

NEWSLETTER - December 18, 2001

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Feature Paper

Risks of Employee Misuse of Computer-Based Resources in Small Business

This paper was presented by Robert B. Mitchell, Burt Madden, John Hendon, and Frank Hall, all of The University of Arkansas at Little Rock. The paper was presented at the 32nd Annual Meeting of the Decision Sciences Institute, November 17-20, 2001 in San Francisco, California.

While computer-based resources continue to improve employee effectiveness and efficiency, misuse of these resources exposes organizations to many types of legal liabilities. By implementing policies regulating employee use of computer-based resources, organizations can minimize expensive litigation and help control and potentially improve employee productivity. This research analyzes the risks that parallel employee use of computing technologies and the legal ramifications. This research also discusses the legal rights of employers to monitor employee use of computer resources and the ethical reasoning for employee monitoring. In addition, a summary analysis of policies controlling use of computer-based resources in small business is presented.

To read this entire paper on computer-based resources, visit our Web site at <http://www.sbaer.uca.edu/Research/2001/DSI/pdf/PAPERS/Volume1/pt5/0743.pdf>

Tip Of the Week

"Employee Training Made as Easy as CBT"

Many retailers that once considered computer-based training (CBT) as nonessential, now view it as an effective technique to boost profits by reducing costs and employee turnover. According to Maggie Lunt, manager of education at the Food Marketing Institute, "Once people use it, they view it as a training method that's here to stay, a viable way to train people at a lower cost. And because they're embracing the technology, they're anxious to see more CBT products."

CBT programs are often used to familiarize entry-level retail employees on the basics of a particular job. For example, one CBT provider-Payback Training Systems-has devised a number of CBT programs tailored to supermarkets. These include specific skill-related programs for cashiers, grocery clerks, dairy personnel, and produce clerks.

Through CBT, Supervalu has been able to cut the trainer time for cashier positions from 24 to 6 hours and the trainee time from 24 to 12 hours. In addition, Supervalu reports an 18 percent faster scan time, a 44 percent reduction in over-rings and under-rings, and an 11 percent reduction in employee turnover because of CBT.

"Retail Management: A Strategic Approach" Berman, Barry and Evans, Joel R., Prentice Hall, 2001, page 386.

Conference

MarkEd Conclave 2002

Please join us for the Marketing Education Research Center's Conclave 2002, to be held June 28-30, 2002 in Austin, Texas. Five different conferences will be offered in one location! These include sports and entertainment marketing, health and professional services marketing, e-commerce/technology, customer service and relationship management and entrepreneurship and small business management. Workshops, Presentations and exhibits will be available at all of the conferences.

For more details on the this conference, visit <http://www.mark-ed.org/>

Conference

31st Annual EMAC Conference

Please join us for the 31st Annual European Marketing Academy Conference, to be held May 28-31, 2002 in Braga, Portugal. The conference is co-hosted by the University of Minho-School of Economics and Management. This year's theme is "Marketing in a Changing World: Scope, Opportunities and Challenges." At the conference, research projects in various stages of development and covering all major areas of marketing research are presented and discussed.

For further information on this conference, visit <http://www.emac2002.eeg.uminho.pt>

Announcement

Temporary Cease of the SBANC Newsletter

The Small Business Advancement National Center will be closed Tuesday, December 18, 2001 through January 8, 2002 for the holidays. In result, SBANC will temporarily cease publication of its weekly newsletter. This issue will be our last for this year. We will resume our publication on January 8, 2002.

If you have any comments about the SBANC newsletter or if you know of any upcoming small business event to promote, please contact Scott Russell at sdr95002@cub.uca.edu

SBANC Newsletter is provided as a service to the **Association for Small Business and Entrepreneurship (ASBE)** members and the **International Council for Small Business (ICSB)** members.

If interested in becoming a member of ASBE, contact Corbett Gaulden, Jr., at gaulden_c@utpb.edu

If interested in becoming a member of ICSB, visit <http://www.icsb.org/about/join.htm>

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