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Feature Paper

The Impact of Shopping Aids on Online Shopping Perceptions

This paper was presented by Leo R. Vijayasathy, from Colorado State University, and Joseph M. Jones, from North Dakota State University, at the 31st Annual Meeting of the Decision Sciences Institute in Orlando, Florida, on November 18-21, 2000.

Some Internet shoppers are using "online shopping aids" to help them search for products and services, and to assist them in making in-depth comparisons among alternatives. Online shopping aids allow shoppers to search quickly and to consider more alternatives. In this paper, we propose an experiment intended to compare online shopping perceptions and search processes between two groups: an Internet shopping group using an online shopping aid and an Internet shopping group without the online shopping aid.

Today, in the Internet Age, many shoppers are facing a shopping mode change that is affecting the way they search for products and services. Online shopping via the Internet is becoming more popular with related search efforts becoming one of the most important activities [4]. Even individuals who have not used the Internet to purchase products or services claim to have used it for information searches that led to purchases in more traditional retail environments [13].

To read this entire paper on Internet Shopping Aids, visit our Web site at http://www.sbaer.uca.edu/Research/2000/DSI/pdffiles/papers/v1_161.pdf

Tip Of the Week

"Online Events, Promotions, and Attractions"

Running promotions on the Internet is similar to running off-line promotions. Some of the major

considerations, according to Chase (1998) and O'Keefe (1997), are:

- The target audience needs to be clearly understood.
- The target audience needs to be online surfers.
- The traffic to the site should be estimated, and a powerful enough server must be prepared to handle it.
- Assuming the promotion is successful, what will the result be? This assessment is needed for your budget and promotion strategy.
- Consider co-branding. Many promotions succeed because they bring together two or more powerful partners.

Today, such promotions are regular events on thousands of Websites. Contents, quizzes, coupons, and giveaways, designed to attract visitors, are integral to Internet commerce as much, or even more than, off-line commerce. Here are six innovative ideas to entice web surfers to read Internet ads.

- Yoyodyne Inc. conducts giveaway games, discount contests, and sweepstakes, whose entrants agree to read product information of advertisers ranging from Major League Baseball to Sprint Communication. For example, Yoyodyne organized a contest in 1997 in which H & R Block paid \$20,000 toward the winner's federal taxes (H & R Block helps in tax preparation). Yoyodyne also offers multisponsor games.
- Netzero and others offer free Internet access in exchange for viewing ads.
- At www.egghead.com, real people help you. At www.lucent.com live people talk to you over the phone "pushing" material and ads to your computer.
- Cybergold (www.cybergold.com), Goldmine (www.goldmine.com), and others connect you with advertisers who pay you real money to read ads and explore the Web.
- Riddler (www.riddler.com) provides an opportunity to play games in real time and win prizes. People also play games for no prizes at all.
- Netstakes runs sweepstakes that require no skills in contrast with contests. You register only once and can randomly win prizes (<http://webstakes.com>). Prizes are given away in different categories. The site is divided into channels; each has several sponsors. They pay Netstakes to send them traffic. Netstakes runs online ads, both on the Web and in many e-mail lists that people requested to be on.

"Electronic Commerce: A Managerial Perspective," Turban, E., Lee, J., King, D., and Chung, H. M., Prentice-Hall, Inc., 2000, page 136.

Conference

2nd GEA College Conference on Dynamic Entrepreneurship

We would like to invite you to the 2nd GEA College International Conference on Dynamic Enterprises on February 16, 2001, in Portoroz, Slovenia. Growing business enterprises - gazelles are the key generators of economic development in the developed world. In many countries worldwide, dynamic, fast growing enterprises are determined as one of the leading elements of the economic renovation strategy while entering the third millennium. As Slovenia is already a part of global economic courses, we strongly believe that the Slovenian gazelles will play the main role in successful renovation process, creativity, innovation, diligence and readiness for success.

For more details on the this conference, visit www.gea-college.si/conference_2001.htm

Conference

NCIIA 5th Annual Conference

You're invited to the NCIIA's 5th Annual Meeting, Technology, Products & Ventures: Creativity & Innovation in Higher Education, a unique opportunity to exchange ideas on creativity, technology innovation, and entrepreneurship with faculty members and educational leaders. The conference will be held on March 6-9, 2001, at the Crystal Gateway Marriott, Arlington, Virginia. We provide dynamic speakers, interactive workshops, panels and roundtable discussions, and ample networking opportunities. Engage with presenters and participants, and share your experiences to create a stimulating and productive conference experience. Attend in-depth, experiential sessions, panels, and workshops on:

- E-Team Curriculum Innovation
- Product & Venture Creation
- Creative Problem-Solving
- Interdisciplinary Student Learning
- Team Learning Techniques
- Intellectual Property & Technology Commercialization

For further information on this conference, visit www.nciia.org/events/conf01.shtml

Competition

Young Entrepreneurship Conference and Business Competition

The Institute for Entrepreneurship is sponsoring the Fourth Annual Young Entrepreneur Conference and Business Competition, which will be held April 4-6, 2001, at the Sheraton Four Points Hotel in Milwaukee, Wisconsin. This conference is a two-day training and exposition for young entrepreneurs. At this event you will see over 500 young people, ages 8-18, from throughout the United States who have either started their own businesses or would like to. Many will display their businesses and compete for cash awards and university scholarships worth \$30,000. You will also see successful adult entrepreneurs, business leaders and training professionals serve as presenters. These young people will be given opportunities to enjoy numerous networking activities (including a dance), sessions on learning the basics of being self-employed, and witness young business owners receiving awards for their business successes. A teacher track for educators will also be available with one-graduate credit being offered.

Early Registration Deadline: **March 23, 2001**

For further information on this conference, visit www.theEplace.org

Competition

\$10,000 in Business Start-up Grant Awards for Young Entrepreneurs

The Institute for Entrepreneurship and the Coleman Foundation are offering \$10,000 in start-up funds for young people or school classrooms interested in beginning a business venture. To date, over \$20,000 in start-up revenue to 33 youth-run business has been awarded. Individual or classroom grant requests can reach as high as \$1,000 per grantee. Notification of winners will occur after June 1, 2001.

Submission Deadline: **May 1, 2001**

For further information on this conference, visit www.theEplace.org

Announcement

Awards! Awards! Awards!

The Community Development Society wants to recognize good people and good programs. Help us find the award winners! Awards will be presented in Duluth at our annual conference. Award categories are: Distinguished Service, Innovative Program, New Professional, Research, Friend of CDS, Achievement, and Student Recognition. Nominations must be postmarked by **February 19, 2001**. For more information on each award, visit www.comm-dev.org

- If you have any comments about the SBANC newsletter or if you know of any upcoming small business event to promote, please contact Richard Armstrong at rea7401@cub.uca.edu
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- 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 Patti Wilber at plwilber@nwsu.edu
 - If interested in becoming a member of ICSB, visit <http://www.icsb.org/about/join.htm>
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If you would like to be added to the list, you may send a message to the same address with the word "**add**" in the subject line.