Worthington, Shari L. (Associate Professor of Practice)

Refereed Journal Articles

Journal Article, Academic Journal

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Presentations

Worthington, Shari (Presenter & Author), Global Research Conference on Marketing & Entrepreneurship, "Martech Learning: An exploratory study of SMEs at the Marketing & Entrepreneurship Interface (MEI)," American Marketing Association, Entrepreneurship SIG, Frankfurt, Germany. (August 1, 2023).

Worthington, Shari (Presenter & Author), ALPFA Entrepreneurship Conference 2023, "The Essence of Entrepreneurship," Association of Latino Professions for America, Boston, MA. (April 2023).

Worthington, Shari, Global Research Conference on Marketing & Entrepreneurship, "Martech Learning by SMEs at the Marketing Entrepreneurship Interface (MEI)," GRCME & American Marketing Association, Whistler,   BC, Canada. (August 2022).

Worthington, Shari, Graduate Conference on Research in Marketing and Entrepreneurship, "Developing a robust founder identity classification using fuzzy set Qualitative Comparative Analysis with insights into gender and country of origin identities.," Graduate Conference on Research in Marketing and Entrepreneurship, virtual. (July 2021).

Worthington, Shari (Presenter & Author), Babson College Entrepreneurial Research Conference, "Business model innovation: Using natural language processing to quantify dimensions and intensity of change.," Babson College, virtual. (June 2021).