

Southwestern Small Business Institute Association
(SSBIA) 1996 (Now ASBE)

1. The Effect of the Loss of Federal Funding on SBI Programs

- R. Vishwanathan, University of Northern Colorado
- Lynn Hoffman, University of Northern Colorado
- David Brennan, University of St. Thomas

2. The Small Business Institute's Changing Role in the 90s

- Don B. Bradley III, University of Central Arkansas
- Tim L. Rodgers, University of Central Arkansas

3. Strengthening Small Business Competitive Advantage Through Leadership, Communication, and Customer Satisfaction

- Ralph W. Parrish, Colorado State University
- Mary L. Tucker, Colorado State University
- Robert D. Gulbro, Athens State College

4. Bare-Bones Benchmarking: How the Smallest Can Learn From the Best

- Nancy J. Boykin, Ft. Lewis College
- Stuart H. Warnock, University of Southern Colorado

5. Ethical Values in the Small Business: Perception or Reality?

- Walter (Buddy) Gaster, East Central University
- Ray Comish, McNeese State University
- Jeanne Daboval, Nova Southeastern University
- Charles Rader, McNeese State University

6. Perceptions of Academic Dishonesty: SBI Student Consultants Versus Non-Consultants

- Ted J. Halatin, Southwest Texas State University
- Garland H. Hunnicutt, Southwest Texas State University
- Roger D. Scow, Southwest Texas State University

7. Accounting, Marketing, & Management Functions that Contribute to the Success of the Independent, Small, Rural Retailer

- G. Dean Palmer, Longwood College
- Kristine N. Palmer, Longwood College

8. Advantages of Incorporating a Small Business as Perceived by Accountants

- Paul Dunn, Northeast Louisiana University
- Leo Cheatham, Northeast Louisiana University
- Carole Cheatham, Northeast Louisiana University

9. Comparison of Accounting and Finance Graduates to Business Administration Graduates

- Nancy Buddy, Southwestern Oklahoma State University
- Harry Nowka, Southwestern Oklahoma State University

10. Local Area Networks In Small Businesses

- Judith C. Simon, The University of Memphis
- Ronald B. Wilkes, The University of Memphis

11. Evaluating Technology Investment in the Small Business

- Leo R. Cheatham, Northeast Louisiana University
- Carole B. Cheatham, Northeast Louisiana University
- Paul Dunn, Northeast Louisiana University

12. An Integrative Model Of Small Firm Regulatory Compliance

- Stephen C. Jones, Michigan Christian College

13. Managing Diversity: A Bottom Line Approach

- Margo Corporon, Corporon & Associates
- Wayne R. Glass, Washburn University

14. Business Trends and Small Business Trust

- Dillard B. Tinsley, Stephen F. Austin State University
- David E. Gundersen, Stephen F. Austin State University

15. Success of a Product Innovation: Does it Depend on the Stage of Market Evolution?

- Sanjib Chowdhury, University of North Texas

16. Small Businesses on the World Wide Web: First Mover Advantages?

- George H. Tompson, University of Central Arkansas

17. Entrepreneurial Success and Previous Business Experience

- James Beckman, University of Redlands
- Norton E. Marks, California State University

18. An Integrative Model of Small Firm Regulatory Compliance

- Stephen C. Jones, Michigan Christian College

19. A Cross-Cultural Comparison of Mexican and Texas Small Business

Owners: Similarities and Differences in Background, Psychology and

Scanning Behavior

- Thomas M. Box, Pittsburg State University
- Didimo Dewar, ITESM, Campus Morelos
- Jose G. Vargas Hernandez, Universidad de Colima
- Larry R. Watts, Stephen F. Austin State University

20. Differences in HRM Practices: Comparing Rural and Urban Small Firms

- R.D. Gulbro, Athens State College
- Gene Ermert, Athens State College
- Mary Tucker, Colorado State University
- Bill Loftin, Jacksonville State University

21. Critical ADA Compliance Strategies for Small Business: The Pre-Offer

Interview

- Barbara E. Kemmerer, Eastern Illinois University
- Chris E. Freese, Eastern Illinois University