

Small Business is Our Business ...

Small Business Advancement National Center

University of Central Arkansas

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

SBANC NEWSLETTER - February 29, 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.

PRAGUE 2000

ICSB and its affiliates invite you to attend the SME Networks conference in Prague, Czech Republic, November 22-24, 2000.

Small and medium enterprise (SME) cooperative networks provide viable and complementary alternatives to traditional economic patterns and offer new solutions and perspectives on the crucial problems of long-term economic health and sustainability. The world in which entrepreneurs and SMEs operate has changed fundamentally in the era of Internet, global markets and the New Economy of networks.

Papers for this conference could be expressed through the following specific topics of interest: SMEs and the Internet, SME Networks , E-business and E-engineering of enterprise, MBA to E-MBA education, Regional advantage of SMEs, Inter- and intra-company organization, and SME financing and capitalization among many others.

To find out more about conference, visit

<http://www.sbaer.uca.edu/docs/bulletins/00SMEconf11-22.htm>.

CALL FOR PAPERS

2000 ATLANTIC MARKETING ASSOCIATION ANNUAL MEETING

The Atlantic Marketing Association invite you to attend and submit papers for the 16th annual meeting at the Westin Francis Marion in Charleston, South Carolina, October 11-14, 2000.

The theme of the conference is "Marketing in the Century Ahead."

The conference will have competitive papers, special sessions, and a published proceedings. Topic papers may include, but is not limited to, professional selling, sales management, retail management, global marketing, entrepreneurship, buying behavior, and advertising.

Deadline for submissions is April 10, 2000.

To find out more about conference, visit

<http://www.sbaer.uca.edu/docs/bulletins/00AMAcfp10-14.htm>.

INFORMATION SYSTEMS SECURITY FOR SMALL BUSINESS:

DANGERS FROM WITHIN AND WITHOUT

This paper was presented by Joseph J. Geiger and Norman Pendegraft, University of Idaho at the Small Business Institute Director's Association in February 1999.

In order to survive and prosper, small businesses have entered the high-tech information age. Even the smallest firms use electronic credit card systems, bank-based automated cash management agreements, and modern accounting systems. Increasingly, small business is entering the world of Internet commerce with web site-

based advertising and merchandising. The resulting use of these new applications poses significant threats for small businesses: From within are problems related to employee fraud and embezzlement, misuse of the firm's resources, and challenges to authority and control over closely held firms. From without are threats of unlawful access to a firm's vital information bases, interrogation and misuse of customer accounts and records, and corruption of data. This paper outlines the scope of the electronic security problem, provides examples of current attempts to remedy the situation, and suggests several ways to protect a business from both external and internal security problems.

To read this entire paper on information system security, visit our Web site at

<http://www.sbaer.uca.edu/Research/1999/SBIDA/99sbi130.htm>

TIP OF THE WEEK

"Global Indicators "

Which indicators should you use for a global assessment? The answer clearly depends on your product and industry. There are five potential indicators suitable for a global assessment of your products international potential:

1. Demographic. These are indicators that directly describe characteristics of the individual consumer. Their relevance depends on the role the consumer plays in the purchase decision of your products or service.
2. Macroeconomic. No matter how strong a market appears to be by demographic indicators, the overall economic conditions of the

market will no doubt determine the potential for success. Though their relative importance will depend on your particular product and industry, macroeconomic indicators are used to identify issues such as inflation, potential for economic recession, economic growth potential, and currency stability. They are especially useful to separate emerging markets from mature markets.

3. Government policies. Many policies of foreign governments directly impact the potential for your international success. Obvious examples would be import controls, tariffs, and regulations concerning the use of your products. Other policies such as currency exchange controls or labeling standards may be less obvious, yet still hamper your efforts in the market.

4. Environmental. The U.S. market enjoys a wide range of climates and terrain, as well as an advanced infrastructure in such areas as telecommunications and transportation. Clearly this is not the case in all countries and such differences could dramatically impact the potential for your products. Environmental indicators are used to identify differences such as weather, geography, and infrastructure that will impact your potential sales.

5. Industry-specific. The structure of your industry may be entirely different in the U.S. than in other countries. There also may be different risks and threats against your industry in specific countries that don't exist in others. Industry-specific indicators are used to identify these differences that only occur at the industry level.

"The Global Entrepreneur," Foley, James F., Dearborn Financial Publishing, 1999, pages 41-43.

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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