

Small Business is Our Business...

Small Business Advancement National Center

University of Central Arkansas

<http://www.sbaer.uca.edu>

SBANC NEWSLETTER - APRIL 20, 1999

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UPCOMING EVENTS!!

CALL FOR PAPERS:

RESEARCH IN ENTREPRENEURSHIP AND SMALL BUSINESS

WORKSHOP TO BE HELD NOV. 25-26, 1999, IN LONDON

Middlesex University Business School is hosting the 13th Annual Research in Entrepreneurship and Small Business (RENT) Workshop on behalf of the European Council for Small Business (ECSB) and European Institute for Advanced Studies in Management (EIASM). The generic theme of the workshop, which is to be held Nov. 25-26, 1999, at the Posthouse Kensington, London, UK, will be "Entrepreneurship, Small Business and Economic Development."

Those who wish to present a paper and compete for the EURO 1000 Best Paper Award, should submit a one-page abstract in English (including full mailing address; telephone and fax numbers; and e-mail address) by JULY 15, 1999. Accepted papers must be submitted by SEPT. 30, 1999.

For details about the RENT Workshop and Call For Papers, visit our site at

<http://www.sbaer.uca.edu/docs/bulletins/nswlet1199.htm>

CALL FOR PAPERS:

ASSOCIATION FOR SMALL BUSINESS AND  
ENTREPRENEURSHIP PLANS 2000 CONFERENCE

The annual Association for Small Business and Entrepreneurship (ASBE) conference will be held in conjunction with the Southwestern Federation of Administrative Disciplines (SWFAD) meeting March 15-18, 2000 at the Hyatt Regency in San Antonio, Texas. The conference will include an assortment of program activities. Competitive papers, symposia panels, and workshop proposals are now being solicited on topics related to small business and entrepreneurship. Submission deadline is SEPTEMBER 15,1999 (Postmark).

For more information, visit our Web site at:

<http://www.sbaer.uca.edu/Docs/bulletins/99asbecp.htm>

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PROS AND CONS OF MARKETING

PHARMACEUTICALS ON THE INTERNET

Ashish Chandra, Susan Casas de Betancourt and Christine Wyble of Xavier University of Louisiana submitted this paper for the Southwestern Marketing Association Conference held in Houston, Texas, last month.

Pharmaceutical companies have not been left behind in the evolution of using the Internet as a viable marketing source. And, with herbal products gaining in popularity among health care consumers, there are several herbal product-related sites on the Web as well. However, the authors report there are various pros and cons of marketing pharmaceuticals and herbal products on the Internet. Their paper discusses these, and the regulations and

standards related to marketing on the Internet.

"Pharmaceutical companies advertising on the Internet can utilize all the text, animation, pictures, sound, and other characteristics of a television advertisement, at a significantly cheaper cost. Also, these promotional efforts usually do not have to go through the same rigors that other advertisements must. They can even avoid the censor boards of other countries, because it is up to the consumer to access the company's advertisements, and not the company to necessarily promote it to consumers. The company can also be selective in determining which customers to target for future mailings based on the information gathered regarding consumer demographics."

This form of pharmaceutical marketing does have some cons regarding various individuals and situations, including the fact that appropriate regulations and standards have yet to be established with regard to marketing on the Internet. Currently, there is a great deal of debate about what is and what is not considered appropriate.

According to the paper, other cons for pharmaceutical marketing include the fact that information on the Internet is often too technical for the consumer to understand or it can be too simply stated for health care professionals to glean adequate information. There are also sites offering erroneous or outdated information because the sites are often designed without guidance from health care professionals. If there is a difference of opinion, Internet information can even lead to a lack of trust between doctors and their patients. Consumers' lack of Internet access and of the necessary technical knowledge may also prove that other marketing avenues would be a better choice.

To read the entire paper by Ashish Chandra, Susan Casas de Betancourt and Christine Wyble, visit the SBANC Web site at <http://www.sbaer.uca.edu/Research/1999/SMA/99sma138.htm>

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#### TIP OF THE WEEK

##### "Trade Secrets"

(Taken from "Entrepreneurship: A Contemporary Approach" by Donald F. Kuratko and Richard M. Hodgetts. Full credit below.)

Certain business processes and information cannot be patented, copyrighted or trademarked. Yet they may be protected as trade secrets. Customer lists, plans, research and development, pricing information, marketing techniques and production techniques are examples of potential trade secrets. Generally, anything that makes an individual company unique and has value to a competitor could be a trade secret.

Protection of trade secrets extends both to ideas and to their expression. For this reason, and because a trade secret involves no registration or filing requirements, trade-secret protection is ideal for software. Of course, the secret formula, method or other information must be disclosed to key employees. Businesses generally attempt to protect their trade secrets by having all employees who use the process or information agree in their contracts never to divulge it. Theft of confidential business data by industrial espionage, such as stealing a competitor's documents, is a theft of trade secrets without any contractual violation and is actionable in itself.

The law clearly outlines the area of trade secrets: Information is a

trade secret if (1) it is not known by the competition; (2) the business would lose its advantage if the competition were to obtain it; and (3) the owner has taken reasonable steps to protect the secret from disclosure. Keep in mind that prosecution is still difficult in many of these cases.

"Entrepreneurship: A Contemporary Approach," Kuratko, Donald F., and Hodgetts, Richard M., Harcourt Brace College Publishers, 1998, page 417.

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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 Carrie East by e-mail at Ceast@mail.uca.edu.

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