Worthington, Shari L. (Associate Professor of Practice)

Refereed Journal Articles

Journal Article, Academic Journal

Worthington, S. (2023). Entrepreneurial Marketing: Embracing Change and Disruption in and Beyond the Classroom. *Journal of Marketing Education, 45*(3). https://journals.sagepub.com/doi/full/10.1177/02734753231197552

Worthington, S. (2018). The paradox of resource availability and the perception of resource adequacy: The roles of psychological capital, perceived stress, and age in the innovation process. *Small Enterprise Research, 25*(3), 276-289. https://www.tandfonline.com/doi/abs/10.1080/13215906.2018.1522272

Journal Article, Professional Journal

Worthington, S. (2021). Navigating the Marketing Technology Landscape. *Engineering Management Review*. https://ieeexplore.ieee.org/document/9640595

Worthington, S. (2019). Profiles in Tech Entrepreneurship: Dr. Yael Schwartz. *Engineering Management Review*, 12-14. https://ieeexplore.ieee.org/document/8883042?source=authoralert

Worthington, S. (2019). Profiles in Tech Entrepreneurship: Ellen Christopherson. *Engineering Management Review*.

Worthington, S. (2019). Profiles in Tech Entrepreneurship: Maria Rios. *Engineering Management Review*, 15-17. https://ieeexplore.ieee.org/abstract/document/8708195

Worthington, S. (2018). Innovation, Entrepreneurial Orientation, and the Survival of the 21st Century Tech Organization. *Engineering Management Review, 46*(4). https://ieeexplore.ieee.org/document/8520793

Presentations

Worthington, Shari (Presenter & Author), Follow the Photons, "The Balance of Varied Expertise," Laser Focus World, Virtual. (October 22, 2024).

Worthington, Shari (Presenter & Author), Startup Boston Week, "Bridging Academia and Entrepreneurship," Startup Boston, Suffolk University. (September 2024).

Worthington, Shari, Startup Boston Week, "Walking the Tightrope: Balancing Academics and Entrepreneurship," Startup Boston, Suffolk University. (September 9, 2024).

Worthington, Shari (Moderator), BBA University & Corporate Blockchain Series, "Moderator," Boston Blockchain Association, Boston. (February 16, 2024).

Worthington, Shari (Moderator), How to Start and Scale a Boston-Based Startup, "Moderator," Startup Boston, Virtual. (January 3, 2024).

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).