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Teen entrepreneurs start program in McKinney – by Samantha Calimbahin

Whether it be Eastern Europe or the presidential campaign of Rick Santorum, photographer Jed Rollins has been almost everywhere.

But when the then-13-year-old started his photography business, Rollins said, he wasn't sure what he was doing. During high school, he felt as if he wasn't learning the entrepreneurial skills he needed.

Then Rollins met McKinney High School senior Gautam Bhargava, who felt the same way. That's why Rollins, now 20, and Bhargava, 18, decided to create their own entrepreneurial program called SATUS, a three-week workshop for teens that allows them to be taught by both their peers and experienced professionals.

There are several entrepreneurial programs offered for teens around Dallas-Fort Worth. Both the HEB Chamber of Commerce and Frisco Chamber of Commerce host Young Entrepreneurs Academy for junior high and high school students.

In Fort Worth, Fort Worth Academy, All Saints' Episcopal School and Dunbar High School host entrepreneur programs.

At Texas Christian University, the Neeley School of Business doesn't have its own teen entrepreneurial program at the moment, but business students often visit the programs of area schools, said Brad Hancock, director of the Neeley Entrepreneurship Center.

Hancock said junior high and high school students are more likely to relate to mentors closer to their age.

"If the mentors that are guiding and facilitating it just have some basic knowledge, I think peer-to-peer learning is excellent," he said.



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Is Mother-Daughter Bonding an Untapped Retail Opportunity? – by Tom Ryan

A recent university study found that shopping often leads to mother-daughter bonding and presents opportunities for retailers that can resolve subsequent conflicts.

Research at Texas Christian University reveals that mother-daughter shopping trips consist of three developmental stages:

- Conflict and struggle;
- Education and influence;
- Bonding between mother and daughter.

The first stage, conflict, can be about budget, conflicting shopping styles or disagreements over what mothers might see as revealing clothing, but in the end, it's about identity.

“The conflict indicates the struggle that the daughter is going through in her efforts to separate from her mother and form her own identity, as displayed through her clothing,” said Julie Baker, professor of Marketing at the Texas Christian University Neeley School of Business and co-author of the study, in a statement. “The conflict is complicated, though. Daughters need to feel support and love from their mothers, but they also need to feel a sense of self, distinct from their mothers.”

The second stage, education and influence, gives mothers and daughters a chance to exchange shopping-related information and learn from one another, the study finds. Lessons about spending money wisely and understanding quality are among lessons mothers teach their daughters during shopping trips. Daughters also influence their mothers by showing them new styles of clothing.

The last stage, bonding, is a strengthening of the mother-daughter relationship through the shopping experience.

To the benefit of retailers, bonding can “lead to both mother and daughter experiencing positive emotions during the shopping experience, causing them to shop longer and spend more money.”

Moreover, mother-daughter bonding gives the opportunity for retailers to first make a good impression on adolescents, who do not usually shop alone.

Overall, the study urges retailers to reduce or easily resolve any conflicts that may get in the way of bonding. For instance, associates could recommend more suitable alternatives to any items that had become major sources of conflict, whether over style and price.

“Retailers targeting younger adolescents should focus on identifying what mothers will allow their daughters to purchase and offer merchandise that appeals to both parties,” said Prof. Baker. “By better accommodating both mothers’ and daughters’ desires, conflict may be reduced, which can increase sales and potentially improve the mother-daughter relationship.”

Researchers conducted 28 interviews with mother-daughter pairs about their shopping habits and experiences, as well as some retail employees, as part of the study.