

Small Business is Our Business ...

Small Business Advancement National Center

University of Central Arkansas

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

SBANC NEWSLETTER - March 14, 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.

SOCIETY FOR MARKETING ADVANCES (SMA) 2000  
CONFERENCE

The Society for Marketing Advances invites you to attend and submit papers for the 2000 Conference.

The conference will be held at the Hyatt Orlando Hotel in Orlando, Florida on November 8-11, 2000. Participants are encouraged to submit an innovative education activity or review for the competition. Authors of accepted activities, exercises, and/or pedagogical tools will be asked to present their ideas at the conference.

Deadline for submissions is April 3, 2000.

To find out more about this conference, visit  
<http://mkt.cba.cmich.edu/sma/confernc/confernc.htm>

---

CALL FOR PAPERS

2000 ANNUAL CONFERENCE ON GLOBALIZATION & THE  
CHANGING NATURE OF COMPETITION

The eleventh Annual Conference on Globalization & The Changing Nature of Competition will be held in Atlanta, Georgia on October 5-7, 2000. The conference will bring together leaders from business, government, and academia to share and discuss ideas, to reflect on experiences and approaches, and to strengthen the spirit of cooperation and collaboration for improved competitiveness.

Suggested themes for the conference include Global Competition, Maneuvering for Competitive Advantage, Workforce Issues in a Global Context, Business Regulation, Competing in Dynamic Global Industries, and Public Affairs and Corporate Communications.

The deadline for the receipt of submitted papers is May 31, 2000.

To find out more about this conference, visit  
<http://www.sbaer.uca.edu/docs/bulletins/00ASCcftp10-5.htm>

---

#### GLOBAL INTERNET COMMUNICATIONS: A FOCUS ON CHINA

This paper was presented by Mahesh S. Raisinghani, University of Dallas and Lawrence L. Schkade, Wendy Lan Yue, University of Texas at Arlington at the Southwest Review of International Business Research in March 1999.

As we move into the next century, it is clear that global economy has permeated every industry. International competition and the development of an increasingly interconnected global economy put pressures on companies to expand their competitive horizons. At the same time, the Internet is changing the nature of

computing and communications. It has evolved from a Department of Defense computer network, to a worldwide government and academic information exchange network, to a mass-market social phenomenon that is taking the world by storm. It promises universal connectivity--linking everyone with everyone else--and interconnecting all computing devices, providing unprecedented and unparalleled access to information of every conceivable type. Therefore, using the Internet as the gateway to global commerce becomes an effective alternative.

To read this entire paper on global Internet communications, visit our Web site at

<http://www.sbaer.uca.edu/Research/1999/SRIBR/99sri140.htm>

---

#### TIP OF THE WEEK

##### "Seven Secrets of Successful Netpreneurs"

1. Take a long-range view. If companies needed to make a profit immediately, they would have abandoned their e-commerce strategy in their first year.
2. Sell products that are easy to identify. Products that can be described, illustrated, or photographed simply were the first to do well on the Internet. You don't have to touch or feel a book or CD to buy it. Commodities that can be illustrated effectively generate faster sales.
3. Capitalize on the value of product extensions. When consumers know your brand, you have a better opportunity to continue the line with online sales.
4. Provide services that are understandable. You can't touch or

feel a service, but if it can be described in simply terminology comprehensible to the shopper, you have a better chance of selling the service. Priceline.com will find the best price on airline tickets for you. That's pretty simple.

5. Recognize the potential in niche markets. Niche markets include experts in some area and know the value of the goods they are seeking. To the right shopper, antiques, coins, and stock trades are worth searching for, and paying for.

6. Acquire prominent listing in the big-scale portals. Get known fast, big-time, using delivery vehicles that are well-known for achieving results.

7. Install high-profile security systems. Remove all traces of doubt about confidentiality and dependability, eliminating this huge obstacle to consumer confidence.

"E-tailing," Tiernan, Bernadette, Dearborn Financial Publishing, Inc., 2000, pages 22.

---

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](mailto: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

Bettina Urban -- Student Intern -- E-mail: bu9980@cub.uca.edu

Licinio Pereira -- Student Intern -- E-mail: lap9989@cub.uca.edu

Vijay Kumar -- Student Intern -- E-mail: vk0218@cub.uca.edu

---

If you do not wish to receive this newsletter, please send an e-mail to [webmaster@www.sbaer.uca.edu](mailto: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.