniel P. Forbes, University of Minnesota, Commentator 7 (15 minutes) on “The effects of perceived entrepreneurial ability on task effort, performance and expectancy.”
- Kevin Hindle, Swinburne Institute, Commentator 8 (15 minutes) on “Entrepreneurial teams and social cognition: An intentions-based perspective.”
- Open Discussion led by Chair 4 (30 minutes)

11:15 – 11:30a Break

11:30a – 12:30p	<p>Presentation #5: Biases, heuristics, and regretful thinking</p> <ul style="list-style-type: none"> <li>• Mark Simon, Oakland University (30 minutes) Paper: “Why entrepreneurs in new ventures introduce pioneering products: An information processing lens on the entrepreneur’s decision-making environment.”</li> <li>• Denis Gregoire and Jeff McMullan, University of Colorado (30 minutes) Paper: “Inventors and new venture formation: The effects of self-efficacy and regretful thinking.”  (Note: At the organizers’ request, and with the permission of the authors, this paper is to be presented in “doctoral seminar format”: i.e., summary plus critique, which will be continued with additional doctoral student commentary in the following session.)</li> </ul>
12:30 – 1:30p	Lunch – Dining Room
1:30 – 2:30p	<p>Commentary and Discussion on Presentation #5 Papers led by Discussion Chair 5, Lowell Busenitz, Oklahoma University:</p> <ul style="list-style-type: none"> <li>• Karen Bishop, University of Louisville, Commentator 9 (15 minutes) on “Why entrepreneurs in new ventures introduce pioneering products: An information processing lens on the entrepreneur’s decision-making environment.”</li> <li>• Denis Gregoire and Jeff McMullan, University of Colorado plus invited doctoral student panel, “Commentators” 10 (15 minutes) on “Inventors and new venture formation: The effects of self-efficacy and regretful thinking.”</li> <li>• Open Discussion led by Chair 5 (30 minutes)</li> </ul>
2:30 – 2:45p	Break
2:45 – 4:45p	Discussion Session: The Future of ENT Cognition Research led by Discussion Chair 6, Ron Mitchell, University of Victoria
4:45 – 5:00p	Wrap-up; Conference Concludes
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5:00 – 5:30p	FREE TIME, unless going to Butchart Gardens (below)
5:30 – 6:00p	Bus transportation to Butchart Gardens (Optional, own expense)
6:00 – 9:40p	Butchart Gardens Tour and Dinner
9:45p	Bus leaves Butchart Gardens for Dunsmuir Lodge.
10:00p	Bus will continue on to Sidney’s Rum Runner Pub for those who wish to “hoist a few” before retiring for the evening. Please see Eric Morse to find out details. (Optional, own expense)