

Small Business is Our Business ...

Small Business Advancement National Center

University of Central Arkansas

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SBANC NEWSLETTER - April 4, 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

THE ATLANTIC MARKETING ASSOCIATION 2000

The 16th annual meeting of the Atlantic Marketing Association will be held at the Westin Francis Marion in Charleston, South Carolina, October 11-14, 2000. The conference will have competitive papers, special sessions, and a published proceedings.

Deadline for submissions is April 10, 2000.

To find out more about this conference, visit

<http://spectrum.troyst.edu/~ama/>.

CALL FOR PAPERS

EUROPEAN SMALL BUSINESS SEMINAR 2000

"Entrepreneurship under difficult circumstances"

The European Foundation of Management Development invites you to attend and submit papers for the annual European Small Business Seminar 2000. The seminar will be held from Sept. 20 -

23rd, 2000 in Ghent-Belgium.

Mainstream topics are female entrepreneurship, entrepreneurial awareness and self-employment in transitional economies of Central and Eastern Europe, innovation in hostile environments, small-scale entrepreneurship or micro-entrepreneurship, location and local regulations towards SMEs' growth and ambition, internationalization of small businesses, financing SMEs through venture capital and by business angles networks.

Deadline for submission of abstracts is April 15, 2000.

To find out more about this seminar, visit
<http://www.sbaer.uca.edu/sbaer/bulletins/index.html>

The Institute for Migration and Ethnic Studies (IMES) of the University of Amsterdam has put together a bibliography from international scientific literature on the Immigrant and Ethnic Entrepreneurship in advanced economies recently published. This bibliography is now unlocked to the public, so that everyone can now profit from this current knowledge. The bibliography will be updated on a regular basis. To find out more about this bibliography, visit www.emporium.nl

WEB COMMERCE: BENEFITS AND IMPACTS

This paper was presented by Nancy Tsai and Amer Sheikh, California State University at the 1999 Western Decisions Institute.

The Internet forms an information superhighway that offers both

information access and a fast, inexpensive method of communication to the general public. Therefore, the Internet has initiated a wave that will have a dramatic effect on business globally. It begins to replace a lot of existing business practices with the new ways of doing business. It gives the birth of electronic commerce in general and Web commerce in particular. This paper discusses the Web commerce and its two important issues: benefits and impact.

To read this entire paper on web commerce, visit our Web site at <http://www.sbaer.uca.edu/Research/1999/WDSI/99wds431.htm>

TIP OF THE WEEK

"Privacy Protection"

How organizations collect and use personal information, together with their privacy protection practices, can be summarized in five principles, which provide guidelines for the collection and dissemination of personal information and which are shared by European countries, Canada, some other countries, and the United States. These five basic principles are:

1. Notice/awareness. Consumers must be given notice of an entity's information practices prior to collection of personal information. Consumers must be able to make informed decisions about the type and extent of their disclosures based on the intention of the party collecting the information.
2. Choice/consent. Consumer must be made aware of their options as to how their personal information may be used as well as any potential secondary uses of information. Consent may be

granted through opt-out clauses requiring steps to prevent collection of information; in other words, no action equals consent. Consumers may grant consent through opt-in clauses, requiring steps to allow the collection of information.

3. Access/participation. Consumers must be able to access their personal information and challenge the validity of the data.

4. Integrity/security. Consumers must be assured that the data is secure and accurate. It is necessary for those collecting the data to take whatever precautions are required to ensure that data is protected from loss, unauthorized access, destruction, fraudulent use, and to take reasonable steps to gain information from reputable and reliable sources.

5. Enforcement/redress. There must always be a method of enforcement and remedy, otherwise, there is no real deterrent or enforceability for privacy issues. The alternative are government intervention, legislation for private remedies, or self-regulation.

"Electronic Commerce, A Managerial Perspective," Turban, Efraim, Prentice Hall, Inc., 2000, pages 347-348.

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

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

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