

Small Business is Our Business...

Small Business Advancement National Center
University of Central Arkansas
<http://www.sbaer.uca.edu>
SBANC Newsletter, August 18, 1998

UPCOMING EVENTS!!!

TECHNOLOGY WORKSHOP - SEPTEMBER 25, 1998

The Arkansas Science & Technology Authority invites you to attend a free technology workshop on September 25, 1998, at the University of Arkansas at Little Rock's Donaghey Student Center Room C. The workshop demonstrates the exciting opportunities available from both the state and federal government that could benefit your organization.

The opportunities include financing and assistance in:

- Research & Development
- Prototype Development
- Early Stage Commercialization
- Technical Problem Solving
- Licensing New Products

For additional information or to register for this free workshop on September 25, please call Leslie G. Lane III, Vice President Finance, at 501-324-9006.

SMALL BUSINESS DEVELOPMENT FOR WOMEN - OCTOBER 27, 1998!!!

An exciting event for women will be held on Tuesday, October 27, 1998, from 8:30 a.m. until 1:30 p.m. at Conway Regional Medical Center Cafetorium in Conway, Arkansas. "Small Business Development for Women," will benefit not only women who already own their own small business, but also women wishing to start one. Topics to be discussed throughout the day include other women's success stories (featuring successful Arkansas businesswomen), business loans, business plans, image, and stress and wellness in the workplace. Featured speakers from various fields of expertise will be in attendance at this spectacular free event. Seating is only available for the first 100 participants, so pre-registration is necessary. Lunch will be provided. For more information contact Netta Thomas at 501-450-5320 or Kim Stubbs at 501-450-5373.

TWO CONFERENCES STILL IN NEED OF REVIEWERS, DISCUSSANTS, SESSION CHAIRS, AND MOST IMPORTANTLY PAPERS AND WORKSHOP SUBMISSIONS!!!

ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP (ASBE)
ANNUAL CONFERENCE AND CALL FOR PAPERS
Houston Hyatt Regency Hotel
March 10-13, 1999
Submission Deadline: September 15, 1999

To find submission guidelines and where to send paper submissions for the ASBE meeting, check out our web site at:

<http://www.sbaer.uca.edu/docs/bulletins/blt28.asc>

If you are interested in being a reviewer, discussant, or session chair, please send an e-mail to: Donb@mail.uca.edu

WESTERN DECISION SCIENCES INSTITUTE (WDSI)
ANNUAL CONFERENCE AND CALL FOR PAPERS
Twenty-Eighth Annual Meeting, April 6-10, 1999
Marriott CasaMagna Hotel at Puerto Vallarta
Submission Deadline: October 1, 1998

To find out submission guidelines and where to send papers for the WDSI meeting check out our web site at:
<http://www.sbaer.uca.edu/docs/bulletins/wdsicfp28>

If you are interested in being a reviewer, discussant, or session chair for the Small Business Entrepreneurship area at the WDSI meeting in April 1999, please send an e-mail to:
Donb@mail.uca.edu

TAIWAN IS EXCELLING IN THE VAST WORLD OF INFORMATION TECHNOLOGY

According to a paper entitled "Country Competitiveness: The Case of Taiwan's Information Technology Industry" by Chun-Chung Chen, of the University of Texas at Dallas, the success of Taiwan's information technology (IT) industry presents a great example of country competitiveness. Taiwan has emerged as one of the competitive leaders in the global information technology industry, according to Chen, who further states that Taiwan has developed its industry mainly by applying technology transferred from abroad rather than by developing its own technology. This development is a great example of how globalization and international trade can benefit small businesses.

To find out more about Chen's study and to view the entire paper, visit our web site at:
<http://www.sbaer.uca.edu/docs/proceedingsII/98sri047.txt>

TIP OF THE WEEK

"Assessing Economic Environment"
(Taken from "Entrepreneurship, A Contemporary Approach," by Donald F. Kuratko and Richard M. Hodgetts. See full credit below.)

The economic environment plays a vital role in the success or failure of any new venture. Too often it becomes obvious that an entrepreneur made little effort to determine whether the economic environment was friendly or hostile to his or her specific venture. Additionally, entrepreneurs often commit funds to a business without adequate preliminary investigation. An assessment of the economic environment can help them avoid these pitfalls. Some of the most important questions to be answered follow: how many firms are in this industry? Do the firms vary

in size and general characteristics, or are they all similar? What is the geographic concentration of firms in the industry; that is are they in one area, or are they widely dispersed? Do the firms serve only the domestic market? Do opportunities to serve foreign markets exist as well? What federal, state, and local government regulations affect this type of business? What is the competitive nature of this business?

Answers to these questions provide an overall picture of the business climate within which a new venture will operate. In addition, entrepreneurs with emerging new ventures must realize that certain attitudes and skills are needed for proper assessment of the environment. These are the most important, presented from a management point of view:

* A broadened awareness of influences in the external environment that affect the corporation and management decision making

* The ability to integrate traditional business concerns about influences from the external environment into a comprehensive decision-making framework based on a holistic view of business and its relationship to the larger society in which it functions

* Political skills (compromise, negotiation) to resolve the conflicting interests among different constituencies that have diverse values and objectives

* Communication skills to articulate a business position a very complex public issue and to persuade people that this position has merit and deserves serious consideration

* Intellectual skills to analyze and understand complex public issues the ability to think clearly about these issues and exchange ideas with the various business publics

"Entrepreneurship, A Contemporary Approach," Fourth Edition, Kuratko, Donald F. and Hodgetts, Richard M., The Dryden Press, Fort Worth, TX, 1998, p. 195.

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