

Small Business is Our Business ...

Small Business Advancement National Center

University of Central Arkansas

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

SBANC NEWSLETTER - June 20, 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 ANNUAL CONFERENCE 2001

Bill Jackson, Vice President-Programs, would like to take this opportunity to get you thinking early about participating in next year's conference.

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.

Completed competitive papers as well as proposals for symposia, panels, and workshops must be postmarked no later than September 8, 2000.

For more information on this conference, contact William T. Jackson at jackson_w@utpb.edu or visit our web site at

<http://www.sbaer.uca.edu/docs/bulletins/ASBE2001.htm>

CALL FOR PAPERS

THE ACADEMY OF BUSINESS ADMINISTRATION'S 7TH
ANNUAL GLOBAL BUSINESS TRENDS CONFERENCE

The Academy of Business Administration (ABA) will be holding its 7th Annual Global Business Trends Conference December 18-23, 2000, at the Hyatt Regency Hotel in Cancun, Mexico.

Papers are sought for specific tracks within the areas of Accounting, Business Communications, Contemporary Business Issues, Decision Sciences & Information Systems, Economics, Finance, Management, Marketing, and Non-Profit & Public Administration. Opportunities for Special Sessions are also available.

Submission deadline is August 21, 2000.

For further information on the this conference, visit
<http://www.lemoyne.edu/aba/global.htm>

CALL FOR PROPOSALS

EIGHTH ANNUAL SOUTHWESTERN BUSINESS
ADMINISTRATION TEACHING CONFERENCE

The Eighth Annual Southwestern Business Administration Teaching Conference (SWBATC) will be held Thursday, October 19, 2000, 9:00 a.m. - 6:30 p.m. and Friday, October 20, 2000, 9:00 a.m. - 12 noon, at the Jesse H. Jones School of Business, Texas Southern University. The Conference is co-sponsored by

the Jesse H. Jones School of Business and the Organizational Behavior Teaching Society - a national organization of management educators.

The purpose of the conference is to provide a forum for exchanging ideas about, identifying emerging trends in, learning new approaches to, and examining issues involved in teaching the various disciplines of business administration.

Proposals on topics relating to effective teaching are welcome, but those on ethical, cultural diversity, technological, environmental, and global issues are especially invited. It is hoped that many of the sessions will be of cross-disciplinary interest.

Proposals should be postmarked on or before July 31, 2000.

For more information on this conference, visit
<http://www.sbaer.uca.edu/docs/bulletins/swbatc2000.htm>

We would like to announce a change in web address for the Women's Business & Leadership Conference, which appeared in last week's newsletter. The web address on which one can find information on the conference is now
<http://www.womenleadingky.kentucky.com/>

HOW SMALL BUSINESS COMPETES WITH RETAILING'S
GIANT

This paper was presented by Jeffrey E. McGee of The University of Texas at Arlington and Troy A. Festervand of Middle Tennessee State University at the 1999 28th Annual Western

Decision Sciences Institute Meeting.

Much public concern has been directed toward the rapid expansion of large discount chain stores into smaller communities and the concomitant impact these mass-merchandisers have on local merchants. Of these discount giants, no one has received more attention than Wal-Mart.

In addition to expanded shopping opportunities, Wal-Mart's presence also means that some small businesses may be forced out of the market. As such, Wal-Mart's presence has encountered increasing amounts of resistance.

While much has been written about the impact large discount chains have on the community and the local merchants and what they should do to survive, little empirical research exists. More importantly, no empirical studies have examined how local merchants respond to the entry of a discount chain store.

Accordingly, this study examined the relationship between overall business performance and how local merchants responded to Wal-Mart's arrival.

To read this entire paper on Retailing's Giant, visit our Web site at <http://www.sbaer.uca.edu/Research/1999/WDSI/WDSI/99wds806.htm>

TIP OF THE WEEK

"Electronic Commerce in Small Companies"

Some of the first companies to take advantage of EC on the Web were, in fact, small companies.

Although there are many risks associated with EC, overall, the level of risk would be less for a small business when compared to opening brick-and-mortar businesses that require much more capital. Many businesses that could not have survived outside of the Internet have been able to thrive due to the lower cost of entry.

Following are strategies that many of the small businesses that have succeeded on the Internet have in common.

1. Capital investment must be small, to keep the companies' overhead and risk low.
2. Inventory should be minimal or nonexistent.
3. Electronic payments must be transmitted using secure means to reassure customers. Small businesses can work with vendors to provide this service.
4. Payment methods must be flexible, to accommodate different levels of users. Some prefer to mail or fax in a form or talk to a live agent as opposed to transmitting a credit card number over the Internet.
5. Logistical services must be quick and reliable. Small businesses have successfully subcontracted out their logistical services to FedEx, who are experts in the field.
6. The Web site should be submitted to directory-based search engine services like Yahoo.
7. Join in online service or mail, such as America Online or Viaweb's Viamall.
8. Design a Web site that is functional and provides all needed

services to consumers. In addition, Web sites should look professional enough to compete with larger competitors and be updated on a continual basis to maintain consumer interest.

"Electronic Commerce: A Managerial Perspective," Turban, Efraim, Jae Lee, David King, and H. Michael Chung, Prentice-Hall, Inc., 2000, page 450.

If you have any comments about the SBANC newsletter or if you know of an upcoming small business event to promote, please contact jah6677@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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may send a message to the same address, with "add" in the subject line.