

Small Business is Our Business...

Small Business Advancement National Center  
 University of Central Arkansas  
<http://www.sbaer.uca.edu>  
 SBANC Newsletter, May 26, 1998

\*\*\*\*\*

"A PROPERLY KEPT JOURNAL IS AN INVENTOR'S BEST  
 PROTECTION SHORT OF AN ISSUED PATENT!"  
 (Information courtesy of the Utah SBDC - via the WSU-SBDC)

As an inventor, an Inventor's Journal will play an important role in the legal defense of your invention should you (or your Licensee) ever become involved in Patent Litigation. The value of your Journal will be proportionate to the effectiveness with which you have recorded your work. Check out some rules, reasons for keeping an Inventor's Journal, and exactly how to begin using one at: <http://www.sbaer.uca.edu/docs/Publications/pub00088.txt>

\*\*\*\*\*

TIP OF THE WEEK

Principles of Innovation

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

Potential entrepreneurs need to realize innovation principles exist. These principles can be learned and, when combined with opportunity, can enable individuals to innovate, the major motivation principles follow:

- \* Be action oriented. Innovators always must be active and searching for new ideas, opportunities, or sources of innovation.
- \* Make the product, process, or service simple and understandable. People must readily understand how the innovation works.
- \* Make the product, process, or service customer based. Innovators always must keep the customer in mind. The more an innovator has the end user in mind, the greater the chance the concept will be accepted and used.
- \* Start small. Innovators should not attempt a project or development on a grandiose scale. They should begin small and then build and develop, allowing for planned growth and proper expansion in the right manner and at the right time.
- \* Aim high. Innovators should aim high for success by seeking a niche in the marketplace.
- \* Try/test/revise. Innovators always should follow the rule of try, test, and revise. This helps work out any flaws in the product, process, or service.
- \* Follow a milestone schedule. Every innovator should follow a schedule that indicates milestone accomplishments. Although the project may run ahead or behind schedule, it still is important to have the schedule in order to plan and evaluate the project.
- \* Reward heroic activity. This principle applies more to those involved in seeking and motivating others to innovate. Innovative activity should be rewarded and given the proper amount of respect. This also means tolerating and, to a limited degree, accepting failures as a means of accomplishing

innovation. Innovative work must be seen as heroic activity that will reveal new horizons for the enterprise.

\* Work, work, work. This is a simple but accurate exhortation with which to conclude the innovation principles. It takes work, not genius or mystery, to innovate successfully (42).

"Entrepreneurship, A Contemporary Approach;" Fourth Edition; Kuratko, Donal F. and Hodgetts, Richard M.; The Dryden Press, Harcourt College Publishers; Orlando, Florida; 1998; pp. 139-140.

\*\*\*\*\*

#### C A L L F O R P A P E R S

Western Decision Sciences Institute  
Twenty-Eighth Annual Meeting, April 6-10, 1999  
Marriott CasaMagna Hotel at Puerto Vallarta  
Submission Deadline: October 1, 1998

Competitive papers/detailed abstracts are invited in, but not limited to, the topic areas listed. Papers submitted will be double-blind reviewed by qualified individuals. Accepted papers will be published in the Proceedings. Although comprehensive abstracts will be reviewed, preference will be given to complete papers. Abstracts should provide sufficient details to indicate the research objectives, methodology, and expected outcome. Paper submission acknowledges that the author(s) will register for and attend the conference, and personally present the accepted paper at the time specified in the conference program. Publication in the Proceedings of multiple papers by the same author will be subject to extra page charges.

Awards will be presented at the business luncheon for the best papers in each track. Only complete papers will be considered for the awards. Best student papers will also be selected. Best papers will be considered for publication in the Journal of Business and Management. Proposals for symposia, tutorials, workshops, and cases on current topics of interest are invited. Please contact the Program Chair/V.P. for Programs/Proceedings Editor, to indicate your interest.

#### KEEPING IN TOUCH WITH WDSI ON THE INTERNET

The WDSI encourages its members to take advantage of Internet communications capabilities on both e-mail and the World Wide Web. The latest information about program schedules, registration, and hotel reservations will be made available on the WDSI Web Page; <http://faculty.mckenna.edu/wdsi/>

#### INTERNATIONAL COORDINATORS

Pacific Rim: Miles G. Nicholls, Swinburne University of Technology, P.O. Box 218 Hawthorn 3122 Victoria, Australia, phone: +61 3 9214 8434, fax: +61 3 9819 0949, [mnicholls@swin.edu.au](mailto:mnicholls@swin.edu.au)

Houn-Gee Chen, Institute of Info. Management, National Chung-Cheng University, 160 San-Hsing, Min-siung,

Chia-Yi, Taiwan,  
621 R.O.C., 886-5-272-1500, fax: 886-5-272-1501,  
mishgc@mis.ccu.edu.tw

Latin America: Rutilio Martinez, University of Northern  
Colorado, College of Business Administration, Kepner Hall-Room  
1075-E, Greeley, CO 80639  
970-351-1106, fax: 970-351-1097, rmartine@unco.edu

Middle East: Mohamed A. El-Azma, Kuwait University,  
College of Adm. Sciences, P.O. Box 5486, Kuwait 13055.  
+965-254-9427, fax: +965-254-9427, elazma@kuc01.kuniv.edu.kw

Western Europe: Ashley W. Burrowes, University of Glamorgan,  
Treforest, Wales CF37 IDL, United Kingdom, 44 +1443 482884,  
fax: 44 + 1443 482711, awburrow@glam.ac.uk

INSTRUCTIONS FOR CONTRIBUTORS

1. Submit four typed, doubled-spaced copies of your paper, abstract, or proposal no later than October 1, 1998.
2. The title page of the submission must include (a) paper title; (b) author(s); (c) position(s) (rank); (d) affiliation(s); (e) complete mailing address(es), (f) telephone and fax numbers; (g) e-mail address(es); (h) individual to whom correspondence should be addressed; (i) topic area (track) as listed on this Call for Papers. Authors names may only appear on the title page.
3. Enclose two extra copies of the title page with your submission.
4. Enclose a self-addressed, stamped postcard listing the paper title (for acknowledgment of the receipt of your paper).
5. Send the four copies of the manuscript, the two extra copies of the title page, and the self-addressed, stamped postcard to the Program Chair at the following address:  
Marc Massoud, 1999 WDSI Program Chair,  
Claremont McKenna College, 500 East Ninth Street,  
Claremont, CA 91711  
909-607-3203 fax: 909-621-8249 email: mmassoud@mkkenna.edu

Note: (1) International submissions from outside the United States should be sent in accordance with the above instructions directly to the appropriate International Coordinator listed on this Call; Do not send papers to the Program Chair. (2) Because domestic papers are sent directly to the Program Chair, it is extremely important that the title page designates the topic area (track). Please do not send papers directly to the track chairs.

HOTEL INFORMATION

Marriott CasaMagna is five minutes from downtown Puerto Vallarta. Special hotel reservation forms will be distributed to WDSI conference participants at a later date.

\*\*\*\*\*

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

\*\*\*\*\*  
SBANC STAFF

Dr. Don B. Bradley III  
Executive Director and Professor of Marketing  
Phone (501) 450-5345 E-mail: Donb@mail.uca.edu

Jeannette Thomas  
Project Coordinator  
Phone (501) 450-5320 E-mail: Jthomas@mail.uca.edu

Jim Grinder  
Assistant Project Coordinator - Data Processing  
Phone (501) 450-5377 E-mail: JimG@mail.uca.edu

Kimberly Stubbs  
Assistant Project Coordinator  
Phone (501) 450-5373 E-mail: Kstubbs@mail.uca.edu

Molly Bass  
Student Assistant  
Phone (501) 450-5377 E-mail: MJB3263@cub.uca.edu

Adam Lites  
Student Assistant  
Phone (501)450-5300 E-mail: aml5025@cub.uca.edu

Ginny DeHart  
Student Assistant  
Phone (501) 450-5376 E-mail: grd3966@cub.uca.edu

Jaime Killough  
Student Assistant  
Phone (501) 450-5300 E-mail: jlk5234@cub.uca.edu

\*\*\*\*\*