

**ASSOCIATION FOR SMALL BUSINESS  
& ENTREPRENEURSHIP  
2004 FALL CONFERENCE**

**TABLE OF CONTENTS**

|  |             |
|--|-------------|
| <b>Message from the ASBE President</b>   | <b>ii</b>   |
| <b>ASBE Officers, 2004-2005</b>  | <b>iii</b>  |
| <b>Past Presidents</b>   | <b>iv</b>   |
| <b>ASBE's Best/Distinguished Papers</b>  | <b>v</b>    |
| <b>ASBE Reviewers</b>  | <b>vi</b>   |
| <b>ASBE Session Chairs</b>   | <b>vii</b>  |
| <b>ASBE Discussants</b>  | <b>viii</b> |
| <b>ASBE Panelists/Presenters</b>   | <b>ix</b>   |
| <b>ASBE Conference Papers</b>  |             |
| <i>Prizes of Free Consultation</i>   | <b>1</b>    |
| <b>Chyi-lyi (Kathleen) Liang</b>   |             |
| <b>Paul Dunn</b>   |             |
| <i>Analysis to Determine Gaps in Higher Education Assistance Programs and Needs of Small Businesses: A Comparison of Two Studies</i> | <b>20</b>   |
| <b>Marilyn Young</b>   |             |
| <i>Rural Business Incubation in Northwest Missouri</i>   | <b>30</b>   |
| <b>Jason T. White</b>  |             |
| <b>J. Patrick McLaughlin</b>   |             |
| <i>Exploring the Fundamental and Effects of Entrepreneurship within Family Business</i>  | <b>35</b>   |
| <b>Amanda Clayton</b>  |             |
| <b>Elisa Cordova</b>   |             |
| <b>Jim Louis</b>   |             |
| <b>Parimal Tergundi</b>  |             |
| <b>Shawn M. Carraher</b>   |             |

|   |     |
|---|-----|
| <i>FDI Scale and Performance of Taiwanese Family Firms in China:<br/>A Resource Based Perspective</i> | 53  |
| Lan-Ying Huang<br>Shawn M. Carraher<br>John A. Parnell  |     |
| <i>Can Agency Theory Explain Why International Franchisors Prefer<br/>Multiunit Franchising?</i>      | 79  |
| Vinay K. Garg<br>Abdul A. Rasheed   |     |
| <i>SME'S Successful Entrance to Foreign Markets: A Longitudinal Study</i>                             | 94  |
| Lawrence A. Klatt   |     |
| <i>Human Resource Planning and Policy Development: Strategies for<br/>Small Businesses</i>            | 111 |
| Erin Thomas<br>Geraldyn McClure Franklin<br>Peter Rainsford   |     |
| <i>HRM Practices: A Comparison Study of Small Firms</i>   | 122 |
| Robert D. Gulbro<br>Jim Kerner<br>Linda Shonesy   |     |
| <i>Women Entrepreneurs: A Driving Force</i>   | 129 |
| Jason H. Hill<br>Shawn M. Carraher<br>Sarah C. Carraher   |     |
| <i>Gender Based Differences in Small Business Start-Ups</i>   | 138 |
| Peter DeVries<br>Charles Smith<br>Liz Mulig   |     |
| <i>What Do Entrepreneurs Do?</i>  | 149 |
| C. William McConkey<br>Larry E. Short   |     |
| <i>Student Entrepreneurs: Regional Differences</i>  | 160 |
| Corbett F. Gaulden, Jr.<br>William T. Jackson<br>Walter (Buddy) Gaster<br>Mary Jo Vaughan             |     |

|  |     |
|--|-----|
| <i>Strategic Philosophy and High Performance: Implications for Managers of SME'S</i> | 171 |
| John A. Parnell<br>Donald L. Lester  |     |
| <i>Small Business Imperative: Identifying and Developing Competitive Advantage</i>   | 192 |
| Martin S. Bressler   |     |
| <i>Small Business: Causes of Bankruptcy</i>  | 205 |
| Don B. Bradley<br>Chris Cowdery  |     |
| <i>Contribution Margin Pricing for Small Businesses</i>                              | 220 |
| Dillard Tinsley<br>Phil E. Stetz   |     |
| <i>TCB 2000 – Improving Performance Through Strengthening Culture</i>                | 228 |
| Douglas T. Grider<br>Leslie A. Toombs  |     |
| <i>The Small Business Role in Innovation and Technology</i>                          | 240 |
| Michael W. Boyd<br>Wen Te Lin  |     |
| <i>Management Models and Quality Initiatives in Small Businesses</i>                 | 251 |
| Mildred Golden Pryor<br>Leslie A. Toombs   |     |
| <i>Introduction of New Products in a Small Business</i>                              | 265 |
| Raydel Tullous<br>Richard Utecht<br>Kellye Jones                                     |     |