

Small Business is Our Business ...

Small Business Advancement National Center

University of Central Arkansas

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

SBANC NEWSLETTER - December 1, 1999

One of the benefits of International Council for Small Business (ICSB) membership. The staff of the Small Business Advancement National Center welcomes the ICSB as one of our sponsors.

FACULTY OPENING

HOSPITALITY MANAGEMENT/ENTREPRENEURSHIP

The School of Business and Economics at the College of Charleston has an opening (subject to final funding authorization) for a tenure track position at the assistant professor level beginning August 2000. We are seeking a new faculty member to teach courses in the undergraduate Hospitality and Tourism Management concentration as well as our Entrepreneurship/Small Business Development area. Founded in 1770, the College of Charleston is the 13th oldest institution of higher education in the United States. The School of Business and Economics includes 42 full-time faculty, in addition to several Executives-in-Residence and adjunct faculty. The School is accredited by AACSB in both business and accounting undergraduate programs. The College is located in Charleston, South Carolina, a premier heritage city and a popular tourist destination.

Excellence in, and a commitment to, teaching is required. Active

research, publications, and public service expected; international orientation is helpful. Ph.D. or D.B.A. in related field preferred, A.B.D. considered. Send a letter of application, vita, three letters of reference, and graduate transcripts. Search is open until the position is filled.

To find out more about this position, contact John C. Crotts at crottsj@cofc.edu or visit their site at <http://www.cofc.edu/~baecon/tourism.htm>

CALL FOR PAPERS

PAPERS DUE IN MARCH 2000

The Third Annual International Business and Economics Conference will be held at St. Norbert College in De Pere, WI, on October 6-7, 2000.

The scope of the conference is a multi disciplinary conference on global business and economics issues. This conference provides a forum to discuss business and economic issues in a global context. Being multi-disciplinary in nature, the conference welcomes papers from different fields provided there is a demonstrated focus on international issues related to business and economics.

To achieve a wide variety of perspectives, we encourage the submission of scholarly works that encompass all types of quality research. We welcome conceptual and theoretical papers, empirical studies, interpretive research, experimental research, practitioner-oriented studies and replications.

St. Norbert College is organizing this conference in association

with MCB University Press and the Management Decision Journal, and has negotiated a fast-track/preferential publishing route for conference paper presenters. In addition, the conference will feature the publication of conference proceedings. Authors who elect to pursue either or both publishing opportunities should indicate their interest in a cover letter and submit the completed paper by the submission deadline of March 17, 2000. Please include your FAX number and e-mail address in a cover letter.

Authors who wish to participate in the conference but are not interested in pursuing either publishing option may submit a 750-word abstract instead of a completed paper. One paper will be selected to receive a "Best Conference Paper" award.

For more information about this paper or to send in your submission (abstracts and completed papers are welcome), contact Marc von der Ruhr at vondma@mail.snc.edu

BID PROPOSAL

ICSB IS LOOKING FOR A NEW PUBLISHER

The International Council for Small Business (ICSB) is in the process of gathering bids for anyone interested in publishing the Journal for Small Business Management (JSBM). If there are any universities that might be interested, please contact Sandra King with the name and address so that a bid proposal can be sent.

Contact Sandra King by phone at (909) 869-2429 or by email at swking@csupomona.edu

SOCIAL RESPONSIBILITY, CONSUMERISM, AND THE

MARKETING CONCEPT

This paper was presented by Robert D. Winsor of Loyola Marymount University at the 1999 Southwestern Marketing Association Conference in Houston, Texas.

Critics of marketing have consistently attacked the discipline for discounting consumers' intelligence and capacity for rational choice and for deliberately confounding consumers in their efforts to make rational, informed, unbiased, and free economic choices. At the same time, societal trends have pushed U.S. businesses in the direction of increasing concern for social issues and attention to long-run consumer welfare. The aforementioned criticisms and pressures for increasing social responsibility are largely driven by the same social paradigms and constituents. Yet, it is noteworthy that the ultimate result of an expanded social responsibility of business is the concomitant diminishment of free consumer choice. Moreover, this obstruction of consumer discretion is the inevitable consequence of presumptions of consumer irrationality.

Thus, while groups such as consumerists have often criticized marketers explicitly for rejecting notions of consumer rationality, these same groups and sentiments have forcefully promoted the social responsibility of business and the societal marketing concept as advancements in business thought and practice. As a result, contradictions can be seen to exist within the consumerist agenda, and are apparent (but unacknowledged) in the "societal marketing concept" and calls for increasing the responsibility of business toward social issues and concerns. The goal of this paper is to expose these contradictions and to elaborate upon their implications for business and society in general.

This paper compares the often-criticized "selling orientation" or "selling concept" with the commonly-praised "societal marketing concept" from the perspectives of consumer rationality and persuasibility. It is suggested that both orientations view consumers as relatively irrational and as easily prone to manipulation by marketers. The implications of this similarity are explored from the perspectives of consumerism and social responsibility.

To read this entire paper on criticism of the marketing concept, visit our Web site at

<http://www.sbaer.uca.edu/Research/1999/SMA/99sma110.htm>

TIP OF THE WEEK

"Analyze Your Skills, Abilities, and Interests"

The first step in buying a business is conducting a self-audit to determine the ideal business for you. Consider, for example, the following:

1. What business activities do you enjoy most? Least?
2. Which industries interest you most? Least?
3. What kind of business do you want to buy?
4. What kinds of businesses do you want to avoid?
5. In what geographic area do you want to live and work?
6. What do you expect to get out of the business?
7. How much can you put into the business -- in both time and money?
8. What business skills and experience do you have? Which ones do you lack?
9. How easily can you transfer your existing skills and experience

to other types of businesses? In what kinds of businesses would that transfer be easiest?

10. How much risk are you willing to take?

11. What size company do you want to buy?

Answering those and other questions beforehand will allow you to develop a list of criteria that a company must meet before you will consider it to be a purchase candidate.

"Effective Small Business Management An Entrepreneurial Approach," Scarborough, Norman M. and Thomas W. Zimmerer, Prentice Hall, 2000, page 139.

If you have any comments about the SBANC newsletter or if you know of an upcoming small business event to promote, please contact sjw2587@cub.uca.edu

If interested in becoming a member of ICSB, email the International office at <http://www.icsb.org/about/join.htm>

SBANC STAFF

Main Office Phone: (501) 450-5300

Dr. Don B. Bradley III, Executive Director & Professor of Marketing

Direct Phone: (501) 450-5345 -- E-mail: Donb@mail.uca.edu

Krystall Ellis -- Graduate Assistant -- E-mail: kfe0460@cub.uca.edu

Jay Garrison -- Student Intern -- E-mail: jkg9940@cub.uca.edu

Stephanie Wheatley -- Student Intern -- E-mail:

sjw2587@cub.uca.edu

Trey Kordsmeier -- Student Intern -- E-mail:

iak9199@cub.uca.edu

Albert Amankwah -- Student Intern -- E-mail:

aa9955@cub.uca.edu

If you do not wish to receive this newsletter, please send an e-mail to webmaster@www.sbaer.uca.edu with the word "remove" in the subject line. Those who would like to be added to the list may send a message to the same address, with "add" in the subject line.