

Small Business is Our Business ...

Small Business Advancement National Center

University of Central Arkansas

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

SBANC NEWSLETTER - April 25, 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

ASBE CONFERENCE 2001

The annual Association for Small Business and Entrepreneurship (ASBE) conference will be held in conjunction with the Federation of Administrative Disciplines (FAD) meeting February 27 - March 3, 2001 at the Sheraton Hotel in downtown New Orleans. The conference will include an assortment of program activities. Competitive papers, symposia, panels, and workshop proposals are now being solicited on topics related to small business and entrepreneurship.

Deadline for submissions is September 8, 2000. Papers presented or published elsewhere prior to the 2001 Conference should not be submitted.

To find out more about this conference, visit

<http://www.sbaer.uca.edu/sbaer/bulletins/index.html>

NCIIA GRANTS PROGRAM

NCIIA grants provide financial support for programs and courses that promote invention, innovation and entrepreneurship and support the work of student/faculty "E-Teams." The grants encourage interdisciplinary groups of students to work collaboratively to identify real-world problems, develop practical solutions, and commercialize their innovations.

Grants range from \$2000 to \$50,000 and will average \$10,000. Funds may be used for course development, speakers, travel, equipment, marketing analyses, business planning, patents & prototype creation.

Deadline for submission of applications is May 15, 2000.

To find out more about this grant program, visit
<http://www.nciia.org>

SMALL FIRMS AND THE INTERNET: NEW INSIGHTS ON FREQUENCY AND TYPE OF USE

This paper was presented by Thomas C. Dandridge and Nancy M. Levenburg of the Seidman School of Business at the 1999 USASBE Conference in San Diego, CA.

According to published statistics, an increasing number of businesses of all sizes and scopes are turning on and tuning in to the Internet. Market opportunities abound... the fact that there are presently over 100 million Internet users signifies that the sheer size of cyber-markets is staggering. The estimate that the number of actual uses, or hits, doubles in 100 days (Gillmor, 1998) gives an idea of the activity and the potential. A recent survey (Deloitte & Touche, 1998) of senior executives of U.S. based businesses

with revenues of at least \$1 billion showed 87 percent of the companies now use the Internet for business purposes. Of these, 98 percent use the Internet to provide information about their business and 69 percent reportedly sell products or services via the Internet.

To read this entire paper on small firms and the Internet, visit our Web site at

<http://www.sbaer.uca.edu/Research/1999/USASBE/99usa163.htm>

TIP OF THE WEEK

"Internet Standards"

Localization is the process of converting media products developed in one country to form culturally and linguistically acceptable in countries outside the original market. Web page translation is only one aspect. If you aim at the global market, you must make an effort to localize your Web pages.

Entrepreneurs should be aware of the following factors:

1. Some languages use accented characters. If your product includes an accented character, it will disappear when you convert it to English, for example.
2. Hard-coded text and fonts cannot be changed, so they remain in their original format in translated material.
3. Graphics and icons are different when you cross borders. For example, a U.S. mailbox looks like a trash can in Europe.
4. To be translated into Asian languages, significant cultural issues must be addressed.

5. Dates that are written mm/dd/yy in the United States are written dd/mm/yy in many other countries.
6. Consistent translation over several documents is difficult.
7. To help with localization, you may want to hire a consultant (for example, see www.transware.ie).

"Electronic Commerce, A Managerial Perspective," Turban, Efraim, Prentice-Hall, Inc., 2000, pages 149.

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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