

Small Business is Our Business ...

Small Business Advancement National Center

University of Central Arkansas

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

SBANC NEWSLETTER - February 1, 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.

CALL FOR PAPERS

DECISION MAKING IN A WIRED WORLD

The Decision Sciences Institute invites you to attend and submit papers for the 31st annual meeting in Orlando, Florida on November 18-21, 2000. The theme for the conference is "Decision Making in a Wired World."

As we enter the new millennium, the global marketplace is a reality and the advancement of technology has created new opportunities for competing in that marketplace. A wide range of tools, such as e-mail, teleconferencing, electronic data interchange, ERP systems, global information systems, and the Internet are changing the way managers communicate, share and use information for making decisions. We are truly doing business in a "wired world."

The Institute's 2000 Annual Meeting provides opportunities for the dissemination of research results as well as innovation in teaching and curriculum. Competitive paper submissions and proposals for special sessions (workshops, tutorials, and panel

sessions) are welcome in all areas of the decision sciences.

Deadline for submissions is March 1, 2000.

To find out more about conference, visit

<http://www.sbaer.uca.edu/docs/bulletins/00DSIcfp3-1.htm>

NORTH AMERICAN COLLEGIATE ENTREPRENEUR AWARDS

The North American Collegiate Entrepreneur Awards are now accepting applications from across Canada, Mexico, and the United States.

The awards are a program of the Jefferson Smurfit Center for Entrepreneurial Studies at Saint Louis University. The state/province recognizes exceptional entrepreneurial skill and creativity among undergraduate students enrolled in colleges, universities, or other post-secondary institutions. State winners will advance to the North American Awards with a grand prize of \$10,000 to the student and \$1000 for the faculty nominator.

Any undergraduate student submitting proof of completion of 12 credit hours during the previous year is eligible. Deadline for 2000 awards is March 3.

To find out more about these awards, visit

www.slu.edu/eweb/nacea/index.html.

KENNETH J. LACHO, FOUNDER OF UNO'S
ENTREPRENEURSHIP PROGRAM, HONORED WITH
NATIONAL AWARD

Kenneth J. Lacho, Director of the University of New Orleans Entrepreneurship Program, has received a U.S. Small Business Administration Vision 2000 Models of Excellence award.

Lacho, a professor of management at UNO, has been the driving force behind the entrepreneurial program in UNO's College of Business Administration. The Leadership in Small Business Issues award, presented during the SBA's Vision 2000 conference in Washington, D.C. this month, honors Lacho as "an outstanding leader in entrepreneurship" and for his "exemplary commitment to local small businesses."

Developments since receiving a \$25,000 seed grant from the Coleman Foundation in Chicago in 1995 include a 30-hour major, an 18-hour minor and 12-hour concentration in entrepreneurship, an entrepreneur-in-residence program, a high school outreach effort, and a program to foster self-employment for persons with disabilities in cooperation with UNO's Training Resource and Assistive-Technology Center (TRAC), funded through a grant from the Louisiana Rehabilitation Services.

UNO's Entrepreneurship Program provides awareness of self-employment as a career option and trains future entrepreneurs in the business skills needed to start, grow, and manage their own companies.

THE KEY TO ENTREPRENEURIAL SUCCESS

This paper was presented by Jeffrey C. Shuman, Bentley College, at the United States Association for Small Business and Entrepreneurs in San Diego, Jan 14-17, 1999.

The paper identifies and describes the development process which intuitively all natural born entrepreneurs use when starting and building a successful business. It provides a step-by-step explanation of what needs to be done, when it needs to be done and why it needs to be done in terms that anyone can follow to make his or her business a success. In support of the development process presented, the paper highlights Buddy Carp and David Litos, the cofounders of New World Technologies, a 1997 Inc. 500 company. Research on this venture is based on a multi-method, longitudinal design, emphasizing open-ended interviews with members of the entrepreneurial team, a content analysis of organizational documents and archival records, and participant observation in the company.

To read this entire paper on entrepreneurship success, visit our Web site at

<http://www.sbaer.uca.edu/Research/1999/USASBE/99usa643.htm>

TIP OF THE WEEK

"Advertisement Strategies"

Several advertisement strategies can be used over the Internet. Before we describe them, it will be useful to present some important considerations in Internet-based ad design.

Some commonly accepted commandments of advertising on the Internet are advocated by Choi et al. (1998) and by others.

Representative examples are:

1. Advertisements should be visually appealing. In mass media,

advertisements should be colorful to catch the reader's attention.

On the Internet, this principle can be realized by adopting interactive and moving Web content that can grab the visitor's attention and draw repeated visits.

2. Advertisements must be targeted to specific groups or to individual consumers. Ads should be customized and speak on a personal level.

3. The content should be valuable to consumers. Web pages should provide valuable information, avoiding useless and large files that slow downloading time.

4. Advertisements must emphasize brands and a firm's image. Firms should actively participate in all types of Internet activities, such as newsgroups, mailing lists, and bulletin boards. All activities constitute a strategy. Also, online advertisements should be coordinated with offline advertisements.

5. Advertisements should be seamlessly linked with the ordering process. When the customer has become interested after having seen the ads, the advertised items should be able to be ordered and paid for conveniently, preferably online.

6. Designing Internet ads. Successful Web site design is an art as well as a science. It is actually a difficult task. For example, a study of Web ads done by the University of Michigan business school students for a Web company, Athenia Associates, showed that ads placed in the lower right-hand corner of the screen, next to the scroll bar, generate 228 percent higher click-throughs than ads at the top of the page. The study also found that ads placed one-third of the way down the page increased click-through 77 percent over ads at the top of the page, where ads are usually

positioned. Andrew Kinds, Webmaster with Athenia, attributed the higher click-throughs to the ads positioning in the "click zone," where a user's mouse is naturally drawn. Information on the study is available at <http://www.webreference.com/dev/banners>. In many cases it is best to solicit the help of an expert or consultant to design Internet ads.

"Electronic Commerce: A Managerial Perspective," Turban, Efraim, Prentice-Hall, Inc., 2000, page 128.

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>

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