

Small Business is Our Business ...

Small Business Advancement National Center

University of Central Arkansas

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

SBANC NEWSLETTER - January 18, 2000

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.

ICSB AND ITS AFFILIATES INVITE YOU TO ATTEND THE 45th
ICSB WORLD CONFERENCE IN BRISBANE, AUSTRALIA

The conference will be held at the Brisbane Convention and Exhibition Centre, Brisbane, Australia on June 7-10, 2000. The comprehensive program over three days will feature keynote, plenary and concurrent presentations. Speakers will address the theme Entrepreneurial SMES-- Engines for Growth in the New Millennium. Accepted presentations will be published as full papers in the conference proceedings.

The earlybird registration deadline is April 7, 2000.

To find out more about this conference, email the conference secretariat at icsb2000@im.com.au, or visit <http://www.law.flinders.edu.au/seaanz/icsb2000.htm>

THE 1st ANNUAL CONFERENCE ON ENTREPRENEURSHIP
AND THE ACADEMY IN THE NEW MILLENNIUM.

The Inland Empire Center for Entrepreneurship is hosting the first

annual conference on Entrepreneurship and the Academy in the New Millennium at California State University in San Bernardino on May 11, 2000.

The theme for this conference is "Building Bridges to the Future: Connecting the Academy to the Entrepreneurial Community in the New Millennium.

Topics of discussion will be about current models for building connections and devising strategies for constructing more effective connections in the future. Afternoon working sessions will focus on women and minority entrepreneurs, family owned businesses, social entrepreneurship, entrepreneurship education, and e-commerce.

Early registration is due by April 15, 2000. Late registration is due by May 1, 2000 and dependent upon space availability.

To find out more about this conference, visit
www.cpba.csusb.edu/iece

CALL FOR PAPERS

THE 3rd ANNUAL INTERNATIONAL BUSINESS AND
ECONOMICS CONFERENCE

St. Norbert College De Pere invite you to attend and submit papers for the 3rd International Business and Economics conference in Wisconsin on October 6-7, 2000. They are interested in papers related to global business and economic issues. Examples of pertinent topics include: International trade and finance, multinational financial management, emerging

markets, global marketing strategies, cross-cultural marketing and consumer research issues, service marketing across national borders, multiculturalism in the workplace, business ethics in the international context, and the Internet in international business. Submissions, however, are not limited to these topics.

The deadline for receipt of submissions is March 17, 2000.

To find out more about this conference, contact Marc von der Ruhr at vondma@mail.snc.edu or visit our site at <http://www.sbaer.uca.edu/docs/bulletins/interbusconf.html>

INTERNET COMMERCE STRATEGIES FOR SMALL BUSINESS

This paper was presented by Chang-tseh Hsieh and Regina Caveny, University of Southern Mississippi, and Binshan Lin, Louisiana State University, at the Decision Sciences Institute on November 21-24, 1998.

Electronic commerce pertains to a wide variety of business activities, which are conducted electronically. It covers a range of electronic interactions between organizations and their up and downstream trading partners. Many technologies can be used in support of electronic commerce. As described by the Electronic Commerce Association it may involve streamlining processes, interconnectivity, Internet, electronic data interchange (EDI), electronic funds transfer, e-mail, security, electronic document management, workflow processing, middleware, bar coding, imaging processing, smart cards, voice responses, and networking.

To read this entire paper on Internet commerce strategies, visit

our Web site at

<http://www.sbaer.uca.edu/Research/1998/DSI/Pdffiles/Papers/0752.pdf>

TIP OF THE WEEK

"Out-Marketing the Giants"

In today's business world everything appears to be focused on the "superstore" concept. How does an entrepreneur compete within this multimedia blitz of supersize and compressed prices? It's not easy, but, as always, the entrepreneurial spirit devises opportunities to capitalize on. Here are a few tips for outwitting the giants.

1. Tap your database: Use purchases data to customize incentives, and use direct mail based on demographics, location, product preference, and price.
2. Excel at "guerilla marketing": Use local promotions to get close to customers and break through advertising clutter.
3. Create specific marketing programs: Win retailer loyalty, differentiate your product, and build local sales.
4. Search for missed opportunities: Small marketers can often focus on a relatively neglected product - such as duct tape or dental floss - and take share from a bigger player or increase sales in a tired category.
5. Apply the personal touch: Small business marketers can get a big payoff when top executives pay personal attention to customers' letter, retailers' queries, and sales staffs' suggestions.

6. Utilize today's technology: The cost of database technology is dropping, making direct-mail marketing a viable tactic for small-business marketers with tight budgets.

"Entrepreneurship: A Contemporary Approach," Kuratko, Donald & Richard Hodgetts, The Dryden Press, 1998, page 234.

If you have any comments about the SBANC newsletter or if you know of an upcoming small business event to promote, please contact kfe0460@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

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

iak9199@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.