

Small Business is Our Business...

Small Business Advancement National Center  
University of Central Arkansas  
<http://www.sbaer.uca.edu>

SBANC Newsletter, June 30, 1998

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UPCOMING EVENTS!!!

RUNNING YOUR SMALL BUSINESS SEMINAR -- AUGUST 15, 1998

The Small Business Advancement National Center will host a seminar on "Running Your Small Business," along with Proven Edge, a leading small business software company, on Saturday, August 15, 1998 at the University of Central Arkansas. The seminar will cover topics such as using technology, business plan, business structures, vendors/purchasing, and much more. This will be a one day seminar focused specifically for the small business owner or anyone wishing to start a small business. Mark your calendar now and watch for more details in future newsletters concerning this exciting event!

THE ELEVENTH NATIONAL RENEWABLE ENERGY LABORATORY (NREL) INDUSTRY GROWTH FORUM: A Joint Effort by NREL, The Federal Laboratory Consortium, and the Colorado Venture Centers

The Eleventh NREL Industry Growth Forum will be held September 24th and 25th, 1998 in Little Rock, AR at the Double Tree Inn. The Forum, which is sponsored by NREL/DOE and the Federal Laboratory Consortium is being held to help sustainable energy (and related technology) businesses such as those involved in agriculture/biomass (for fuels, chemicals and power), wind, and energy efficiency. The Forum will include presentations by businesses in the sustainable energy, and related energy efficiency industries. A panel of experts in technology business information financing, and growth strategies has been selected. If you have an interest in participating please contact L.M. (Marty) Murphy, Ph.D., PE, Forum Chairman, National Renewable Energy Laboratory, Phone: 303-275-3050, Fax: 303-275-3097, E-mail: [Lawrence\\_Murphy@NREL.GOV](mailto:Lawrence_Murphy@NREL.GOV)

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Visit our web site at:  
[www.sbaer.uca.edu/sbaer/databases/index.html](http://www.sbaer.uca.edu/sbaer/databases/index.html) to find databases and links with vital small business and entrepreneurship contacts.

Some of the available databases and links include United States House of Representatives - Office of the Clerk, United States Senate, Service Corps of Retired Executives, International Council for Small Business, Small Business Administration, Small Business Institutes, and more.

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TIP OF THE WEEK

"The International Marketplace East is East, West is West"  
(Taken from "International Marketing, Fifth Edition," by Michael

R. Czinkota and Ilkka A. Ronkainen. See full credit below.)

Alan Rosenshine, Chairman and CEO of BBDO Worldwide, once noted: "The culture gap is so great between Japanese and Western cultures that it is impossible for the West to appreciate Japanese commercials." Whereas advertising in the United States, for example, targets individual achievement, is expensive and direct and appeals to values of success through personal hard work, in Japan the focus is much more indirect and subtle, emphasizing group references, shared responsibility, and interpersonal trust. This difference reflects the fundamental differences in Japanese and Western cultural traits summarized below.

Japanese	Western
Japanese language	English language
Homogeneous	Diverse
Harmony to be valued	Fight for one's
Group, not individual, important	Individualistic
Ambiguous	Clear-cut
General	Specific
Unspoken agreement	Get the facts
Hold back emotions in public	Display emotions
Process-oriented	Result-oriented
Pun-oriented	Humor-oriented
Make a long story short	Make a short story
Nonverbal communication	Verbal communication
Interested in who is speaking	Interested in what is said

The root of the difference lies in the fact that in most Western countries the individual is seen as separate from, and often more important than, the larger community. Japanese view themselves as one homogeneous family. The shared history, traditions, and national cultural identity give the Japanese a strong sense of community. Consequently, the nature of communication within the Japanese culture reflects a commonality of thought, attitude, and circumstance, in what is often an unspoken language. Japanese advertising clearly reflects this in tending toward suggestion and verbal subtlety rather than clear expression.

In contrast to the Japanese, Westerners are direct in their face to face interaction, conversation, and expression. Western advertising tends to fix on a target audience and, therefore, Japanese commercials tend to use fewer words, keeping product explanations brief and providing something cheerful to listen to instead.

Japanese society also reflects a common trust and understanding; i.e., subjecting a person to questions can be interpreted as not accepting what he or she is saying. This is apparent in advertising in that the emphasis is on image rather than product. If a Japanese company is famous and of a respectable size, consumers do not doubt its product or feel the need to question its functions.

Will the two ever meet? Some convergence is evident in response to Japanese consumers' newly found value consciousness the result of the recent long recession. Young Japanese are also more exposed and open to Western culture, which may shape some

advertisers' messages. This combination of circumstances may bring in the future an increase in advertising that is more expository in nature and comes closer to problem-solution model of Western advertising. However, for the most part, Japan's core cultural uniqueness guarantees the survival of Japanese advertising that reflects this culture. To cope and succeed, international marketers have to take the best of Western communications and translate it through the prism of Japanese culture. Source: "Exploring Differences in Japan, U.S. Culture," Advertising Age International, September 18, 1995, 1-8; and Lisa Hoecklin, Managing Cultural Differences (Workingham, England; Addison-Wesley, 1995), 107

"International Marketing;" Fifth Edition; Czinkota, Michael R. and Ronkainen, Ilkka A.; The Dryden Press; Orlando, Florida; 1998; pp. 86-7.

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If you have any comments about our newsletter or if you know of an upcoming small business event in your area, please contact Kim Stubbs by e-mail at: kstubbs@mail.uca.edu

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